

The Billboard

The World's Foremost Amusement Weekly

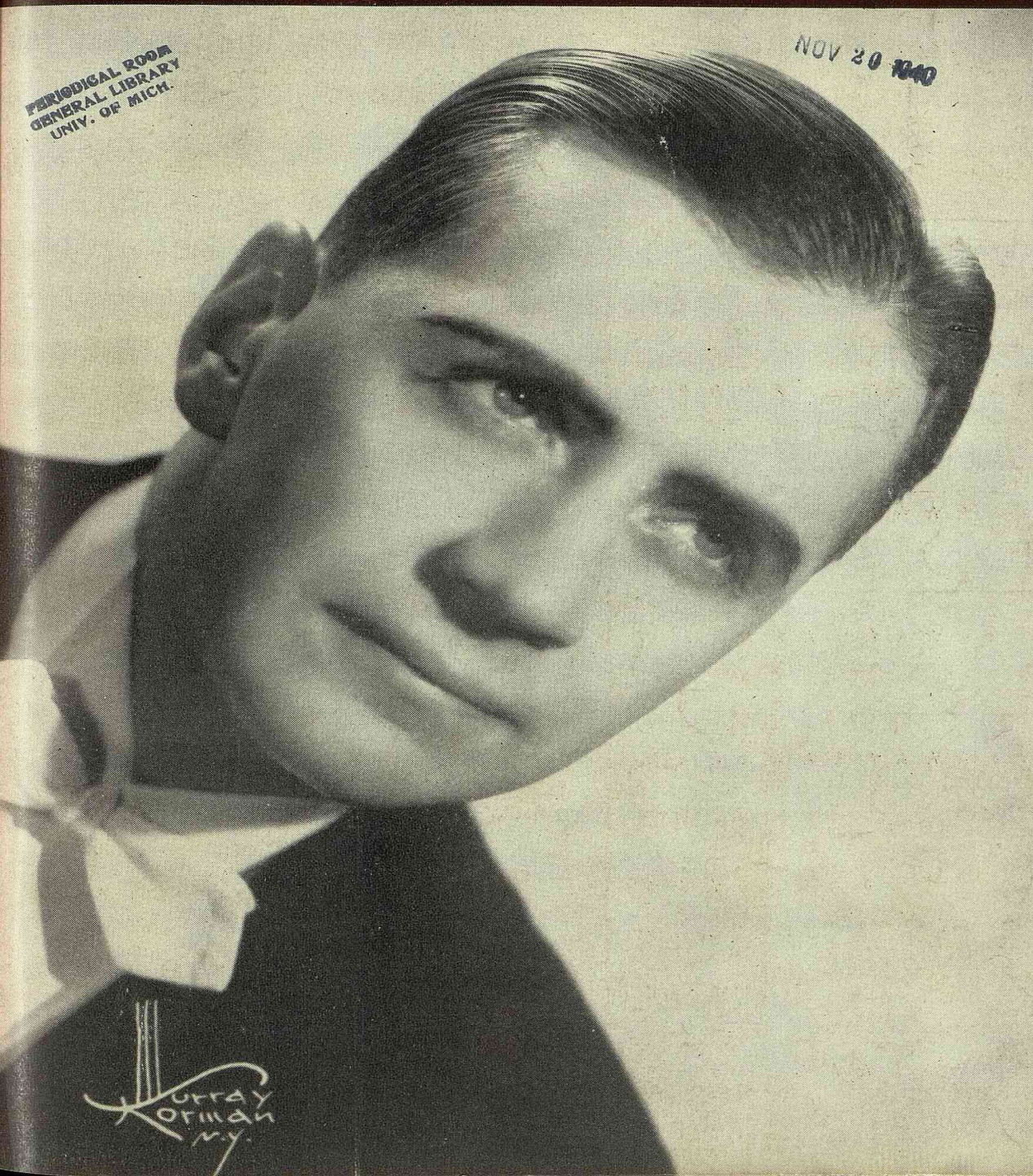
NOVEMBER 23, 1940

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The Billboard

Vol. 52
No. 47

November 23,
1940

The World's Foremost Amusement Weekly

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NEGRO EMPLOYMENT DOWN

New Highs for La. State Fair; Profit \$23,695

SHREVEPORT, La., Nov. 16.—Attendance at the 1940 Louisiana State Fair, held here October 19-23, smashed all previous records, with a total of 309,210 persons passing thru the turnstiles. Official report to this effect was submitted at a meeting of the association's Board of directors on Thursday afternoon by W. R. Hirsch, secretary-manager.

Hirsch's report also showed a profit of \$23,695.39 in the fair's operations. All of this will be or has been put back on the fairgrounds in the way of additional improvements, which is the custom.

Outside gate admissions and grandstand attendance, Hirsch reported, showed an increase of 10 per cent over 1939, and a 15 per cent increase in attendance at midway shows and rides was also shown.

President M. T. Walker, of the fair association appointed a committee to consider a proposal to blackout all unpaved streets at the fairgrounds. The committee is scheduled to report at a meeting December 27.

Hirsch reported that repairs and improvements at the fairgrounds as a result of damage done by the tornado of last March 12 had been made at a cost of (See **HIGHS FOR LA. FAIR** on page 34)

Check Social Security

NEW YORK, Nov. 16.—Mrs. Anna M. Rosenberg, regional director of the Social Security Board, this week urged all persons to check on the bank balance of their Social Security accounts and to check, thus, on the payments employers should have been making for each account, as a means of determining how much individuals have toward their old age insurance accounts. All Social Security offices provide, gratis, post cards to be used in requesting a statement of SS accounts.

Code for Film Backing of Legit Ready To Function

NEW YORK, Nov. 16.—With the approval earlier this week by the membership of the Dramatists' Guild of the picture-backed legit contract, Broadway is again open for Hollywood subsidizing. Membership vote was taken at the Music Box Theater, Tuesday (12). The this seemingly wrote final to rewordings and revampings, and the document has already been sent to the printers, the League of New York Theaters has asked for three minor adjustments in phraseology. Indicated at the Guild, however, that actual changes in document would not be necessary, since present attitude

Opportunities for Sepia Talent 25 Per Cent Under '37; Passing Of Swing Held Partly To Blame

NEW YORK, Nov. 16.—Employment opportunities for colored entertainers—including bands and acts—have dropped from 25 to 30 per cent compared with two to three years ago. This is primarily true of jobs in luxury hotels, night clubs, theaters, and ballrooms catering to white patrons, where the more profitable deals

are made. Many underlying causes are advanced by bookers and managers of Negro talent who, while are not in agreement on all points, admit racial prejudice still is a major thorn in selling these attractions. In addition, the passing of the swing era, the growing resentment towards blatant, blary music, which is a feature of many Negro bands, and the folding of nationally known colored spots in key cities cut sharply into the earnings of Harlem acts and orchestras and has left the field with no outlet for the development and nationwide exploitation of new colored talent.

In 1937 New York had three prominent colored clubs—the Cotton Club, Ubangi Club, and Harlem Uproar House. They are all closed today, and while several other black and tan spots are still open, none use elaborate shows or name acts. Among the colored spots here are the uptown and downtown branches of Cafe Society (catering to swing fans), Tropicana (which recently opened with Ella Fitzgerald's band and two weeks later was forced to cut its talent budget due to poor business), Black Cat, Kilt Kat, and several Harlem neighborhood clubs.

The elaborate Cotton Club in Culver City, Calif., is now the Casa Manana; and, while it employs an occasional colored attraction (Jimmie Lunceford (See **NEGRO TALENT** on page 13))

CBS Asks FCC's Rejection Of Net Broadcasting Report

NEW YORK, Nov. 16.—Columbia Broadcasting System's brief, filed with the Federal Communications Commission on the report of the committee to investigate chain broadcasting, asks that the FCC reject the committee's report and deny application of Mutual Broadcasting System with respect to regulation of network contracts.

The committee's report, says CBS, is incorrect, and CBS cites evidence to show that there is "no unhealthy predominance of network organizations in the broadcasting field." Other arguments in the CBS brief are (1) that the record disproves the charge that either CBS or NBC have a monopoly on talent; (2) committee's recommendations are unsound, detrimental to the public, and contrary to desires of the public; (3) commission has not statutory authority to promulgate regulations affecting the network outlet contract; (4) Mutual's application for temporary regulation prohibiting renewal of affiliation contracts should be denied because, according to CBS, MBS has abandoned its long-term contracts and is adopting the long-term contracts it criticizes; (5) the committee does not report of radio's great developments, made possible by the network type of operation; (6) CBS claims its contracts with affiliates secure the best broadcasting service possible and that a change would weaken the financial structure of stations.

Stating there is no control of talent

"Skylark" OK in Atlanta

ATLANTA, Nov. 16.—Gertrude Lawrence opened the legitimate theater season here last Friday and Saturday with three performances of *Skylark*. It was well received by good crowds, at a \$2.70 top. Weather good, brisk.

and that network employment and management of talent have not restricted its free employment, brief points out that in New York alone there are over 10,000 performers available for radio. In addition to others in Chicago and Los Angeles. Also claimed that there are 150 talent agencies managing radio artists in the country, and that 10 of these agencies, in New York, manage many more artists. CBS from June 1, 1938, to June 1939, 5,825 performers were employed in broadcasting, of which Columbia managed 110 and NBC 319. It is claimed, talent costs of all major net programs from June 1, 1939, to June 1, 1940, exceeded \$550,000 per week, and Columbia artists earned only \$27,818 weekly, or (See **CBS ASKS FCC** on page 27)

London Show Business Shot; Carries On In Provinces

LONDON, Oct. 28.—With but few exceptions, London's theater and vaude world remains a no-man's-land. Various schemes to get things going again are being threshed out, but so far hands groping in the dark have failed to find the light switch. ENSA, in a determined effort to find work for as many as possible of all types of entertainers—legitimate players, vaude and concert artists, musicians, opera singers, and chorines—has found further outlet in commissions to provide entertainment in Tube and other air raid shelters. At present in the experimental stages, this looks as the it might develop, if interest shown by local authorities be any criterion. Against this has operated the Army Council's decision to cut by one half the requisitions for professional enter-

tainment and replacement of the deficiency by mobilization of amateur and semi-professional effort. In many cases these amateurs have been provided with free transport and the payment of expenses.

National Association of Theater and Kine Employees started a move to wash out ENSA and replace it with new body representative of all industry organizations and delegates from the services. Decision of ENSA controllers to afford the unions more co-operative opportunities has for time being countered this move.

As to what little activity there is in London: Non-stop revue at the Windmill, with an early close, has carried on (See **LONDON BUSINESS SHOT** on page 47)

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CHICAGO CLUB DATES SOAR

10 to 40 Per Cent Increase in Bookings Reported; City Host To 830 Conventions This Year

CHICAGO, Nov. 18.—Local entertainers have enjoyed a fat year in convention shows, profiting by an increase of 109 conventions over 1939. By the end of the year Chicago will have been host to 830 conventions, which will have brought over 1,000,000 visitors to metropolitan hotels. William J. Hennessey, manager of the convention bureau of the Chicago Association of Commerce, estimated the money spent by this trade at \$60,000,000. June, July, and August, low months, drew 48,000 more guests than the same period last year. Increase in convention bookings is undoubtedly much higher than 15 per cent increase in actual number of conventions because of the greater attendance per convention and greater spending. This improvement receives corroboration from booking offices, which have experienced increases of from 10 to 40 per cent.

Reasons for the jump in convention business here are many. The Chicago Association of Commerce attributes the rise to the world fairs in 1939 and 1940, inducements to convention committees by both New York and San Francisco not being so actively concerted.

War Demand

Most bookers agreed that the war abroad stimulated a greater demand for entertainment here. A parallel also was made with the last war, when people got into a spending mood. Political business was considered a factor, particularly the Democratic National Convention. One booker feels there was a greater at-

tendance at conventions because of discussions on vital subjects such as prices, greater governmental regulation, rearmament dislocation, and the draft. Another booker believes that corporations were inclined to spend more of their surplus profits by bettering customer, distributor, and salesman relations thru convention. (See *Chi Club Dates Soar* on page 55)

"Today" For Springfield

SPRINGFIELD, Mass., Nov. 18.—The Springfield Playgoers' League, formed here to attempt a comeback for the legitimate theater in this city, announced late Thursday (7) that the first production will be *Here Today*, starring Ruth Gordon. *Here Today* is skedded for Wednesday, November 20, at the Court Square Theater.

The League is under the auspices of the Chamber of Commerce, and the performance has been underwritten by subscribers, who, at the end of the season, will either realize a profit from the undertaking or see their losses confined to their original subscriptions.



Miss Louella O. Parsons, Motion Picture Editor, International News Service, Los Angeles, Calif.

Dear Miss Parsons:

This is not fan mail, so please don't answer it with a form letter. I would feel hurt if you did that. And I know you wouldn't want to hurt me or anybody else.

I hope you don't mind my writing to you. You get so many letters I wonder how you find time, even with the assistance of a staff of secretaries, to give even

casual attention to your mail. But maybe this letter will receive extra special attention because, as I have already explained, this is not a fan letter.

I think I can explain without further ado how come I should be bothering an important person like you. Well, Miss Parsons, you might recall faintly exchanging correspondence recently with a gentleman in public life. His name is Robert C. Zimmerman and he is assistant secretary of state of the State of Wisconsin. Believe it or not, Mr. Zimmerman is a *Billboard* subscriber.

Well, Mr. Zimmerman graciously released to me the text of this correspondence. I am very much annoyed. I am, in fact, more than annoyed. I am angry. I accuse you of being most unfair and I go further and state (between you and me, of course) that you are not beyond telling a fib when it suits your purpose. So there!

Maybe you've forgotten all about your correspondence with Mr. Zimmerman. That is possible, of course, in the life of a busy and important woman like you. So I shall be charitable and give you the benefit of the doubt by reminding you of the substance of this correspondence.

Mr. Zimmerman, as he later explained to me, sent you a brief note which stated that he was sure that the comments of an unknown Midwesterner would mean nothing, but that comment in "the world's foremost amusement weekly" should make you sit up and take notice. Enclosed with the note was a clipping of the review that appeared in the November 2 issue of *The Billboard* of your *Stars of 1940* unit, which was caught at Loew's State Theater, New York.

Mr. Zimmerman meant nothing more than to give you a friendly jibe. Apparently you could not take it because, permit me to further remind you, you replied to Mr. Zimmerman as follows under the date of November 4:

You are writing to a seasoned newspaper woman. I did not advertise in *The Billboard*, so I expected that sort of criticism.

The fact is, we are doing a sensational business and playing to packed houses and I know our show is a good one.

By the way, were you paid by *The Billboard* to write that letter? I am surprised that a man who is working for the State should have time to write such a letter. It might be interesting to the governor and the people of Wisconsin to know how you are spending your time.

Now, Miss Parsons, if I were a real gentleman and as charitable as an Apostle I would say something like, "You couldn't possibly have meant that!" But evidently I am neither an Apostle nor a gentleman and I'm burned up besides, so the essence of what I have to say is that you should be barred from the ring because you hit below the belt. And I'm yelling, "Foul!"

You should really be more careful about what you say in letters written to strangers; especially when you say an untruth and when you indict the honesty and ethical standards of a contemporary.

By your own admission you are a seasoned newspaper woman. Being well seasoned and a veteran Hollywood columnist, you surely know something about newspaper ethics—and about theatrical trade papers. You must realize that for a trade paper to shape its editorial policy and reviews to suit the advertising department is about as contemptible as, for example, a columnist accepting bribes to run stuff or (See *SUGAR'S DOMINO* on page 54)



HARRY RICHMAN, who won \$20,000 on FDR, admits he would have won \$50,000 if his pal, James Farley, didn't tout him off the President by saying "I'm not so certain this time!" . . . One of the editorial men on the fourth floor of *The New York Times* has written what he calls a "Good Loser Poem"—distributing it in galley form to all the "good losers" on the rag. . . . Incidentally, they've discontinued that "Obituary Pool"—too morbid a pastime for the dignified Times. . . . Twenty-five of the girls from Littmann's 34th Street threw a party at Treasure Island the other night but complained there wasn't enough harmony among the musicians. It turned out the management was having finance trouble, but it kept 25 friends by taking the party over to LaConga en masse. . . . American Airlines, deciding to gift a number of its best fly-by-night-and-day passengers, just ordered a generous quantity of silver cigarette cases. But they won't get delivery—because the silversmiths are too busy filling an order for the U. S. Army—an order for 72,000 silver finger bowls for officers!

BEST proof that a horse player is more interested in picking a winner than in how much that winner pays was demonstrated at Pimlico last week when Henry Lustig's nag, Longchamps, nosed out in front. Waiting for a half hour to collect \$3.90 for his \$2 ticket was a young man named Charlie Chaplin. . . . Freddy Drier walked along the 9th, 10th, and 11th floors of his Piccadilly Hotel Thursday and heard the same song being rehearsed by different instruments in five different rooms. Upon checking he discovered the remote-controlled band was that of Gene Krupa—so he offered Gene the job of running an elevator so he could conduct on all floors simultaneously. . . . Old-timer Arthur Behan, entertaining at Bill's Day '30s, had a heart attack last week and collapsed on the floor while singing "The Cure of an Aching Heart." . . . Cute idea of Macy's—the morning after the night before of their annual Parade party to the press every guest received an envelope containing an aspirin. You immediately felt 5 per cent better. . . . Bela Lugosi, Peter Lorre, and Boris Karloff have been signed for comedy parts in the next Kay Kyser musical, which moves *Panama Hattie's* Jimmy Dunn to suggest that Universal retaliate by remaking *Dracula* with the Three Ritz Brothers!

THE new face you'll see on those Palmolive and Chase & Sanborn ads is Power's model, Dorothy Snyder—dotter of the ex-Giant catcher and current coach, Frank Snyder. . . . Dan Healy, whose wallet bulges with police badges presented for doing benefits, got a ticket the other day—because he didn't have a muzzle on his two-pound Peke pup. . . . Life will be lots happier for cabaret performers when there's a law to force shoestring impresarios to cast the backers before the actors. (Pardon me for pointing!) . . . Moe Goldman, who owns a movie-vaude theater down on the East Side, won't run "Rent Nights" any more. Seems he was clipped by a patron who lived on West End Avenue and who presented a rent receipt for and collected \$165!!! . . . Glenda Farrell's son, Tommy, is taking drumming lessons from Buddy Rich. Tommy Dorsey's thumper. . . . Tommy is thinking of opening a night club—which is silly—for night club owners Never Smile Again. . . . Add to your Goldwyn collection: "I only wish I had a brain big enough to fill his shoes!"

JOAN BRANDON, magician, reputed to be one of Manhattan's best dressed Jetsettes, just opened up a dress shop—and sold the first six dresses to Joan Brandon. At least she can get it for her wholesale! . . . The match-married Peggy Hopkins Joyce has cabled her barristers in Britain to turn her mansion over to wounded service men—proving she's got just as much heart for a Tommy as for a John. . . . Somebody asked Henry Youngman, or maybe it was Red Skelton, Jan Murray, Johnny Howard, or Abe Lyman, whatever happened to Gertrude Stein. "She's probably playing handies aboard the Bremen with Justice Crater," was the answer.

Princess Yvonne Wins

YORK, Pa., Nov. 18.—Princess Yvonne, mentalist, not only saved (as usual) the advertised \$200 reward for failure to call by name anyone attending the Exchange Business Show, where she appeared this week, but also talked herself out a \$1 parking fine requested of her by the local police department.

She parked her car Armistice Day in the park meter area and did not deposit the usual 5-cent piece, because of the near-by "Legal Holiday" sign. While the police claimed that Armistice Day did not constitute a meter holiday, the Princess managed to talk her way out of paying the fine.

TOMMY TUCKER

(This Week's Cover Subject)

TOMMY TUCKER, 35-year-old native of Souris, N. D., is well grounded in music—his education ranging from listening to his parents scratch the fiddle and play the piano of home town socials to a serious study of the subject at the University of North Dakota. His studies earned him a B. A. degree and a Phi Beta Kappa key.

In addition to having barnstormed the country in the past 12 years, Tucker is also a composer of no small measure. His success of the past year can be traced to his song, "The Man Who Comes Around," which was also one of Vocalion's biggest record sellers. Attesting his popularity after that song, he grossed \$46,000 during his first week at the Strand Theater, New York.

Concentrating on his avocation as a writer and composer, Tucker's current output includes "The Man Don't Come to Our House Anymore" (sequel to "Come Around"); "How Come, Baby?"; "Little Nell is a Big Girl Now"; "Start Over the Campus," and "All Things Come to Those Who Wait."

Tucker's was also one of the first bands to appear on the Lucky Strike-Walter Winchell radio commercial when they piped bands in by remote control; guested on the Phil Baker and Fitch Bandwagon shows and was the musical attraction on George Jessel's co-operative commercial.

Joe Galkin as personal manager of the band handles the business affairs; MCA does the booking.

FCC COLD ON MUSIC FIGHT

Theater Worker Unions Form Org

NEW YORK, Nov. 16.—Several crafts in the amusement industry banded together this week to form the Combined Theatrical Amusement Crafts to iron out the differences which crop up among them, and to complete the unionization of workers in those divisions which are unaffiliated as yet.

Officers for the new organization are as follows: Vincent Jacobl, business agent of Local 1 of the IATSE, president; Martin Lacey of the Teamsters' Union, vice-president; Ludwig Elasser of the Upholsterers' Union, secretary, and Louis Hollander of the Theatrical Costume Workers' Union, treasurer. Elected trustees include Joseph Kelly of the Floor Coverers' Union, Abe Dribben of the Ornamental Iron Workers' Union, and Thomas McCall of the Bartenders' Union. Forty-eight crafts are reported eligible for membership.

AFM, NAPA Seek To File Briefs in Favor of Whiteman

NEW YORK, Nov. 16.—American Federation of Musicians and the National Association of Performing Artists will serve motions upon RCA Manufacturing Company, Inc., Station WNEW, and Elm, Inc., Monday asking leave to be permitted to file briefs as friends of the court in behalf of Paul Whiteman's petition for a writ of certiorari. Briefs are to be presented in the U. S. Supreme Court November 25.

Petitions deal with the property rights of musicians and legality of use of records by radio stations.

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

AUGUSTA DABNEY—young legit actress who played the ingenue lead in the brief run of *Return Engagement* at the Golden Theater, New York. In a stereotyped and stilted role she displayed such sincerity and canny knowledge of acting technique that she stood head and shoulders above the rest of a name-filled cast. It was her first major Broadway assignment and indicates very definitely that she should go places. Films could use her.

For LEGIT MUSICAL

PATRICIA KING—tall and stately dancer filling the solo top spot at Jack Lynch's *Walton Roof*, Philadelphia. Lovely, youthful, and beaming with personality, she offers well-executed interpretative dance turns, with her talents running all the way from rhythm tap to ballet. Her ability, versatility, and looks would be real assets to any revue.

Plan 16mm. Films Of Legit Shows

NEW YORK, Nov. 16.—Dramatists' Guild is taking into consideration an offer made by Joseph Pollack for the production on 16mm. films of Broadway shows in their original stage set-up. Pollack, former president of National Screen, expects to produce and distribute these full-length productions as commercial ventures. His new organization is called *Plays on Film, Inc.*

Program calls for filming of those shows not bought by film producers. Pollack aims to film the legitaters as they are, and then rent the films out.

Leventhal Sets Rotary Stock Policy for Detroit

DETROIT, Nov. 16.—Policy of the Lafayette Theater, which opened October 30 with the first local production of *See My Lawyer*, was definitely set following visit of Jules J. Leventhal here. House is to operate upon a two-week run policy, with Sunday openings. Productions are to be, in general, plays new to Detroit, but produced in the past season or so on Broadway. Plays move from here to the Cox Theater, Cincinnati.

Second production will be Clifford Odets' *Rocket to the Moon*, opening tomorrow.

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

Washington Remains Cool Over Hummert Talk; "A Friend" Sees FCC; Belittle "Soap Opera" Music

WASHINGTON, Nov. 16.—Federal Communications Commission is determined to stay out of the fight between ASCAP and the broadcasters, despite pleas that it concern itself with the music controversy. Already several letters have been filed inquiring into the commission's attitude, but to date no formal petitions have been put before the radio regulators.

Reports which had circulated in trade quarters that E. F. Hummert, of Blackett-Sample-Hummert ad agency, was about to file a petition with the FCC could not be verified. So far the commission has not received any communication from Hummert, but it was learned in FCC circles that "a friend" of Hummert's had visited some commissioners to acquaint them with his troubles in music.

The story was to the effect that Hummert was a producer of at least 20 network shows and that ASCAP music was an absolute necessity to the success of the programs. If broadcasters barred ASCAP tunes after the first of the year, it was argued, it would prevent continuation of the Hummert programs. In other words, Hummert's ad agency was an innocent bystander about to be hurt.

Broadcasters in Washington pooked this line of talk, and loudly declared that most of Hummert's shows consisted of "soap operas" and that the agency use of any kind of tunes is limited.

It was reliably reported that the FCC members have already discussed the ASCAP-BMI fight during a recent executive session and the consensus of opinion was that the FCC had no authority to look into the matter. It was felt that the problem of music was distinctly one that involved program material, and the commission is prohibited from concerning itself in program matters.

The letters which have been received by the FCC claim that it would be against public interest to put ASCAP ditties in exile. They further remind the commission that such radio licenses is required by law to conduct his business in a manner consistent with "public interest, convenience, and necessity."

So far, the regulators feel that the Communications Act is more specific on

the point of prohibiting program meddling than it is on defining "public interest, convenience, and necessity."

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NBC'S ASCAP FIGHT TALK

Strotz Claims Society's Deal "Kick in Teeth"; 4A's Neutral; ASCAP Calm; Talk of Direct Sales

NEW YORK, Nov. 16.—Termining the demands of the American Society of Composers, Authors and Publishers in a "kick in the teeth," Sidney Strotz, in charge of the National Broadcasting Company's program department, stated that the changeover to non-ASCAP music would be tough, but not impossible, and would constitute a challenge to the showmanship of the advertising agencies. Sentiments talked closely with those of other network execs, most of whom appear confident, now that the deadline is only six weeks away. Another NBC exec, speaking of the Society, stated, "We'll smoke them out." Yesterday NBC's total ban on ASCAP music for sustainers went into effect.

Strotz added that the Society would "have us pay \$2,300,000 for music." He claims this figure represented three-fourths of the network's net profit. He further attacked the Society's publicity campaign, with particular reference to the ASCAP charge that the fight was really with the networks, not the radio industry.

"We just went along with the NAB like everyone else," he added. ASCAP has always claimed that the NAB was network dominated, that the BMI was network dominated, and that the independents were really in favor of the new ASCAP contract.

Four A's Neutral

Meanwhile, the American Association of Advertising Agencies, queried this week, announced its intention of remaining strictly neutral in the battle. According to spokesmen, legal counsel for the Four A's advised this position, also advising against formation of a representative agency committee to act as mediator. Four A's indicated that in its opinion it was quite all right for individual agency men like Frank Hummert to take sides in the matter, but felt that a committee might leave itself open to charges of conspiracy and squawks from those advertisers whose agencies were not represented in the Four A's membership.

ASCAP Undaunted

ASCAP, meanwhile, appeared undaunted. John G. Paine, Society's general manager, pointed out that the air belongs to the people of the United States, not to a "willful group of radio broadcasters." He added the people are willing to give radio the right to use the ether as long as it is used for the benefit of the public. "They (radio companies) cannot take the public's air and refuse to give the public what it wants," said Paine, adding, "It's too absurd for serious contemplation."

Direct Sale Indicated

Possibility that ASCAP might sell its music to advertisers directly was indicated, Society execs pointing out that in the event of a showdown there is no reason why the Society could not take this move. It was stated, however, that no decision on this score has been made, but that the possibility exists. ASCAP execs further stated that, in the event an advertiser made a deal with ASCAP for use of the Society's music, this music could be performed on stations even tho

stations were not licensed by the Society. "We can make money out of this arrangement," stated one exec, but pointed out that ASCAP, as a service organization committed to the principle of offering everybody equal opportunity, would not do this unless forced. Society stated that one advertiser has offered to negotiate a deal whereby the Society would receive \$15,000 a week for 26 weeks in return for advertiser's use of one hour of music a week.

A sidelight on the ASCAP-BMI fight is the position it puts some songwriters in. George MacKinnon, for example, is an ASCAP songwriter member. He once sold two songs to Harold Oxley for Jimmy Lunceford's New Era Music Publishing Company, which in turn were sold to BMI last week. One of them, "Isn't That Everything?" was put on 450 transcriptions by BMI last week, and the other, "You Let Me Down," is in line for plugging, according to MacKinnon.

That means some songwriters will have both ASCAP and BMI songs plugged at the same time.

LINCOLN, Neb., Nov. 16.—Walter R. Johnson, Nebraska's attorney general and conductor of the scrap which has advanced to the U. S. Supreme Court attempting to make Nebraska's anti-ASCAP law hold up, was returned to office for another two years in this month's election.

ASCAP-er on "Fun" Score

NEW YORK, Nov. 16.—According to American Society of Composers, Authors, and Publishers, chief songwriter of the Phil Baker legit musical, "All in Fun," is an ASCAP member. This is Blaudie Merrill. Non-ASCAP members on the show's tune-smith staff are Baldwin Bergeson, June Sillman, and John Rox. BMI has acquired the music.

AFM Asks FCC To Maintain Radio Transcription Rules

WASHINGTON, Nov. 16.—American Federation of Musicians, thru its general counsel, Samuel T. Ansell, has filed a plea with the Federal Communications Commission asking that present rules on radio use of transcriptions be maintained. It had been suggested by radio stations and transcription firms that the FCC relax its requirement for identification of all recorded and transcribed programs by announcement before and after presentation.

Ansell said "Employment opportunities of the American musicians have been ravaged in the past decade by the everincreasing mechanization of music." He suggested that the FCC should not become a party to aggravation of the problem, arguing that any change or relaxation of the regulations affecting transcriptions would make the commission a participant in a fraud on the radio listener.

He denied that transcriptions had improved to such an extent that there was little difference between programs featuring recordings and those featuring live talent. Ansell urged that the federal body disregard suggestions of its own committee to modify the rule. However, briefs supporting such a change have been submitted to the FCC by World Broadcasting System and Associated Music Publishers, transcription producers. Each argues that retention of the rule is an unfair restriction, which discriminates against a product that has outgrown its early imperfections.

However, the two transcription companies are more concerned with the entry of Columbia Broadcasting System

Could Be?

NEW YORK, Nov. 16.—NBC claims its second floor studio foyer now has the "pure, clean odor of green soap." This is so because the carpet on the floor, "which bears the heel print of many a ham," has been treated to a shampoo, according to NBC.

But execs remark that coincidental with the shampoo, song pluggers were barred from that gathering place of radio's greats.

Nazis Try Clamp On Shortwave Programs

NEW YORK, Nov. 16.—Nazis occupying invaded countries are shutting off electric power at an early hour in order to prevent listeners from receiving foreign news programs. Move in this direction has lately been made in Holland, power going off at 10 p.m. Among programs affected is a special news program emanating daily at 3:45 from WMCA here.

Program has been shortwaved to Holland via facilities of WRUL in Boston. Moves are now afoot to switch the program's time so that it can be received in Holland before the power turnoff.

WMCA's *Friendship Brige*, program shortwaved to England, was supposed to have changed its time this week in order to conform to anticipated change from daylight-saving time in London. English tales, however, will keep to daylight-saving time owing to bombings, and WMCA program will continue as is.

Plan Statesville Station

SALISBURY, N. C., Nov. 16.—Statesville Broadcasting Company has been organized at Statesville to apply for a radio station for that city. The station will be sought as a community enterprise, with stock in the corporation available to all persons. Dr. James W. Davis is president, Frank L. Johnson, vice-president, Ralph Lazenby, secretary and treasurer, and Fuller Sams, L. G. Churchill, Fred Bunch Jr., and Lynn Casler are directors.

WGN Bureau Setting Personnel; Seen as Strong Competition

NEW YORK, Nov. 16.—Personnel lineup of the newly established WGN Concert and Artist Bureau here will be completed by next week, with list made up almost entirely of former CBS-ers. As first reported by *The Billboard* of July 27, the new bureau, which started out as a concert booking office, is extending into the general artist bureau classification, with plans indicating new organization will set up strong competition for the NBC and CBS offices.

Austin Wilder, formerly with Columbia Concerts, leads the WGN Concert Bureau in Chicago, while Ted Carr, formerly with the American Guild of Musical Artists, has charge of the local branch. Theresa Mante and Raymond Taylor, CBS alums, are now associated with the WGN office as secretary and sales representatives, respectively. Taylor had been with CBS in Chicago. Paul Stoes, independent concert manager, confirmed that he was negotiating with the bureau for affiliation as an Eastern rep. He said he would maintain his own organization, but would arrange to have the bureau handle his bookings similar to the NBC-Hurok relationship.

First management deal on the new bureau's calendar is the Carnegie concert, November 29, for Suscha Gerodinitaki, pianist. Office also handles guest stars for Mutual's Saturday night operetta series originating in Chicago. Talent set thus far for that includes Richard Bonelli for *Deffer Song*, tonight (16); James Melton for *Eileen*, November 23, and Igor Gorin for *Countess Maritza*, November 30. Marion Claire, under the bureau's management, is the female lead for whole series.

Extent to which the bureau will work with Mutual on building sustaining shows for commercial handling is yet to be worked out. Known that Col. R. McCormick, publisher of *The Chicago Tribune*, which owns the Chicago outlet for Mutual, has ambitious plans for the talent bureau, with a mind to link it up with Mutual's own expansion plans.

Decca-World Deal Rumored and Denied

NEW YORK, Nov. 16.—Rumors of a commercial deal between the World Broadcasting Company and Decca Records, Inc., to affect a free flow of name bands and vocalists for transcriptions, were denied by officials of WB. Jack Kapp, president of Decca, neither denied nor affirmed that his company was buying into the transcription firm, declaring that any statement on the subject would have to come from World.

World officials explained that the original rumor providing for the complete sale of World to Decca was illogical and that World had no intention of losing its identity. Added also that World has been able to obtain a fair line-up of name bands for transcriptions recently, the some of the top orks are still unavailable for e. t. a.

Allen, Benny to Miami

NEW YORK, Nov. 16.—Jack Benny and Fred Allen program casts trek to Miami next month for the premier of the flicker, *Love Thy Neighbor*, according to present indications. Benny will stay there for two broadcasts, Allen for one.

A Question of Diagnosis

CHICAGO, Nov. 16.—Port Pearson was sent to the hospital this week. Friends insisted he had a bad case of father trouble, but the M. D. denied this allegation vigorously, labeling the malady as plain and simple tonsillitis. There is still some doubt, however, in informed quarters, for, by a curious coincidence, Mrs. Pearson is also hospitalized, having made Port the proud father of a 9-pound 13-ounce offspring last Sunday.

Sounding Out LaGuardia

NEW YORK, Nov. 16.—As indicated in *The Billboard* a few weeks ago, NBC yesterday barred all ASCAP music from sustaining programs. At press time, NBC stated, no squawks had been registered.

Mayor LaGuardia has been mentioned as one of a number of possible mediators, owing to his interest in music. A check with mayor's office indicated certain interests had got in touch with the mayor about the situation, but nothing has been done as yet. Mayor is out of town and gets back Monday.

Program Reviews

EDST Unless Otherwise Indicated

"Kraft Music Hall"

Reviewed Thursday, 9-10 p.m. Style—Variety. Sponsor—Kraft Cheese Agency. Station—WAFB (New York, NBC-Rad network).

Bing Crosby returned to the program after a long layoff and together with Connie Boswell gave out with some strictly terrific tonal work. Program had been going along with Bob Burns filling in on Crosby's talking spot, and definitely lacked the old punch. This is no reflection on Burns, who is a very good comic.

Crosby-Boswell duo, both on paper and on the other, impresses as practically the last word in warbling entertainment. They did solos, worked together on occasion, and with the Music Males contributing chorus work. Miss Boswell's delivery is haunting as ever, particularly in *Blueberry Hill*; Crosby vocaled with usual suavity and technique, sounding best with *Trade Winds*.

Guests included Joel McCrea and Winky Mannone. McCrea did a dramatic piece from his *Flicker*, Foreign Correspondent, and Mannone delivered some double-talking nonsense plus a live number on his horn. Chatter by Mannone particularly sock.

All in all, an excellent program, with Carroll Carroll's script breezy and clever. Plugs as usual by Ken Carpenter.

Ackerman.

"To the Victors"

Reviewed Saturday, 8:45-9 p.m. Style—Football, music. Station—Sustaining on WOR (Newark).

Victors, a novel type of football program, succeeds in recapturing much of the hoop-la and enthusiasm associated with college gridiron classics. Show is in essence a salute to victorious teams, with Bob Stanley's orchestra playing appropriate music prior to description of game's highlights by Red Barber. Following description of game and score, Stanley's ork comes on for a few more bars.

Program moves very quickly, this being necessary in order that Barber may include all the top games. Talking spot is slated to be split between Barber and Stan Lomax, each going on during alternate weeks. Lomax airs next Saturday. Barber's talk was compact and colorful.

Ackerman.

Midnight Dancing Party

Reviewed Tuesday, 12 p.m. to 1 a.m. Style—Records and chatter. Sponsor—Stein's clothing store. Station—WBT (Charlotte, N. C.)

Show owes much of its popularity to clever handling by Don Kerr, conductor, and has a wide following along Eastern Seaboard and in Midwest, with strong appeal to collegians, pitterbugs, and romantic insomniacs. The first quarter hour is overburdened with commercials, but after the sponsored portion is concluded the party draws second wind.

Kerr's wide following is due to variety in the nightly programs and his sparkling chatter. One night is billed "college night," another "pitterbug night," "truck driver's night," and so on. It results in a listenable hour. Music and patter give way to late news bulletins as they come in. "Drive carefully" warnings are stressed often and effectively to auto-radioists. All in all, a better offering of its kind, if you like juke-box music a la monolog.

Justice.

Katharine Cornell

Reviewed Sunday, 1:30-2:30 p.m. Style—Dramatic. Stations—WABC (CBS); WOR (MBS); WJZ (NBC-Blue).

Program marked Katharine Cornell's first appearance on the radio, the occasion being the annual roll call of the American Red Cross. Miss Cornell's vehicle was three scenes of *The Barretts of Wimpole Street*, in which she appeared on Broadway. Brian Aherne played opposite Miss Cornell's radio characterization.

During first part of her portrayal, Miss Cornell was markedly nervous, but delivery improved rapidly as the play went

along—so much so that the three scenes totaled as very effective. Aherne, playing Robert Browning to Miss Cornell's Elizabeth Barrett Browning, was solid throughout, delivering a forceful performance.

Scripts, incidentally, were the stage originals.

Remainder of the program included three numbers by the NBC Symphony orchestra, with Leopold Stokowski directing, and talks by Raymond Gram Swing, Clifton Fadiman, and Norman H. Davis. Davis is chairman of the Red Cross. Bob Trout emceed, with Miss Cornell introduced by Guthrie McClintic.

Ackerman.

"You're on the Carpet"

Reviewed Friday, 8-8:30 p.m. Style—Question bee. Sponsor—Hadley's Furniture Store. Station—WMAS (Springfield, Mass.).

Patterned after major network programs, show is aired from the stage of the Paramount Theater, with a battery of telephones in Hadley's show window for listener's calls. Contestants, numbering 15, are asked to guess how many new Simmons's Beauty Rest mattresses were sold throughout the world last year. Theater audiences and listeners are also given the privilege of guessing. Winner gets the mattress and a box spring, two next winners studio divans, and the 10 next receive cash prizes.

After registering guess, contestant is asked questions by emcee Leonard Asher, for which cash prizes or merchandise vouchers are awarded. All contestants receive two guest tickets to the Paramount for attempting to answer the rather easy questions Asher propounds.

Program is produced and announced by Herb Edman of the WMAS staff. Commercial ok.

Zack.

Ranson, Simon's Guest Profs

NEW YORK, Nov. 16.—Course in radio broadcasting at Long Island University, to be opened in the spring with Joe Ranson, editor of *The Brooklyn Eagle*, and Al Simon, publicity director for WHN, conducting, will include a raft of guest lecturers. Set are Herb Petley, WHN director; Sterling Fisher, educational director of CBS; David Ross, CBS announcer; A. A. Sebecker, of NBC special events division; Ezra Stone, actor-director; "Red" Barber, announcer; Louis Ruppel, press chief of CBS; Jerry Danzig, of WOR; Dick Deerrance, of FM Broadcasters, Inc., and others.

Course will count for two points credit.

CKUA Status Changes

EDMONTON, Alta., Nov. 16.—CKUA, University of Alberta radio station, will have its power upped from 500 to 1,000 watts immediately and carry commercial programs which will be heard over most of Alberta. Cost of the change will be about \$30,000.

WMCA Goes on 24-Hour Sked; Station To Survey Audience

NEW YORK, Nov. 16.—Beginning December 1, WMCA will operate continuously 24 hours a day, seven days a week. Only metropolitan station now to operate 24 hours is WNEW, but WNEW shares time with a New Jersey station on Sundays and Mondays, going off for 12 hours on those days.

Donald Flamm, WMCA chief, has planned an extensive all-night programming schedule to be conducted by Alan Courtney, and station will also conduct a survey during the early morning hours in order to determine just what the public wants in the way of service between the hours of 1-7 a.m. Survey's questions, to be asked of listeners at periods throughout the night.

Want NBC Program Designs on Fabrics

NEW YORK, Nov. 16.—Fabric company, Belding Hemmings, has been contacting advertising agencies with a view toward obtaining permission to use designs based on network programs on fabrics. Two agencies already approached have been J. Walter Thompson and Young & Rubicam, the programs involved being the Chase & Sanborn and Jack Benny-Jello shows.

Venture is understood to be a tie-up with fashion department of National Broadcasting Company, with only NBC programs to be used by the fabric company. NBC is reticent about it.

Spokesman at Young & Rubicam stated the agency would permit use of its shows in this manner gratis, but spokesman at J. Walter Thompson said a fee would be expected for use of Charlie McCarthy design.

Situation recalls a venture a few years back when a dress manufacturer decided to use designs of popular music on dresses. This was cleared thru the Music Publishers' Protective Association, whose members held copyrights of songs involved.

Byrne Set on B-W Show

NEW YORK, Nov. 16.—Bobby Byrne orchestra is set for the Brown & Williamson Show, *Discoveries of 1941*, slated to debut on a New York station early in January. Agency, BBD&O, will set the show on a network after program runs 13 weeks, but so far no decision on network has been made. Program will include a tie-up with Broadcast Music, Inc., involving a song contest with a giveaway of \$250 plus a 10 per cent royalty take on certain tunes.

Bergner Radio Debut

NEW YORK, Nov. 16.—Elizabeth Bergner makes her radio debut on Arch Oboler's *Everyman's Theater*, Procter & Gamble series on the NBC-Red network, November 20. Play will be *An American In Paris*, written especially for Miss Bergner.

Comment

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

Eddie Cantor's improvement since his first broadcast after a 15-month layoff is very marked. Every department of the show (with the exception of Dinah Shore, who needs no improvement) has stepped up. The show now gets an A grade, strong enough to offer Fred Allen serious competition.

Most marked improvements is in the writing. Gags are fast and Eddie's delivery is top-notch. Most of the long stretches of Cantor's wote-a-tetes with Harry Von Zell have been eliminated. Result is a speedier pace.

Talent taking the place of Nan Rae and Maude Davis is also of the laugh-producing variety. Airing caught had Harry McNaughton, Phil Baker's butler, performing in a similar capacity here, with Ward Wilson, contributing some abdominal exercises as one of Cantor's writers, and Bobby Sherwood's ork also

in tip-top form.

Despite this staunch support, the high laugh quotient is primarily due to Cantor and his band of showmanship.

J. C.

BUDDY AND BETTY ARNOLD, doing a 15-minute program of songs over WOR and Mutual at 3:30-3:45 p.m. Tuesday, deserve some applause for their novel arrangements and choice of tunes. On program caught, novelty element predominated, the tunes being particularly well suited to special arrangements. Numbers are linked together by a bit of rhymed chatter or comedy talk introducing the coming tune. Some five numbers in all were included, and in addition to novelty songs the warblers did one or two in a more orthodox vein, as *Our Love Affair*. Pleasant listening.

P. A.

out the early morning hours, will include (1) Why are you up at this hour? (2) Do you listen regularly? and (3) How can we better serve you?

Station has a raft of features planned for the all-night operation. These include a curfew on jazz music at 2 a.m.; a songwriters' hour; help wanted ads program; news and weather reports on the hour; a "memory" hour devoted to playing recordings of request tunes; news on night clubs and restaurants, and a church service at 5 a.m.

Sessions will be conducted informally by Courtney, who returns to radio after a lapse of about a year. Courtney formerly did an all-night stint over WOR and is regarded as a pioneer in this type of broadcasting. All-night sessions will also include an organist and vocalist, not yet set at press time.

Curfew on jazz is slanted as a feature for house parties, and station will play light classics in order to appease light sleepers prone to squawk. Church service will be under auspices of the National Conference of Christians and Jews, and will include talks, via wax, by leading clergymen. Spiels will be waxed the night before.

Songwriters' hour will be open to professionals who happen to be in throes of creation. They may jump up to the studios from Lindy's and bat out their lyrics at the piano in an informal manner.

Some of the all-night features as given above may be discarded, this depending upon results of station's survey.

Stations throughout the country have lately shown a tendency toward remaining on the air during the early morning hours. In the case of Midwest stations, this is attributed to desire to reach farm audiences. On the Eastern seaboard also stations have been airing longer. Most recent to add hours have been WCAU and KYW, both in Philadelphia.

MBS Joint Meeting Ends 2-Day Session

NEW YORK, Nov. 16.—Joint two-day meeting of board of directors and operating board of Mutual Broadcasting System wound up at the Ambassador Hotel here, with the exec setting policies on nine points. Most important of these had to do with exchange of programs with South America and a decision to hold a confab prior to the next joint meeting in order that station program reps and network officials might exchange new program policies. Last mentioned is particularly important to Mutual in view of fact that affiliates do not rely on network-originated programs, as is the case with other networks. Regarding South American situation, plan is to appoint a rep to SA and arrange program exchange with government and radio officials. Rep will quarter in Buenos Aires, and MBS will use facilities of WRUL, Boston short-waver, as well as Press Wireless, short-waver on Long Island.

Other important decisions were: (1) to complete negotiations for further use of AP news, (2) permission to use MBS shows on FM stations, (3) ratification of recent station affiliations, (4) ratification of new rate card which will have a summarization of the Volume-Discount plan.

Plumstead to WCOV

WILMINGTON, Del., Nov. 16.—Eugene McC. Plumstead, formerly at Station WILM here and more recently with NBC, New York, has become program director at WCOV, Montgomery, Ala.

Wind Strikes Day Late

CHICAGO, Nov. 16.—The 80-mile-an-hour gale which toppled one of the three 357-foot transmitting towers of Radio Station WIND last Monday probably stirred a cloud of gloom at the WGN executive offices. Just the day before the latter station went to great expense to tear down the radio towers of its old transmitter near Elgin, Ill., in order to recoup the scrap value of the 300-foot steel structures. Had they waited a day the wind might have done it gratis.

Strotz Plans NBC Program Survey On Both Nets; Showcasing Likely

NEW YORK, Nov. 16.—Sidney Strotz, new chief of National Broadcasting Company's programming department, intends to survey the program structure of the Red and Blue networks as soon as he has a clear picture of the New York situation. Among angles mullied by the NBC vice-prexy are methods of building up sustaining programs with commercial possibilities. Strotz' opinion is that in past eight years both NBC and Columbia webs have failed to do much in this direction despite a few outstanding exceptions.

Hypo of the network's sustaining program structure is figured as helping talent, in that talent budgets are likely to be increased. Net's talent build-up is figured as also likely to put steam into the NBC Artists' Bureau. Closer cooperation between production depart-

ment of NBC and Artists' Bureau has long been one of the network's aims.

In building talent via sustaining shows, Strotz believes in the "showcase" theory. It is not enough, he says, merely to put a singer into a 15-minute spot and let it go at that. Believed that type of programs the vice-prexy has in mind will be patterned after the Chicago-originated *NBC Breakfast Club* and *Club Matinee*.

Trade onions regarding the value of the showcase idea vary. Most lavish experiment was CBS' *Forecast* series of some 14 programs. To date none of these has been sold, but CBS execs claim that sales have been stymied because of lack of good network time. The CBS people still feel the idea was essentially sound and a good piece of program pioneering.

Advertisers, Agencies, Stations

NEW YORK:
TOM LEWIS, Young & Rubicam, to the Coast with his wife, Loretta Young. . . . Associated Music Publishers now reports that, of its 120 subscribing stations, more than 60 have BMI licenses. . . . Meet the Composer, series over WBXX, has been switched from bi-weekly airings to a Sunday night spot. . . . Bathasewitz sponsoring Ted Steele on WABC starting Tuesday (19). . . . *Carnation* Continued program has been renewed for 92 weeks, as of January 9, on the NBC-Red network. . . . Campbell Playhouse comes back to CBS November 29, over a hookup of 37 stations, set by Ward Wheelock agency. . . . Federation Bank & Trust Company is sponsoring *Tomorrow's Headlines* over WQXR three weekly for 13 weeks. Set thru Redfield-Johnstone, Inc. . . . *Dreams, Inc.*, sponsoring a three weekly series of beauty talks over WABC. . . . Stations added this week to the NBC-Red network include WAML, Lowell, Miss., and WFOR, Hattiesburg, Miss.

PHILADELPHIA:
MAJOR EDWARD A. DAVIES, WIP vice-prexy in charge of sales, has been elected a member of the advisory board of the American Defense Society. . . . Lonnie Starr, relief announcer at WFEN, added to the staff on a full-time basis, filling the post vacated by Bill Carly, who moved to WIP, replacing Allen Fort, resigned. . . . This year's show by the Tempelayers, drama group at Temple University, will be televised by Philco's WX3E. . . . Sam Taubman, radio director at Sidney H. Weller Agency, takes over the business, continuing at present quarters as the Sam Taubman Advertising Agency. . . . Bonnie Stewart, KYW songstress, making personals at the local night clubs. . . . Don Boray couples with Adele Norella for the singing on Joe Frascetti's *Le Corvo* show on WIP. . . . Dotie Evans adds a *Women in Sports* series to the WFEN program schedule. . . . Latest patriotic effort of WCAU's is an aviation ground school in the station's auditorium, tying in with the *America Flies* series. . . . The Sybil Warner commentaries on WPEN are from Mrs. Arthur Simon, wife of the station's general manager. . . . Gilbert Miller (not the legit producer) joins the staff of J. M. Korn agency.

Alka-Seltzer Gets Migraine

CHICAGO, Nov. 16.—Chicago columnist Ashton Stevens stood on the stage of the Blackstone Theater last Saturday before curtain time. The occasion was a three-way telephone conversation between the principals of the three *Life With Father* casts in Boston, Chicago, and New York to celebrate the first anniversary of the play. The gag was being aired on Alka-Seltzer's *National Barn Dance* program. . . . The day before Stevens had written: "I hope I don't go haywire and shock the generous sponsors of the Barn Dance with a nervous plug for aspirin." He didn't plug aspirin. But after the show he used it—in quantity. . . . Referring to the Barn Dance sponsors, he used the name Bromo-Seltzer!

DENVER:
SECONO Lieutenant Robert Young, KOA announcer, has been called for a year's duty with the army and is now at Fort Benning, Ga. . . . Wendell Barcroft, KPFL announcer, accepts similar position with KGOB, Albuquerque, and is replaced by Bill Kilmer, who comes from KGNF, North Platte, Neb. . . . Captain Ozie doing an afternoon participating show on KJLZ. . . . Al Orlick, of WTAM, Cleveland, takes over as KOA news editor, replacing Jack Fern, who reports to WTAM in similar capacity. . . . Jack Hatchett, formerly of KJLZ business staff, signed up for six years with the navy. . . . Jim Bevington added to KPFL engineering staff. . . . Don Martin upped to assistant news editor and director of publicity at KOA, while Jack Lyman takes over as special events chief, in addition to heading the production department. . . . KJLZ reports October brought biggest volume of business in station's history; November 1 largest single day's business.

CANADA:
BOB STRAKER, formerly announcer on CPAC, Calgary, has returned to that station as production manager. During the past seven years he has been program director of CJBC, Winnipeg; CJRM, Regina, and short-wave stations CJRX and CJRO. . . . George Davies has been added to the announcing staff of CKCK, Regina, replacing Maurice Reynolds, who, with Harold Law, of the station's accounting department, has been called for service in the Royal Canadian Air Force. . . . Allan Young, operator at CPQC, Saskatoon, has joined the Royal Canadian Air Force as a radio man.

WFHR Slogan Contest

WISCONSIN RAPIDS, Wis., Nov. 16.—Station WFHR, which staged its formal opening here November 10, is conducting a contest with \$100 in cash as the prize for a suitable slogan for the station. Operating on 1,310 kilocycles, WFHR is on the air daily from 6:30 a.m. to 10:30 p.m., and Sundays from 8:30 a.m. to 10:30 p.m. The slogan contest closes December 10. Ernie Smith is program director for the new station.

WPEN Renews ACA Pact

PHILADELPHIA, Nov. 16.—Renewal of the contract between WPEN and Broadcast Local 28, ACA, was consummated this week by Saul C. Waldbaum, attorney for the union. The agreement, which covers all employees at the station, provides for a closed shop, \$2 weekly increase, periodic six-month increases, seniority provisions, and return of their jobs to all employees drafted into military service.

Appoint TBS Receivers

WILMINGTON, Del., Nov. 16.—Daniel P. Wolcott, of Wilmington, and Harry H. Stehman, of Pittsburgh, Pa., have been appointed receivers in dissolution of Transcontinental Broadcasting System, Inc., by the Court of Chancery of the State of Delaware and for New Castle County.

Radio Talent New York

By JERRY LESSER

MANY an actor has lost a real friend with the passing of HARRY MCAFAYDEN, local production director of the National Broadcasting Company. HARRY'S chief joy was making room for the actor who needed the job, but he never sacrificed the good of the show because of this. He was rated as one of NBC's best directors. . . . CHARLES WEBSTER used to specialize in playing Abraham Lincoln roles. His greatest compliment came from Col. Henry Clay Rizer, who had been Lincoln's bodyguard. Col. Rizer told him, "When I listen to you on the radio, I hear my old chief all over again." . . . LEORA THATCHER is playing the role of Miss Atwood in *Young Dr. Malone*. . . . PETER DONALD, IAN MARTIN, DAVID BYRNE, JIMMY MONKS, and ROY ROBERTS are being tested for parts in the pic, *How Green Was My Valley*.

LITTLE PATTY CHAPMAN, of *Mother L'oe Mfng*, fell from her swing recently and has been showing up at rehearsals with two swollen ankles. . . . Rush retakes on his new picture, *Citizen Kane*, forced ORSON WELLES to cancel his scheduled appearance on *Screens Guild* this week. . . . MABEL TODD, of the movies, is now with the *Laugh 'n' Swing Club* at WOR. . . . The BARRIE SISTERS have signed for 26 weeks on the WHN *Manischewitz Matzos* program. . . . Permission has been asked for the British Broadcasting Corporation to use FRANK BLACK'S special score which he composed for *Thanks for Thanksgiving*, holiday airer which will be repeated here following successful introduction last year. . . . B. S. BERGOVICI, commentator, has signed a 52-week contract to do a daily stint in Rochester, N. Y. . . . GENEVIEVE ROWE now has a program over CBS Saturdays at 9:45 p.m. . . . TOM HUDSON, young announcer, has joined WMCA. Hails from Elliott

Roosevelt's Texas State Network. . . . EARLE LARRIMORE will return to New York December 21 after recuperating at Lake Champlain following an illness. . . . BERNARD D. BELL, National Features Syndicate managing editor, and CEBEL WOLFSON didn't wait long after their recent engagement. They were married without any fanfare. . . . SHORTY RUSSELL and JUDY ROBERTS, who entertained on the Gas Wonderland studios at the World's Fair, have a new show Monday, Wednesday, and Friday over WINS.

WHEN the last World War broke out HORACE BRAHAM, who plays Mr. Minton on *The Goldbergs*, was a member of the Toronto University Overseas Battalion. The regiment was preparing to board ship for overseas duty when Col. Vincent Massey) stepped forward and approached Braham. "I understand," he said, "that you are an actor. Well, we are planning to produce Shaw's *Men of Destiny* for the men in camp and we could use you to help us produce it, besides playing one of the roles." Two men of that regiment are alive today. One is blind, the other is BRAHAM. . . . KENNY BAKER'S concert trip to Shreveport, La., last week was called off because of an infantile paralysis epidemic there. . . . AL GOODMAN is turning out to be a good comedian on the FRED ALLEN show and is being given more lines.

THEY tell me that WALTER HAGEN JR., son of the golfer, is giving golf the go-by for an announcing job on CBS' NBC staff. . . . that MAUREN WALKER landed the job of vocalist on the *Pat of Gold and Treasure Chest* programs. . . . that the first serial inspired by conscription is *This Men's Army*, which WYLLIS COOPER will script for NBC.

Chicago

By NORMAN MODELL

TOMMY BARTLETT, Chi radio's gift to the draft army, has pulled another winner from his bag of tricks. New show, *You Sell Me*, was floated on WBBM airwaves last Monday (11), pulled a mail response of 3,000 letters, and will probably sell to Wrigley. . . . WEEEMS, INC., new package outfit, has inked a vocal act from Peoria, Ill., named the RAE SISTERS. . . . New Caroline Adams in *Stepmother* is DOROTHY FRANCIS. . . . PAT BRADY, comedy vocalist with *Sons of Pioneers* on the *Uncle Ezra* show, will make a series of sketches of the cowboy musicians for publication in a monthly mag. . . . MEL GALLIART, formerly of KVID, Fort Dodge, Ia., and WKBB, Dubuque, Ia., has been added to WLS program staff. . . . GARRY MOORE had to plane to Memphis for the *Sea of Sand* airing as a sub for PORT PEARSON, who had his hands filled with fatherhood a week ago Sunday (10).

BOB EVANS, vaude ventriloquist who was suggested for radio in *The Billboard's* Possibility column recently, is the main prop in a new variety show

under construction here. . . . KATHRYN WEITWER, WGN's lyric soprano, has been engaged by the Chicago Opera Company. . . . ARTHUR JACOBSON has taken over the role of Victor on *Arnold Grimm's Daughter*. . . . Chi talent airing on NBC will be getting some okeh publicity in the new *Herald-American* column recently traded for time by the network. . . . OLAN SOULE and MARVIN MUELLER will air the commercial ed Wayne King's program. Marvin's name is heard so often these days, other performers are beginning to ask him for his formula. . . . JEANNE JUVELIER has been cast as Mme. Frances in *Heles Trent*. . . . TED McMURRAY will produce *Get Alone* while CHARLIE URQUHART is sick.

WIBA Enlarges Studios

MADISON, Wis., Nov. 16.—For the third time since it first went on the air in 1928, Station WIBA is expanding its studio facilities. It is adding two additional studios, now making four in all. Business, program, and engineering departments are also being enlarged.

WCAU Stage Unit Planned With Station Personnel

PHILADELPHIA, Nov. 16.—WCAU plans to produce a stage unit for a theater tour after the first of the year, figuring on getting in at least 10 weeks of personal appearances. Show will be built around Joey Kearns, WCAU musical director. While unit will carry talent under WCAU personal management, bookings will be by an outside agent, probably Music Corporation of America, which has Kearns under contract. . . . Co-featured with the ork will be Mark Dawson, WCAU warbler. Other station acts, including Ann Sutherland, fem singer, will round out the unit; Stan Lee Brox, WCAU program director, producing. Station hopes to duplicate the success of a theater unit produced several years ago when Jan Savitt was the WCAU musical director, unit then featuring the Tell Sisters, now with Ted Lewis.

No School Today, Boys!

LINCOLN, Neb., Nov. 16.—An ingenious young man took KPOR's musical clock conductor, Doc Hull, for a ride one morning. Youngster arose, saw a blizzard raging outside his window, and heard announcement of zero weather, all of which gave him an idea. He stepped to the phone, called KPOR, lowered his voice about three octaves, and said: "This is M. C. Lefler, superintendent of the Lincoln schools. I wish you'd make an announcement that, due to bad weather, there will be no school today." Hull made the announcement, never suspecting hoax, and newspapers, radio stations, and board of education spent the remainder of the morning trying to undo the confusion resulting at their switchboards. The perpetrator was never found.

Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

BARNET, CRA IN AGREEMENT

All MCA Debts Paid, Wilson's Answer to Agency's AFMA Action

NEW YORK, Nov. 16.—In answer to Music Corporation of America's claim against him before the American Federation of Musicians for back commissions and advances amounting to \$984, Teddy Wilson insists that all of his obligations have been paid to the agency and further asserts that the promises of MCA booking execs cost him about \$3,000.

Action seeks to collect from Wilson thru the union because of his failure to make personal requests. Wilson, in his answer, said that he didn't understand the statement submitted to the union by MCA.

Claiming that he is just a musician, Wilson said that debts, credits, deposits, and the digital language of a balance sheet were completely confusing and asked for a submission of all of the ledger sheets, contracts, and clarifying statements to justify the claim.

Wilson said that as far as he was concerned he paid back commissions and advanced out of advance deposits that MCA collected for him while booking him on dates. If he owes them any money, he said, it is just a few dollars, but nothing resembling the sum MCA is attempting to collect.

At the same time Wilson told the union that he spent more than \$3,000 keeping his band together while waiting for MCA to fulfill its promises about getting work for him and that he finally abrogated his contract when the legal union time expired.

Art, Bob Weems Form Own Band Booking Management Office

CHICAGO, Nov. 16.—Art and Bob Weems and Jerry Rosenthal have pooled their personal properties to form a new amusement enterprise office, which will function under the title of Weems, Inc.

The Weems brothers were until recently with General Amusement Corporation, while Rosenthal is an attorney who has handled legal problems for musicians, and recently launched a radio package show organization co-operatively conducted by artists and writers.

Office will engage in personal management of bands, band bookings, and the selling of radio package shows.

"Formerly With" a Help To Soloing Ork Canaries

PHILADELPHIA, Nov. 16.—Gals formerly singing the songs with name bands are finding fertile employment fields at theaters here. Tagged with the "formerly with" billing and in many cases the ex-band affiliation in as big type, band canaries are strong enough to carry a spot's lead, opa figuring that since the vocalist has been getting in on all the band's publicity she is well enough known to be sold in the same manner as a big-time variety act.

Current week finds three ork chirpers billed at local after-dark spots. Diane Collier, formerly with Rudy Vallee, holds forth at McGee's Club 15. Before her band affiliation gal worked the same spot as Mary Anne Sgro, unknown and untraced.

Carlotta Dale, erstwhile Jan Savitt and Will Bradley chanteuse, is current at Hotel Philadelphia, having followed Carol Horton, ex-Johnny Green canary, who returned to the band fold with Charlie Spivack's ork. Hilde Simmons, recently leaving Jack Teagarden, gives out at Kalmer's Little Rathskeller.

DETROIT, Nov. 16.—Bill Stegmeier has changed his cognomen, and is now fronting his own band here under the name of Bill Bennett, opening his first engagement at the Graystone Ballroom under Mike Falk booking. Bennett was formerly with Glenn Miller and Bob Crosby as arranger and clarinetist.

Fish Story

NEW YORK, Nov. 16.—Oscar Hammerstein II and Arthur Schwartz, light operatic composers, were honored for their contributions to musical culture—by the fishing industry—at a luncheon tendered at Stoppo Louie's Fulton Market on the waterfront.

Fishing industry decided to honor the pair because of their friendly effort towards a more unified spirit to crustacean culture in their song *Tennessee Fish Fry*.

Composers received a scroll from the Fishery Council and were also presented with a halibut, which they hope will serve as an inspiration as long as it stays fresh.

About 1 Out of 5 Philly Union Tootlers Working Permanently

PHILADELPHIA, Nov. 16.—A. Rex Riccardi, secretary of the local musicians' union, revealed this week that, of the 2,500 members on the union rolls, only 600 are permanently employed. About 1,400 are intermittently employed, depending primarily on club dates, and the remaining 500 are classified as unemployed, most of the latter being old symphony, theater, and band men, and for the most part unemployable under present conditions. In 1927, Riccardi reveals, the union had 3,200 members, and every single one was employed. Then came the depression and further inroads of mechanical music, and the membership dropped to 1,800 in 1933, from which it has since come up to its present figure.

Since all hiring of musicians must be done thru the union, a practice instituted several years ago to check widespread underscaling, figures represent an accurate check on local employment and reflect the ebb and flow of economic conditions during the past decade.

U. S. Disks Given Another Month To Get Fresh Money

NEW YORK, Nov. 16.—The second hearing in the reorganization proceedings of the United States Record Corporation before Referee Irwin Kurtz, Special Master, in New York Federal Court Wednesday (13) resulted in another breathing spell for the waxworks, with the case adjourned until December 15, by which time the company hopes to secure additional financing with which to continue in business. Reorganization petition had been originally filed by the firm September 5, resulting in a hearing before Kurtz last month, at which time Eli Oberstein, head man of U. S. Records, had announced his expectation of fresh capital being secured before this week's hearing.

Referee granted the additional month of grace when it was brought out that Bernard Goldfein, who is attempting to obtain money from Chicago sources, has been tied up in Boston, according to J. Lewis Ash, attorney for U. S. It is expected that Goldfein will go to Chicago with L. A. Mayberry, U. S. Record prez, within the next couple of weeks. It was intimated that, even if Goldfein's efforts there were not successful, there is a possibility of financing coming thru from one of two other sources.

Kaye Released

A ruling at Wednesday's hearing permanently released Sammy Kaye from his exclusive recording pact with U. S., after it was revealed that Kaye had been given permission to wax on a temporary basis for other companies, provided he went back to U. S., on the Varsity label, after its reorganization. Kaye is now cutting sides for Victor under a new contract, and referee's decision this week writes absolute fins to Sammy's U. S. deal.

A further ruling, affecting all bands under contract to the disk firm, was

Leader to Repay \$8,500 Plus Cash, Ending Management Pact; Union Expected to Okeh Barnett

NEW YORK, Nov. 16.—Charlie Barnett's differences with Consolidated Radio Artists, which resulted in his expulsion from the American Federation of Musicians last week, were patched up today with a signed and sealed agreement between Barnett and Charles E. Green, CRA proxy, whereby they "parted on the very best of terms." Agreement terminated the \$100,000 action Barnett had pending against Green in the New York courts on the grounds of an allegedly

illegal management contract, and calls for Barnett to repay Green his \$8,500 indebtedness plus a sizable cash sum, which also terminates the 10-year management contract that Barnett had with CRA.

AFM's expulsion order against Barnett is still in effect, however, but action on this is expected when James C. Petrillo, president of the union, returns from his week-end visit to Chicago. Petrillo, on his weekly trip to Chicago last week, personally supervised the expulsion order against Barnett by giving him notice that after his engagement at the State-Lake Theater, Chicago, (which ended November 14) he was no longer a member of the union, and that the ork would have to disband.

Negotiations were begun during the week between Barnett's attorney, Samuel Gottlieb, and Harry Berman, attorney for CRA, and in all probability with the knowledge of the union. The bands were permitted to stay intact to play a one-night date at Purdue University Friday (15). Barnett didn't front the band, tho, as he was in New York sitting in on the negotiations to settle the squabble, and perhaps to bring him into the good graces of the union. Late this week Barnett said that he intended to follow the "instructions and advice" of Petrillo, saying that he would be better off in the long run.

Final stages in the settlement confabs were reached this morning, following which a joint statement was issued by Green and Barnett, reading:

"At a round-table discussion between Mr. Green, Mr. Barnett, and their respective attorneys, it was agreed that the entire deplorable situation was caused by a misunderstanding between the parties, and that as a result of the conference all differences between them were amicably adjusted, and the parties parted on the very best of terms."

This statement, details of which were shrouded in the greatest secrecy, was given to mean that Barnett and Green had terminated a three-year relationship for the price of a cash consideration and a complete vindication of the legality of the management contract. The bad blood about the contract being allegedly "conceived in fraud" was entirely neutralized in their new found feeling of a settled misunderstanding.

Earlier in the week, Gottlieb stated that Barnett never had any intentions of defying the union, and that the only reason he booked himself after the Federation's order to disband was the contract until the matter was thrashed out in court was because he felt that under the law it would have been a recognition of the validity of the contract, if he continued to operate under it while it was being adjudicated. The union, however, said that this point was noted in Barnett's defense before the AFM executive board, but was declared to be a weak one because Barnett was advised to notify the court that he was honoring the contract "under protest."

Gottlieb cited the case when he represented Rudy Vallee many years ago in the same type of action, and that despite the "under protest" order it was determined that it would still be (prejudicial) to his case in the eyes of the court. However, Gottlieb said that the entire case was predicated on a misunderstanding, but it was also indicated at the same time that a settlement was being contemplated, and was bound to be consummated by the end of the week.

Latest action now is in the hands of the union for final disposition, and it is believed that both Barnett and Green will have to appeal the case before Petrillo and the executive board. It is held likely that Barnett will get his card back because based on other cases, union is known to be lenient when a member promises to reform after disciplinary action.

Scranton had adjourned the hearing on the Scranton reorganization to December 28, and had continued the debtor in possession.

Scranton Situation

A supplementary agreement clarifying the settlement of October 8 between Scranton Records Manufacturing Company, firm which pressed U. S. disks and which is also in reorganization, has been entered into and approved by the court. It provides, in part, that copyright royalties are to be paid before any distribution of proceeds from the sale of records now on hand between Scranton and U. S.

Referee also extended until December 16 the time within which claims are to be filed. Oberstein was advised by Kurtz to cut all expenses to the minimum, since the business had shown a slight loss for the past month. It was also announced at the hearing that Federal Court for the middle district of Penn-

Band Goose That Laid Golden Eggs in Penn. a Dead Pigeon

READING, Pa., Nov. 16.—Once the happy hunting grounds of barnstorming name bands, this Eastern Pennsylvania industrial center has become a detour, with bookers and bingo held responsible for killing the feathered bird. It was once not uncommon for a half dozen names to stop off here each week for a jig, but that's a thing of the past now in spite of the fact that there is a greater emphasis on such bands and the dancers are more name-conscious than ever.

According to the one-time dance promoters, fault rests with the New York bookers who used to send down radio-built band names with pick-up bands. It wasn't long before the dancers got hep to the fact that it was a "scrub" band playing the date and figured it wasn't worth the price of admission just to take a look at a name waving a stick. In those lush days very few instrumentalists were leading bands and little of the music was stylized, with the result that it was easy for the bookers to put one over on the ballrooms.

During the summer Carsonia Park brings in the name bands, but for the most part dancers take advantage of the good roads, and it's little trouble to ride out to the Ballroom in York, Hershey Park near Harrisburg, or Sunnybrook Ballroom at Pottstown, all large ballrooms and able to afford the biggest of the band biggies. For the most part, locally, it's the territorial bands playing the Eastern Pennsylvania area that suffice. Bands are musically proficient and have been able to build up big territory followings during the

Mrs. Kramer Denies Underscaling; Asks Decision Reversal

NEW YORK, Nov. 16.—Mrs. Maria Kramer, owner of the Edison and Lincoln hotels here, reaffirmed her stand this week, in an appeal before the executive board of the American Federation of Musicians, that her alleged underscaling of Gustavus Clementi's band to the tune of \$3,078 was fiction, and asked that the decision be reversed in her favor.

Action was taken against Mrs. Kramer some weeks ago when she was found guilty of allegedly accepting kickbacks from Clementi last year amounting to \$3,078. When both she and the maestro appeared before the trial board of Local 802 at that time, he stated that they had weekly meetings in a section of the lobby of the Edison in which he turned over a share of his earnings.

While she vehemently denied the charges, the board ruled against her and told her that she would have to pay the money or be placed on the unfair list, which would preclude her from hiring any bands in the future for her two hotels. She deposited the money in escrow, pending appeal of the case.

Appeal, which was filed this week, was turned over to the local to be answered.

Buffalo Dansant Escapes Damage in Building Fire

BUFFALO, Nov. 16.—A fire which burned for four hours badly scarred the building here in which the Esquire Ballroom is located November 13 without, however, demolishing the danceery. While the downstairs part of the structure is badly damaged, the ballroom itself escaped all but some broken windows and smoke stains.

Managed by Harold Austin, who also acts as the house band, and backed by George Hall, of Crystal Beach Transit Company, the Esquire continued operations yesterday (15), when a large sponsored dance was booked.

Add London-Can-Take-It

CAMDEN, N. J., Nov. 15.—Bombs may be bursting over London, but music fans over there apparently are more concerned about phonograph machines than war machines. Letter received this week at the RCA-Victor factory from the war zone are selected from a list of all fretted instrument recordings issued since 1940.

days when the radio names came down with pick-up bands and inferior music.

Another factor now tending to keep down band budgets is the popularity of bingo games in this territory. There are more than 30 games going each week and all are well patronized, bringing out the younger element as well as the oldsters.

Morgan Revamps Ork; 10 New Lads

CINCINNATI, Nov. 16.—Russ Morgan handed two-week notices to 10 of his bandmen when the cork closed its fortnight engagement at Beverly Hills Country Club, Newport, Ky., Thursday of last week (7). Only the four-man sax section, two fiddlers, string bass and Russ himself will remain of the 18-piece band.

The ousted Morgan men will be replaced by members of Clyde Trask's local band, which closed at the Lookout House, Covington, Ky., last week. Trask, who worked with Morgan from 1928 to 1931, will rejoin as arranger, but will not play.

The Trask men, who join Morgan for rehearsals at the Chase Hotel, St. Louis, November 19, include Fritz Mueller, Pierson DeJagers, and Luke Lunkenheimer, trumpet men; Ray Miller and Henry Grad Jr., trombones; Johnny May, drums; Clarence Melter, violin; Eli Chalife, guitar, and a pianist yet to be selected.

Morgan stated that he had been looking for new and youthful talent recently, and that the band's revamping will cut the average age of the combo from 35 to 28. The musicians who got their notices said it was because they refused to take a hefty salary cut.

Turnpike's Sunday Quiz Biz Builder

LINCOLN, Neb., Nov. 16.—R. H. Pauley's Sunday night whoop-te-do at the Turnpike Casino, to build up the lagging Sabbath business, is a quiz session he calls "Sting for Your Money." Top win per person is \$2 and money not won goes into a weekly jackpot for a jackpot question.

Pauley is the quizzer himself, makes each contestant sing a tune with the orchestra to become eligible, and then asks three questions, 50 cents for the first right, \$1 if the second is answered, and \$2 for the third. Stunt was pulled first November 10. News is getting around, and it appears to have what it takes to build.

Emmett Ryder, priced at 55 cents per person, for three days (8-10), drew a very nice \$960 at the Turnpike. Don Coleburn, one-nighting at King's Ballroom (30-45 cents) on Saturday (9), also did well, \$275.

Raymond Paige To Wax for Victor on Red Seal Label

CAMDEN, N. J., Nov. 16.—With both Columbia and Victor bidding for his services, Raymond Paige, radio's 100 Men and a Girl maestro, was grabbed off by the Victor record label.

However, instead of having his platters placed on the pop list, Paige will get the recording build-upper on the Red Seal label, altho offerings will be popular in character. Contract inked with Paige this week runs for a year.

Donahue Back With Band

DALLAS, Nov. 16.—Al Donahue rejoined his band at the Baker Hotel here last week after more than a week of hospitalization in New York. Leader was on the sick list as the result of his participation in a tumbling act appearing with him at the Flatbush Theater, New York, several weeks ago. A slip resulted in Donahue cracking his vertebrae.

Del Sharbutt a Publisher

NEW YORK, Nov. 16.—Del Sharbutt, NBC radio announcer, who has tried his hand several times at writing songs, is now going into the publishing end of the business. He is in the midst of setting up his own firm, which will be independent of any ASCAP affiliations. Sharbutt's last compo was *Kittred With the Big Green Eyes*.

Orchestra Notes

By DANIEL RICHMAN

New York Nocturne

JACK MEAKIN is breaking up his full-sized band in favor of a small cocktail combination . . . his wife, PATRICIA NORMAN, who had been singing with the band, will go out on her own for vaude and nitery work . . . LOU LEVY left for the West Coast, via Atlanta, Friday (15) . . . he'll get out there a couple of weeks in advance of his charges, the Andrews Sisters, and set things up for their second Universal movie . . . RUSS BROWN, trombonist with Tony Pastor, departs from the latter's Hotel Lincoln Blue Room bandstand to take up tooting with Bobby Byrne, in place of Jack O'Rourke . . . JIMMY PALMER, incidentally, is staying with the Byrne band, despite having been given his notice a week ago . . . Bobby reconsidered the matter . . . DAVE HARRIS is forming a small band, made up largely of former Raymond Scott Quintette men, for transcription dates, with an eye on future regular recording activities . . . IRVY CARROLL opens Tuesday (19) at the Jack Dempsey Broadway Room with two CBS wires . . . DICK KURN adds brunet ROBERTA to the chirping with his small crew at the Hotel Astor's Broadway Cocktail Lounge . . . Decca signed ROMO VINCENT, singing comedian who clicked at the Hurricane, to a contract . . . the way has also been cleared for CAROL BRUCE to begin knocking out some sides for Decca . . . WILBUR BASCOMB, featured trumpet player with Erskine Hawkins, leaves that outfit to fill the vacancy in the brass section of the Duke Ellington band caused by Cootie Williams' departure to go with Benny Goodman . . . Bascomb joins Ellington on the 26th.

Midwest Murrurs

JOE SHRIBMAN, General Amusement Corporation's new Chicago manager, was in Cincinnati last week, arranging for the transfer of BARNEY RAPP from the Sun Zuckor office . . . Rapp plays St. Louis's Tune Town Ballroom November 19 week . . . Claridge Hotel, Memphis, Tenn., closed all fall, will reopen November 27 with EDDY ROGERS, who jumps north after nine days there for a stay at Milwaukee's Schroeder Hotel . . . ACE BRIGODE steps off the stand at the Marigold Ballroom, Chi., November 29 for a one-nighter series . . . LEONARD KELLER has switched from MCA to William Morris . . . KING'S JESTERS go into the Hotel Le Salle, Chi., December 16 to place of PEARSON THAL, the latter having been originally skedded for a date at the Bath Club, Miami . . . MATTY MALNICK follows Ernie Holst at the Ambassador East's Pump Room, Chicago, Saturday (23) . . . WINGY MANONE steps into the New Brass Ball, Chi., about December 1 . . . ANSON WEEKS, under the personal management of Art Weems, is at the Trocadero, Henderson, Ky. . . Weeks takes on a new vocalist, VIRGINIA MATHEWS . . . HAL MUNRO at the Happy Hour Cafe, Minneapolis, November 19 . . . GENE AUSTIN follows an engagement at the Uptown Gardens, Marion, Ind., with an inder run at the St. Paul Hotel in that city November 28 . . . The not yet inked, EMIL FLINDT will probably follow Vincent Burns at Madura's Danceland, Whiting, Ind. . . DON PABLO succeeded Emerson Gill at the Green Mill, Saginaw, Mich., on the 10th.

Penn-Jersey Patter

BUDDY BOYER brings his band to the Nancy Jane Log Cabin, New Brunswick, N. J. . . FREDDY BOWERS holds over for the winter at Atlantic City's Club Nomad . . . LEON LEONARD and His Cavaliers get the call for the Saturday night dances at St. Mary's Hall, Trenton, N. J. . . Stork Club, Philadelphia, holds HENRY PATRICK for 20 more weeks . . . TED KRAMEK locates at Lawrence Restaurant, Trenton, N. J., bandstand scenic changes at the same New Jersey town bringing BOB BARRITT to Betsy's Inn, BUD LEWIS to Pine Tavern, HELEN HRED and her boys to the Swiss Cafe, and FRANKIE ROSE 3 Rhythm Ramblers taking rest at Nick's Nook . . . LOU GRES first in at Philadelphia's new Park Casino, formerly the Anchorage . . . FREDDY McMENAMIN makes the music for Al-pine Tavern, Atlantic City . . . FRED HOULIHAN locates at George Curtin's

Inn at Grogg's Lake, N. J. . . HERMAN MILLER and His Sylvanians make for Abraham Lincoln Hotel, Reading, Pa. . . FRED FERRARIE fills the bill at Broomall Cafe, Chester, Pa. . . JOHNNY DE PEO locates at Log Cabin Inn, Washington Crossing, N. J. . . FRANK HIRSCH gets the nod at Sixth and Spring Hotel, Reading, Pa.

Of Maestri and Men

ARTIE SHAW is booked for the new Palladium dansant in Hollywood December 12 for an eight-week stretch. CLYDE LUCAS starts a term at Philadelphia's Ben Franklin Hotel on December 4 . . . Hotel Brunswick, Boston, gets VAUGHN MONROE for an inder run November 25 . . . CHARLIE BAUM continues indefinitely at the Hotel Statler, Buffalo . . . PAUL BARON band may double from the Ike Chase radio show into a spot . . . BOBBY BYRNE follows his monther at the Roosevelt in New Orleans, which starts the 26th, with another stand at Frank Dalley's Meadowbrook, Cedar Grove, N. J., as of Christmas night . . . TML COLEMAN hops to Cro's in Hollywood when LOU BRESE replaces him at the Chez Paree in Chicago December 24 . . . DEL COURTNEY gets the call for the Muehlebach Hotel, Kansas City, Mo., in January . . . AL DONAHUE spends the December month at the Trocadero, Henderson, Ky. . . It's the Casa Manana in Los Angeles for DUKE ELLINGTON, six weeks starting January 2 . . . BOB GRANT starts a five-and-a-half-month stay at the Savoy Plaza Hotel, New York, November 29 . . . ENOCH LIGHT goes back to work for the first time since his serious auto accident last June, at the Coliseum Theater, New York, November 26 . . . ADRIAN ROLLIN closes at the Blackstone in Chicago November 21 . . . Johnny Long's drummer, HUGH KELLER, has been bedded at a Boston hospital with an internal complication, and for the rest of the band's road tour WALLY GORDON, formerly of Ina Ray Hutton's crew, will sub for him . . . Kelleher rejoins the band when it opens at New York's Roseland November 22.

Luneford Does Well at Bridgeport With \$1,160

BRIDGEPORT, Conn., Nov. 16.—Jimmie Luneford, always a favorite in this town, did fairly well last Sunday (10) at the Btz Ballroom here, attracting an attendance of 1,630. Ducats were scaled at 75 cents for the men and a dime less for the fair sex, making a gross of \$1,160. The management is experimenting with jam sessions on Sunday afternoons, and doing fairly well. Last Sunday Cass-Carr and His Harlemites drew 480 persons, and at two bits admish gross amounted to \$120. Cecil Golly in on November 17 and Ray Herbeck on November 24.

Clinton Fair With 1,200 On Chattanooga One-Night

CHATTANOOGA, Tenn., Nov. 16.—Larry Clinton drew 1,200 dancers, who paid \$1 and \$1.25 for his dippy dooding at the Memorial Auditorium here Thursday (7). This was considered fair, and the management stated that both sides managed to get into the black on the engagement.

The 1,200 was under the number drawn by Clinton here in April, 1939, when approximately 2,000 were present, but at that time spectator tickets were sold and the charge was 75 cents and \$1.

2,200 for Mitchell Ayres

SCRANTON, Pa., Nov. 16.—Mitchell Ayres drew 2,200 to Masonic Temple here Saturday (9), where he played for the Buddy Club. Admission was \$1 per person.

LEADERS PLEASE NOTE:

Trumpet Player doubling Sax. Clar., and Ar. desires addition with leaders interested in this double. Unusually proficient on all three doubles. Fine appearance, age 24, semi-pro experience. BOX D-7, Billboard Cincinnati, O.



The Billboard MUSIC POPULARITY CHART

WEEK ENDING
NOVEMBER 15, 1940

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

BLUEBERRY HILL. (11th Week) Glenn Miller, Kay Kyser, Russ Morgan.

TRADE WINDS. (8th Week) Bing Crosby.

MAYBE. (7th Week) Ink Spots.

PRACTICE MAKES PERFECT. (5th Week) Bob Chester.

ONLY FOREVER. (4th Week) Bing Crosby.

FERRYBOAT SERENADE. (4th Week) Andrews Sisters, Kay Kyser, Gray Gordon.

WE THREE. (3d Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY, EIGHT TO A BAR. (1st Week) Andrews Sisters, Glenn Miller, Will Bradley.

COMING UP

DOWN ARGENTINE WAY. Shep Fields, Gene Krupa.

THE FIVE O'CLOCK WHISTLE. Glenn Miller, Erskine Hawkins, Ella Fitzgerald.

RHUMBOOCIE. Andrews Sisters.

FALLING LEAVES. Glenn Miller.

THERE I GO. Tommy Tucker.

TWO DREAMS MET. Mitchell Ayres.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER —BING CROSBY	1	1. Only Forever —Bing Crosby	1	1. Only Forever —Bing Crosby
2	2. MAYBE —INK SPOTS	2	2. We Three—Ink Spots	2	2. Our Love Affair —Glenn Miller
3	3. BLUEBERRY HILL —GLENN MILLER	3	3. We Three —Tommy Dorsey	3	3. Blueberry Hill —Glenn Miller
4	4. WE THREE —INK SPOTS	4	4. Our Love Affair —Tommy Dorsey	4	4. A Million Dreams Ago —Dick Jurgent
5	5. OUR LOVE AFFAIR —TOMMY DORSEY	5	5. There I Go —Vaughn Monroe	5	5. Beat Me Daddy (Eight to a Bar)—Glenn Miller
6	6. TRADE WINDS —BING CROSBY	6	6. Beat Me Daddy (Eight to a Bar)—Will Bradley	6	6. Down Argentine Way —Eddy Duchin
7	7. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	7	7. Maybe —Ink Spots	7	7. Ferryboat Serenade —Frankie Masters
8	8. OUR LOVE AFFAIR —GLENN MILLER	8	8. Down Argentine Way —Leo Reisman	8	8. Trade Winds —Tommy Dorsey
9	9. ONLY FOREVER —TOMMY DORSEY	9	9. Ferryboat Serenade —Kay Kyser	9	9. You Forgot About Me —Bob Crosby
10	10. DOWN ARGENTINE WAY —LEO REISMAN	10	10. Handful of Stars —Glenn Miller	10	10. Only Forever —Tommy Dorsey
			MIDWEST		SOUTH
			1. Only Forever —Bing Crosby	1	1. Maybe—Ink Spots
			2. Maybe—Ink Spots	2	2. Only Forever —Bing Crosby
			3. Trade Winds —Bing Crosby	3	3. We Three—Ink Spots
			4. Only Forever —Tommy Dorsey	4	4. Blueberry Hill —Glenn Miller
			5. Our Love Affair —Tommy Dorsey	5	5. Ferryboat Serenade —Andrews Sisters
			6. Pompton Turnpike —Charlie Barnet	6	6. Beat Me Daddy (Eight to a Bar)—Will Bradley
			7. Scrub Me Mama —Will Bradley	7	7. Down Argentine Way —Leo Reisman
			8. Blueberry Hill —Glenn Miller	8	8. Ferryboat Serenade —Kay Kyser
			9. Down Argentine Way —Shep Fields	9	9. Trade Winds —Bing Crosby
			10. Ferryboat Serenade —Kay Kyser	10	10. Trade Winds —Tommy Dorsey

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week: New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Anli Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER	1	1. Only Forever	1	1. Only Forever
2	2. FERRYBOAT SERENADE	2	2. Ferryboat Serenade	2	2. Ferryboat Serenade
3	3. MAYBE	3	3. Maybe	3	3. Our Love Affair
4	4. OUR LOVE AFFAIR	4	4. We Three	4	4. There I Go
5	5. TRADE WINDS	5	5. Blueberry Hill	5	5. Maybe
6	6. BLUEBERRY HILL	6	6. Two Dreams Met	6	6. Blueberry Hill
7	7. I AM AN AMERICAN	7	7. Our Love Affair	7	7. Trade Winds
8	8. THERE I GO	8	8. Trade Winds	8	8. God Bless America
9	9. GOD BLESS AMERICA	9	9. Practice Makes Perfect	9	9. I Am an American
10	10. WE THREE	10	10. There I Go	10	10. Now I Lay Me Down To Dream
11	11. WHEN THE SWALLOWS COME BACK TO CAPIS- TRANO	11	11. When the Swallows Come Back to Capistrano	11	11. God Bless America
12	12. PRACTICE MAKES PER- FECT	12	12. Now I Lay Me Down To Dream	12	12. I'll Never Smile Again
13	13. NOW I LAY ME DOWN TO DREAM	13	13. God Bless America	13	13. I'll Never Smile Again
14	14. HE'S MY UNCLE	14	14. I Am an American	14	14. Looking for Yesterday
15	15. I'LL NEVER SMILE AGAIN	15	15. I'll Never Smile Again	15	15. He's My Uncle
			MIDWEST		SOUTH
			1. Only Forever	1	1. Only Forever
			2. Trade Winds	2	2. Our Love Affair
			3. Ferryboat Serenade	3	3. We Three
			4. Maybe	4	4. Blueberry Hill
			5. Blueberry Hill	5	5. Down Argentine Way
			6. Our Love Affair	6	6. Maybe
			7. God Bless America	7	7. Two Dreams Met
			8. There I Go	8	8. Trade Winds
			9. When the Swallows Come Back to Capis- trano	9	9. I'll Never Smile Again
			10. We Three	10	10. He's My Uncle
			11. I'll Never Smile Again	11	11. A Million Dreams Ago
			12. Looking for Yesterday	12	12. Five o'Clock Whistle
			13. He's My Uncle	13	13. I'm Nobody's Baby
			14. Now I Lay Me Down To Dream	14	14. Practice Makes Perfect
			15. A Million Dreams Ago	15	15. When the Swallows Come Back to Capistrano

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WEAP, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Friday, November 15. Independent plugs are those recorded on WOL, WNEF, WMCA, and WFLN. Film tunes are designated as "F." musical production numbers as "M."

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

Position Last This Wk. Wk.	Title	Publisher	Plugs	Net. India
6	1. THERE I GO	BMI	36	13
5	2. PRACTICE MAKES PERFECT	BMI	27	5
3	3. DREAM VALLEY	Felt	26	7
4	4. FERRYBOAT SERENADE	Robbins	25	20
—	4. YOU'VE GOT ME THIS WAY (F)	BVC	25	16
6	5. TRADE WINDS	Harms	23	26
—	5. I'D KNOW YOU ANYWHERE (F)	BVC	23	13
—	6. NIGHTINGALE SANG IN BERKELEY SQUARE	Shapiro-Bernstein	21	16
2	7. WE THREE	Mercer	19	22
—	8. OUR LOVE AFFAIR (F)	Felt	18	17
7	8. SO YOU'RE THE ONE	BMI	18	8
—	8. NOW I LAY ME DOWN TO DREAM	Remick	18	8
—	9. ONLY FOREVER (F)	Santly, J. & S.	17	16
—	10. SAME OLD STORY	BMI	16	11
—	10. MOON OVER BURMA (F)	Paramount	16	11
7	10. I GIVE MY WORD	BMI	16	11
8	11. TWO DREAMS MET (F)	Miller	15	18
3	12. A MILLION DREAMS AGO	ABC	14	14
8	12. MAYBE	Robbins	14	13
—	13. DANNY BOY	Mills	12	4

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—

ANDREWS SISTERS (Decca)

Mean To Me—V. Sweet Molly Malone—V.

A DEFINITELY unusual platter comes from the Andrews trio this week, with the girls pulling a surprise on their legion of admirers by delivering a pair of sweet, slow ballads, in sharp contrast to their usual output of sock rhythm stuff. To anyone who knows the splendid vocal ability of this threesome, it will come as no surprise, however, that the momentary style about-face is carried off with all the excellence and quality that have made the Andrews the country's No. 1 singing trio. For their debut in the realm of sweet romances the girls have made a wise selection in the Roy Turk-Fred E. Ahlert hit of yesteryear, Mean To Me, and the traditional Irish folk tune on the reverse. The blend they achieve on Mean To Me is as good as anything they have ever done in a swingy vein, taking the first chorus straight, and winding up with a half-chorus enough off the melody to make it highly effective, but not too much off to bog it down in a writer of over-arranged tricks. Patty Andrews has the reverse pretty much to herself, singing solo thru the first three-quarters of the disk. On this side, as on its companion, the rhythmic beat, the slow, is perfect, and the backing of Vic Schoen and his band couldn't have been bettered. This disk is the Utopian combination of real quality and commercialism. In the latter department it's one of the best naturals to come out of a record studio in months. Coin phonographs ought to do a land-office business with either side.

KAY KYSER (Columbia)

The Bad Humor Man—FT; VC. I'd Know You Anywhere—FT; VC. You've Got Me This Way—FT; VC. I've Got a One-Track Mind—FT; VC.

MORE potent grist for the music machine mill is elaborately sprinkled over these four sides. The tunes all come from the score of the second picture Kyser has made for RKO, called You'll Find Out and currently in the throes of general release around the country. Film ditties always have a natural advantage in bringing themselves forcibly before the public's attention, and it's hard to conceive of a great many of the nation's moviegoers dropping into their favorite coin phono emporium after seeing the Kyser film without unhesitatingly feeding nickels into the boxes for Kyser's versions of the songs they've heard him and his ork do in the picture. In addition, each of these numbers is a great song in itself, which won't detract from their popularity. Kay does his usually fine commercial job on all of them, with Harry Babbitt and Olney Simms contributing an admirable assist in the vocal department. These sides will have an easy job clicking, for the simple reason that they've got everything in their favor.

TONY MARTIN and FRANCIS LANGFORD (Decca)

Our Love Affair—V. Two Dreams Met—V.

DECCA is partial to these couplings of two independently popular names on a single disk, for following last week's Bing Crosby-Merry Macs cutting comes this Martin-Langford duet on two favored motion picture tunes of the moment. Nothing especially exciting is contained on the actual platter, aside from the basic linkage and the merchandising aspects of its two-for-one bargain advantage. Both Miss Langford and Martin do their accustomed job of quality singing, with first one and then the other taking the melody while Victor Young and his orchestra paint the instrumental background with their usual deft strokes. Both sides have lift and listenability, and the double-name combination has plenty of over-the-counter potentialities.

GLENN MILLER (Bluebird)

Make Believe Ballroom Time—FT; VC. Old Black Joe—FT.

SIDE A here is scheduled for much radio airing, for it is to be used as the new theme song of Martin Block's famous Make Believe Ballroom recorded program on Station WNEW, New York. The side is also noteworthy in that it marks the first time that Miller has used a vocal group on one of his records, the group here being Paul Whiteman's former star quartet, the Modernaires. The number, a swing item, is not in itself unusual, but it acts as the frame upon which is hung the expected sold Miller brass and reed treatment, and the Modernaires carry off their share of the arrangement capably. The plattermate is the side that contains some really superior dance band work. It's another one of Glenn's slow, beautiful arrangements of a revered semi-classic, with the brass choir and the distinctive chording even lovelier than usual.

DICK JURGENS (Okeh)

I Want to Live—FT; VC. There Shall Be No Night—FT; VC.

There isn't too much life in Jurgens' version of the first side, one of the better tunes from the Ed Wynn musical, Boys and Girls Together, and one that should be handled more sprightly than it is here. Harry Cool does well with the lyrics, but outside of this band's customary smoothness little else is revealed. The same thing goes for the companion piece as well.

DEANNA DURBIN (Decca)

When April Rings—V. Waltzing in the Clouds—V.

When Durbin sings it's a matter for complete listening enjoyment. She does here, and particularly well, altho the material she has to work with—two of the numbers from the score of her Spring Parade movie—fall far below the standard of its delineation here. Typical Viennese melodies and rhythms, minus the Strauss touch, but given all the aid possible by the delightful Durbin soprano.

TERRY SHAND (Decca)

I'd Boy Love—FT; VC. My Piggy Bank Is Jing-a-Ling Again—FT; VC.

Very little lift or danceability is engendered in Shand's execution of the first side here, with almost nothing heard from the band's rhythm section. The slight dragginess of the first two choruses gives way to a better beat for the finale, but it comes too late to save the side. Much more bounce and gen-

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.

Al Cooper's Savoy Sultans

(Reviewed at Roseland Ballroom, Kansas City, Mo.)

ONE of the finest jump bands of its size in the country, if its performance at a recent race from here was any criterion of its caliber, is Cooper's, tagged the Savoy Sultans. Band clicked on all eight cylinders with local live fans, dry and colored alike, and proved itself one of the most popular septa crews to hit this section.

While there are only nine members in the band, the full-sized rhythm section keeps up a solid beat which makes the brass and reeds go into nearly straight ensemble and riff work. Solos are mostly kept at a minimum, altho hot counterpoint is employed at times by a lone horn to lighten the music's intensity. Band's specialty is jump pieces, played at a breakneck killer-diller pace. Due to the scoring, outfit sounds much larger. There are two trumpets, two alto saxes, and one tenor sax, besides the four rhythm. Cooper plays one of the alcos. Sidney Pat Jenkins plays lead horn, while Rudy Williams handles the other also. Most of the take-offs, however, are turned over to Skinny Brown. Evelyn White handles neat blues vocals, her voice having a throaty tone which perks up the lyrics. She also does okeh with five numbers.

Earl Mellen

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

MELLEN is one of the few society type bands really to click here. The outfit deserves all the attention lavished upon it by local terps, for it turns out a smooth brand of dance music and is constantly entertaining, being solid tho slightly lushy. Contrary to most crews of the sort, music is always played on the beat and horns are kept in register. The result is plenty pleasant listening of the tunes-you-like-to-recognize sort.

Band measures two trumpets, one slip-horn, four saxes, drums, bass, guitar, and piano. Pianist Gordon Morrison also doubles on cello for slow numbers. Mellen himself makes a genial maestro. Young in appearance, nevertheless he is well versed in the stick-waving business, and keeps his band drilled but still allows easiness, which provides for spontaneity in music. He handles vocals on ballads. Incidentally, band is well stocked on singing talent, practically every member having a cherished pair of pipes.

Besides Mellen there is vocalist Nancy Gay, former chirper with Cecil Golly's

crew; tenor saxophonist Tex Melvin, trumpeter Harry Jones, and guitarist Johnny Powers. The Mellen Trio and the Mellaires; a quiet, also cut scal-like vocals. Mellen makes use of vocal ensemble of entire band, We Three being particularly effective dressed up in this manner, with Mellen taking lead. Benny Benson is responsible for most of outfit's arrangements.

Locke.

Howard McCreery

(Reviewed at the Brown Palace Hotel, Denver)

THIS six-piece outfit is a natural for an intimate spot. Altho it is at its best in the rumba and tango field, the band displays a marked degree of versatility, and runs the range from Hawaiian to smooth jive in a capable manner. With an outfit this size the individual ability of each member is highly important, and these boys turn in a commendable job. McCreery keeps busy at the fiddle, the predominant feature, and his mellow tone leaves little to be desired. Jerry Vaughan, guitar; George Julia, accordion; Bob Meyer, bass; Danny Casella, drums, and Bert Boyer, harp, complete the male roster.

Betty Bently, a fetching blonde, is a smooth sell in her vocalizing and handles her Spanish with as much ease as English. The gal has a particularly plaintive tone that she uses to good advantage in her Spanish singing; she also does a bit of guitar work on rumbas. McCreery, Vaughan, and Meyer amply take care of the male vocal department, the latter working a nice range that leans toward the lyric side. Trio, composed of Bently, Vaughan, and Meyer, is blended and balanced nicely. Altho the outfit doesn't go in for any serious jive, it offers enough variety in a smooth manner to please most any taste.

Trackman.

Malcomb Beelby

(Reviewed at Adolphus Hotel, Dallas)

THIS ork was organized two years ago in Honolulu and recruited all native musicians. While the combo is styled to take care of the Beelby specialties, Hawaiian songs and dances, it is an extremely versatile crew and does well with pop tunes as well as rumbas and tangos.

Band has an instrumentation of three brass, three saxes, two pianos (when the maestro plays), drums, bass, and steel guitar. Crew generally plays full ensemble, with piano and guitar filling in between sessions. Orchestra's arrangements stress Hawaiian overtones to background many grass-skirt tunes with bass, steel guitar, and native accouterments. Uli-uli (feathered gourd) and Pull-pull (drill sticks).

Band's vocals are handled by a male trio and its featured singers, Sam Kaapuni and Kepena Kalamia, who do okeh a la native and in English. Nobealani Pickard, native fem singer, is fair in her interpretation of Hawaiian tunes but registers best with novelty numbers in English.

Aggregation is strong on entertainment and carries as part of its own crew two top names in Hawaiian dancers, Aggie Auld is an authentic interpreter of the hula, and Eddie Umi Ioo is her male counterpart who dances the hula and heads the ensemble numbers.

Beelby's fronting is smooth and easy, with a youthful zest and a smile that makes friends immediately. Outfit's style is adaptable to almost any type of room.

Wood.

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—

Jimmy Dorsey

(Meadowbrook Country Club, Cedar Grove, N. J., Mutual Network, Wednesday (12), 8:45-9 p.m., and NBC Blue Network, 12:30-1 a.m.)

FOR one who has been so satisfyingly successful in the past few years, it seems hardly possible that Jimmy Dorsey, his band, and his singing appendages could deliver two programs in the same evening as bad as these were.

The Meadowbrook Country Club date, which is shot full of remote wire time, gave the maestro an early and a late wire on his opening night.

On the first program the radio balance was flat and the presentation sounded as tho it had been slapped together in two minutes. Helen O'Connell, always considered by this department one of the top band vocalists, gave with nothing at all, but rather talked her songs. Bob Eberle, highly thought of in

the ballad department, sang with the emotion of a robot. It didn't sound like Dorsey's outfit at all.

Thinking that something must be wrong, this corner tuned in some three hours later, but the same situation still held, with everyone concerned repeating the performance and the songs. One saving grace was that in the last five minutes of play the outfit sounded like Jimmy Dorsey.

Jose Morand

(Hotel Statler, Cleveland, CBS Network, Tuesday (12), 11:15-11:45 p.m.)

MORAND has the right idea in presenting a program, but apparently the wrong way of putting it across. Making no bones about being a band predominantly on the Latin side, and a darned good one, the remote strays from its good intentions with a diet of half pop tunes and half Latin, in that order.

Better part of reasoning would have been to break up the song selections with an equal spacing instead of running the gamut in half-and-half order. Outside of that one point, however, it was a full-gusted session of late music, and worth while on the listening side.

utine rhythmic lift make the B side the winner by a wide margin. Shand's vocal is good on this side.

(See ON THE RECORDS on page 62)

Prager for King in Buffalo

BUFFALO, Nov. 16.—Change of plans at the last minute brings Col. Manny Prager's band to the Dellwood Ballroom here tomorrow (17) instead of Aud King from Cleveland, as originally scheduled. Tommy Flynn is still managing the Dellwood despite his own indefinite location stand at Buffalo's Chez Ami nitery.

ATLANTA, Nov. 16.—Larry Clinton opened Friday (8) at the Rainbow Roof of the Ansley Hotel here, succeeding Jan Garber, who had been there three weeks.

Negro Talent Chances Decline; Only Top Bands Still Cash In; Air, Film Build-Ups Necessary

(Continued from page 3)
was there recently) the all-colored policy has long been abandoned. The Grand Terrace in Chicago, which started with colored name bands, has sliced its budget and for the last two seasons has barely managed to hold on. The Harlem Casino in Pittsburgh is giving way to a 5 and 10-cent store this month. The Southland, in Boston, which used name colored attractions, is now the Versailles and operating with a new policy. In Philadelphia the only colored spot, outside of the Harlem district, is Carroll's, but no names are employed. This picture holds true of all key cities.

Some Hotel Work

Prominent hotels still occasionally use colored bands, but the outfits have to be of top caliber both in musical and name value. As a result, only about 25 full-sized Negro bands are currently touring the country, and only about 10 of them get the choice location jobs. The Sherman Hotel in Chicago last year opened its doors to colored bands and has since used Lunceford and Count Basie, among others. It is generally conceded that Duke Ellington, Cab Calloway, Louis Armstrong, Count Basie, and Lunceford are the cream of the crop. Ella Fitzgerald is making gains, doing well currently at the Brunswick in Boston.

The Ink Spots are the colored act sensation of the year. Their prominence is due to their success on records, most of them played on the thousands of music machines throughout the country. Records are also responsible for the prominence achieved by Miss Fitzgerald and Erskine Hawkins, whose fast-selling recording of Tuxedo Junction (Bluebird) is responsible for lining up almost a year of steady work. Andy Kirk band is another disk favorite and is more consistently employed on one-nighters than most of its competitors.

Because it is more difficult to book a colored band and keep it employed consistently, the booking field is limited to specialists. Among the more active in New York are Joe Glaser, in this field over 20 years, and Moe Gale. Harold Oxley, manager of Jimmie Lunceford, also doubles as his booker and spends his entire time on this single attraction. Music Corporation of America opened a colored band department a couple of years ago but gave up in two months and is currently holding on only to the management of the Count Basie and John Kirby bands.

Booking Problems

The problems in booking a colored band on a tour are numerous and different in each part of the country. Of the 500 ballrooms, city auditoriums, or schools housing colored bands for one-nighters, 450 are either managed or promoted by colored people. Managers have better luck selling a colored band for a private white affair than on a white one-nighter date, due to the difficulties arising from mixed attendance, particularly in States with equal rights laws. Colored handliners sold on a good one-nighter patronized by white people have been known to send their musicians to the Harlem neighborhood of that particular town or city to discourage colored people from attending the affair.

Dance promotions among colored people are more successful during the early part of the week, strangely enough, than on a Saturday or Sunday. One explanation is that most colored workers get paid Saturday (in the industrial towns, principally) and they are kept busy shopping for the next two days. Exceptions, pointed out by bookers, are Charlottesville and Huntington, W. Va., and Dayton, O., which are good Saturday towns for one-nighters, and Miami and New Orleans, which are good Sunday bets.

Four Vaude Houses

With the general decline of vaudeville, colored vaude houses suffered. Scattered throughout the country at one time were 20 to 25 theaters using colored talent only. Today only four theaters, located in three cities, still operate weekly with a colored policy. Of the two in New York, the Apollo is the older house, the neighboring West End having opened only recently. The others are the Royal in Baltimore and the Howard

in Washington, whose attractions are booked by Eddie Sherman here and, when possible, go into Virginia to appear in Abe Lickman's theaters in Norfolk and Richmond, which use shows spasmodically.

The Regal in Chicago also operates on an on-and-off basis, picking up colored attractions appearing in Loop theaters. Regular vaude houses, of course, use colored entertainers but, as a rule, limit the demand only to the best in the field. The ordinary colored shows (unknown bands and tabs) pick up dates in neighborhood houses here and there. Locally popular outfits (there are between 75 and 100 in the country) tour around their own area, taking on anything available.

Atlanta has an ordinance forbidding the appearance of colored and white talent on the same bill. The South, generally, is strict on all-colored units playing downtown houses. In the North the burden is lighter, but theater managers, judging by past records, have not been using many colored attractions. In the equal rights States they claim that mixed audiences sometimes result in unpleasant experiences. The last time Louis Armstrong played the Lyric in Indianapolis, Charles Olsen, manager of the theater, had several lawsuits by the end of the week charging discrimination.

Air, Film Build-Ups

Few colored attractions today are strong enough to compete with the box-office names coming from the movies and radio. Those bands or acts that have appeared on the air or made pictures can demand good money in theaters or play good percentage dates. But opportunities to work in the movies or on sponsored network shows are limited. Sustaining network programs are effective and are available to many colored bands working in spots equipped with remote wires.

Calloway, Ellington, and Armstrong are among the strong theater bands each having appeared on the air and in pictures. Armstrong was one of the few colored bands to have a sponsored network show when he appeared for Fleischmann's Yeast last season.

Major Bowes units employ colored acts. Booker Lou Goldberg formed an all-colored unit of amateurs but disbanded it after 14 weeks, however. Few houses wanted to pay the regular Bowes unit price for the colored unit. Goldberg says that between 50 and 60 colored acts have been employed on the road in the last several seasons.

Eddie Anderson (Rochester) has been, of course, most successful as a theater act, his appearances with Jack Benny in the movies and on the air bringing him a national name. Only other colored performers developed prominently in Hollywood this year is Hattie McDaniels, who played in *Gone With the Wind*. She played theaters for a number of weeks. Louise Beavers, who garnered fame in *Juett of Life* a few years ago, had few good roles thereafter until this season, when she played a featured part in *No Time for Comedy*. Nicholas Brothers are being used in a scene in *The Pen Alley*. Maxine Sullivan hasn't been in a picture since *St. Louis Blues*, and Louis Armstrong's last screen appearance was in Warner's *Going Places*. Bill Robinson deserted Hollywood to appear on Broadway in a forthcoming Phil Baker musical, *All in Fun*. The Ink Spots are wanted for a Bing Crosby picture, but so far the deal has not been closed.

The only all-colored show on Broadway so far this season is *Cabin in the Sky*, with Ethel Waters and Rex Ingram. *Big White Fog*, a Federal Theater show in Chicago a couple of seasons ago, had a run at the Lafayette in Harlem here.

The demise of the Federal Theater, which employed many of the 25,000 Negro entertainers in this country, was a blow that is still painfully felt. Many performers acceptable in Federal shows are out of the running in the commercial, highly competitive amusement fields. A couple of other good markets for Negro talent now out of existence were Lew Leslie's annual *Blackbirds* and Irving Miller's *Bronxville Models*.

Good breaks recently given Negro talent include the engagement of Ella Fitzgerald for the National Air Carnival in Birmingham last June, and Jimmie Lunceford last week recorded 16 tunes



LEADING RECORDING EXECUTIVES and members of The Billboard staff in a huddle at the New York Automatic Photograph Operators' Association dinner-dance held at the Waldorf-Astoria Hotel Sunday, November 10. Left to right: Mel Adams, RCA Victor; Jack Williams, RCA Victor; Harry Kruse, Decca; Pat Dolan, Columbia; Joseph Csida, The Billboard; Elias F. Supersman, The Billboard; Jack Halliross, RCA Victor; Daniel Richman, The Billboard; Wayne Verneam, Columbia, and Maynard Reuter, The Billboard.



Selling the Band

Exploitation, Promotion, and Showmanship Ideas
By M. H. ORODENKER

Selling Stageshows

HARVEY COCKS, who plays the name bands at his Strand Theater, Syracuse, N. Y., is consistently telling the folks about his attractions in a series of comprehensive exploitations, most recently in the interests of Cab Calloway and the Funafire unit, featuring Benny Meroff.

For Meroff, Cocks caused a lot of necks to crane with his street stunts. Had three boys dressed as Napoleon, Santa Claus in a bathing suit, and in form attire parading the city streets with appropriate gag back banners. An old Model T Ford painted with crazy copy carried the same three characters thru the main streets of town.

Day ahead of the opening show Meroff had his entire company out distributing cards with pennants attached and copy reading: "Do you want to go nuts? See . . ." etc. Aggregation consisted of a midget, fat man weighing 450 pounds, line of chorus girls, musicians, stooges, and such. Another street bally strolled a sound track with laughing record which covered factories, schools, and other spots where crowds congregated. Cocks also took Meroff over to the town's ballrooms the night before opening, where the maestro was introduced and got in plugs for the show. In addition, the chorus girls were used for radio interviews in front of the theater.

Exploitation on Calloway consisted of announcements at all night clubs before and during the engagement. All the automatic music machines played the leader's recordings, while a barker in front of the house, using a p-a system, gave forth a sprightly spiel an hour before each performance.

Music stores mailed out letters on new record counters plugging the personal appearance and Cab's new picture. Town's fleet of taxicabs carried bumper cards reading: "Take a Cab To See Cab Calloway." A chain of local drug stores featured a "Hi-De-Ho" sundae which was plugged on the mirrors and counters in all the stores. A sound truck with public-address system going full steam rode thru the city opening day calling attention to the engagement. Stickers were placed on all records and sheet music sold during the run, and boys carried large banners down main street during the rush hours.

Cocks also employed his radio outlets to spread the word, among the top broadcasts being the one dramatizing

for transcription purposes under his own name and is said to be the first colored band to be identified with transcription work.

the life of the band leader, the cast being composed entirely of Negro artists. The date was also given the prestige of national attention thru Miss Herth's Coast-to-Coast broadcast from a local location.

RCA Victor is promoting several contests among its record dealers tying up with the Christmas sales rush. A trip for two to Havana along with 29 other prizes awaits winners of a new sales-essay contest being plugged as "War Horse Sweepstakes." Record merchants must sell one of each and a total of 25 of the selected "War Horse" albums and send in a 100-word essay on "How I Am Merchandising Victor Records at the New Low Prices."

For the record buyers there's \$1,150 worth of prizes for the best 100-word letters on "Why Victor Records Make Ideal Christmas Gifts," tying in with the "Music You Want" radio program.

Still another contest promotion calls upon record reviewers, asking: "If you were marooned indefinitely on a desert island, what 10 Victor or Bluebird recordings would you take along?" Ten or a dozen columns selected by a board of judges including Larry Clinton will have excerpts of the selections they make played on the company's "Music You Want" radio series. Top three columns will receive handsome console radio-phonograph models as prizes. In addition, it is planned to publish the best columns in book form for general distribution.



JOHNNY MESSNER

AND HIS ORCHESTRA

Week of Nov. 14

LOEW'S STATE, N. Y.

Dir.: Music Corp. of America

ROLL TICKETS

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

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

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

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.

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

A
Abb. Vic (Stuyvesant) Buffalo, h.
Akin Jr., Bill: (Ambers) Colorado Springs, Colo., h.
Alberto, Don: (El Chico) NYC, nc.
Alf, Mickey: (Central) Boston, nc.
Alvarado, Don: (La Playa) San Francisco, nc.
Alvarez, Don: (Congo Casino) Assany Park, N. J., nc.
Angelo: (Bertolotti's) NYC, nc.
Appelon, Al: (Biltmore) Atlanta, h.
Armado: (Pago-Pago) NYC, nc.
Arheim, Gus: (Fountain) Houston, nc.
Arthur, Arvid: (Ken) Boston, nc.

B
Bach, Richard: (26th Century Tavern) Phila., nc.
Baky, George: (Wilson's) Phila, nc.
Barnhart, Jackie: (William Ferry) Grand Haven, Mich., h.
Barnett, Arde: (Harry's New Yorker) Chi, nc.
Barrett, Hughie: (Rita Carlton) Atlantic City, h.
Barry, Dick: (Castle Farm) Cincinnati, 23, 26.
Bauer, Joe: (Ella Show) Plainfield, N. J., 18-22.
Becker, Howard: (Dellwood) Buffalo, b.
Becky, Malcolm: (Adolphus) Dallas, h.
Bellev, Joe: "Flash": (Gray Bar Club) Youngstown, O., nc.
Benedict, Ben: (Heldberg) Salt Lake City, cb.
Henson, Ray: (Warwick) NYC, h.
Benger, Maximilian: (Vandalia) NYC, nc.
Berg, Ed: (Mill Club) Ogden, Utah, nc.
Bessor, Don: (Arcadia) NYC, b.
Betsworth, Earl: (Dreamland) Kankakee, Ill., b.
Big, Dick: (Madison) Erie, N. Y., h.
Bogdan, Ernie: (Congo) Trenton, N. J., 2-10.
Boo, Richard: (Stetler) Cleveland, h.
Borr, Michael: (Waldorf-Astoria) NYC, h.
Bort, Michael: (Club Noma) Atlantic City, nc.
Bowman, Charley: (Walt) NYC, re.
Breda, Ed: (Beider) Avon, 23, 27, h.
Bradley, Will: (Biltmore) NYC, h.
Brandt, Eddie: (George Washington) Jacksonville, Fla., h.
Brandsynne, Nat: (Waldorf-Astoria) NYC, h.
Brose, Lou: (Crown Plaza) Cincinnati, 2.
Brower, Jay: (The Lido) San Francisco, nc.
Bruce, Roger: (Club Gloria) Columbus, O., nc.
Bruno, Anthony: (Latin Quarter) Boston, nc.
Burns, Vincent: (Madura's Dancehall) Whiteing, Ill., b.
Bush, Eddie: (Hurricane) NYC, nc.

C
Cabellero, Carmen: (La Conga) NYC, nc.
Calloway, Cab: (Barb) Phila, t.
Candice, Eddie: (Madura's Dancehall) Hammond, Ind., b.
Cameron, Cecil: (MacDonald) Edmonton, Alta., h.
Cano, Del: (Fairway Yacht Club) NYC, nc.
Cario, Fernando: (Pago-Pago) NYC, nc.
Candello, Joe: (Latin Quarter) Boston, nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Casper, Bill: (Oh Henry) Willow Springs, Ill., b.
Castana, Count: (Beachcomber) Boston, nc.
Cats and the Fiddle: (Red Hill Inn) Pennsylvania, nc.
Carrillo, Fausto: (Cocacabana) NYC, nc.
Chapman, Jack: (Washington) Indianapolis, h.
Chassy, Lou: (Greenbird) White Sulphur Springs, W. Va.
Charles, Gay: (Melody Mill) Chi, b.
Clark, Lewy: (Book-Cadillac) Detroit, h.
Clarke, Buddy: (Park Central) NYC, h.
Coleman, Emil: (Coke) Phila, cb.
Coloma, Joe: (Edwards) Middletown, N. Y., h.
Colombo, Harold: (Royal Cafe) Camden, N. J., c.

D
D'Amico, Nick: (Cafe Brando) NYC, nc.
Damerel, George: (Colonial Inn) Singe, N. J., ro.
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.
Daw, Freddy: (Merry Gardens) NYC, h.
Dawson, Jay: (Pine) D'Oro, Montreal, Que., b.
Dawson, Bill: (Cat & Fiddle) Cincinnati, nc.
Day, Bobby: (Arcadia) NYC, b.
De La Rosa, Oscar: (Havana-Madrid) NYC, nc.
Dell, Mary: (Van Cleve) Dayton, O., h.
DeSanti, Emil: (LaAlgon) Chi, re.
Devine, Paul: (Gull Lake) Battle Creek, Mich.
Devine, Don: (El Morocco) NYC, nc.
Diemer, Sid: (Anchor) Detroit, nc.
Diggs, Pancho: (Skatehall) Newark, N. J.
Dorsey, Jimmy: (Meadowbrook) Cedar Grove, N. J., nc.
Dorham, Jack: (Wright's) Plainville, Conn., nc.
Duchin, Ed: (Waldorf-Astoria) NYC, h.
Duke, Jules: (Fountain) Birmingham, h.
Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, b.

E
Ehr, Jack: (Royal Palm) Miami, re.
Ellington, Duke: (Regal) Chi, t.
Ella, Joe: (Gardens) NYC, nc.
Ellis, Roger: (Rainbow) Denver, b.
Engel, Freddy: (Sugar Bowl) Albany, N. Y., b.
Erie, Val: (Coo House) NYC, nc.
Ernie & His Orchestra: (Cocacabana) NYC, nc.
Ewers, The: (Book-Cadillac) Detroit, h.
Evans, Bobby: (Cotton Club) Phila, nc.

F
Fabian, Teddy: (Bobby Joe's) Minneapolis, nc.
Familton, Mickey: (Covered Wagon) Stratford, Pa.
Fassler, Fred: (Fairway Yacht Club) NYC, nc.
Fay, Pat: (Montgomery) Upper Darby, Pa., cb.
Faye, Eddie: (El Hat) Chi, re.
Fenton, Charles: (Ritz) Bridgeport, Conn., t.
Fidler, Lew: (Washington-Yorke) Shreveport, La., h.
Flo Rido, Ted: (Adolphus) Dallas, h.
Fisher, Art: (Club Mingo) Chi, re.
Fisher, Buddy: (Twin Town) St. Louis, b.
Fisher, Freddy: (Blaze Palm Gardens) Milwaukee, re.

G
Fisher, Mark: (566 Club) Chi, nc.
Fisk, Charlie: (Black & Gold Inn) Columbia, Md., re.
Flinn, Emil: (Paradise) Chi, b.
Fomenko, Basil: (Greta's) Hollywood, nc.
Fontaine, Sonny: (Walton) Phila, h.
Foster, Chuck: (Billmore) Los Angeles, h.
Fred, Carl: (Park) St. Paul, nc.
Friend, Micker: (Primrose) Newport, Ky., co.
Fuller, Walter: (Grand Terrace) Col., re.

H
Gagen, Frank: (Nordwick's) Tuckahoe, N. Y., ro.
Gallford, Slim: (Stamps) Phila, c.
Gaines, Charlie: (Leighton Club), Phila, nc.
Gardner, Jack: (Riverdale) Milwaukee, t.
Gasparr, Dick: (Flara) NYC, h.
Genovese, Vincent: (Cocoly Club) McClure, Ill., nc.
George, Milton: (Fox & Hounds) Boston, nc.
Gerard, Gerry: (Battle House) Mobile, Ala., h.
Gill, Emerson: (Green Mill) Saginaw, Mich., nc.
Gins, Billy: (Pastor's) NYC, nc.
Graft, Johnny: (Bettton) NYC, h.
Gray, Glen: (Paramount) NYC, t.
Cray, My: (Harmony) Hollywood, N. Y., co.
Griffin, Jack: (Old Falls Tavern) Phila, nc.
Gry, Vernon: (Congo) Phila, c.

I
Hahn, Al: (Washington-Yorke) Shreveport, La., b.
Hahn, George: (Famous Door) NYC, nc.
Hallett, Mal: (Edison) NYC, b.
Hanley, Don: (Earl & Paul's Pig Stand) Mandala, Ind., nc.
Harbour, Rip: (Dance Casino) South Langhorne, Pa., h.
Hardy, Bob: (Casa Manana) Boston, re.
Harper, Don: (Grove) Orange, Tex., nc.
Hayes, Joe: (Sirocco) Paris, Phila, re.
Hays, Billy: (Open Door Cafe) Phila, nc.
Head, Helen: (Swan) Trenton, c.
Healing, Kitty: (Middletown) Middletown, N. Y., t.
Hendricks, George: (Gobb's Mill Inn) Weston, Conn., re.
Herman, Sylvan: (Barclay) Phila, h.
Herman, Woody: (Palace) Cleveland, t.
Hill, Henry: (Top) Phila, c.
Hill, Dick: (Hi-De-Ho) Phila, c.
Hill, Tiny: (Donahoe's) Mountain View, N. J., nc.

J
Hoagland, Everett: (Stetler) Boston, h.
Hoffman, Ray: (Red Fox Tavern) South Merchantville, N. J., re.
Holmes, Miller: (Gym) University, Miss. b.
Holt, Ernie: (Ambassador East) Chi, h.
Hope, Hal: (Park Lane) NYC, b.
Hope, Frank: (Paradise) Bellevue, N. J., nc.
Horton, Gilda: (Lips) Albany, N. Y., nc.
Houston, Don: (Club Continental) Montreal, Que., re.
Hudson, Dean: (Blue Gardens) Armonk, N. Y., ro.
Hunt, Victor: (Lute Rathskeller) Phila, re.
Humbert, Don: (Ort's) Boston, c.
Huston, Ina Ray: (Syracuse) Syracuse, h.

K
Instrumentalists, The: (Mime's) Geneva, N. Y., re.
Iena, Andy: (Waldorf) NYC, re.
Irwin, Marty: (Churchill Tavern) Pittsburgh, Pa., nc.
Isaac, Vernon: (Paradise) Phila, c.

L
Jackson, Jimmy: (Casino Moderne) Chi, b.
James, Harry: (Orpheum) Omaha, t.
Janis, Ray: (Belva's Inn) Trenton, N. J., nc.
Jarrel, Art: (Rocovelli) New Orleans, h.
Javis, Eddie: (El Pinto's) Phila, c.
Johnson, Buddy: (The Place) NYC, nc.
Johnson, King: (Governor Clinton) NYC, h.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Duke: (Jim's Lob Cabin) Pleasantville, N. J., nc.
Joos, Fred: (Embassy Club) Albany, N. Y., re.
Jordan, Brooks: (Palace) NYC, nc.
Joseph, Joe: (Lido) Venice, Phila, nc.
Joy, Jimmy: (Tower) Kansas City, Mo., t.
Juanita: (Club Ball) Phila, nc.
Juncos, Tommy: (Ibaco) Boat St. Louis, re.
Jurgens, Dick: (Tristan) Chi, b.

M
Kallio, Johnny: (Kibson) Cincinnati, h.
Kaltow, Karl: (Moonlight Gardens) Saginaw, Mich., b.
Kara, Peter: (Roseland) NYC, b.
Karron, Marie: (Montecarlo) Chattanooga, Co., h.
Kassel, Art: (Rumack) Chi, h.
Kay, Johnny: (Club Colorado) Trenton, N. J., re.
Kay Kris: (Casino Russ) NYC, nc.
Kaye, Sammy: (Commodore) NYC, h.
Kelley, Billy: (Boez) Boston, h.
Kendall, Sonny: (Stork Club) NYC, nc.
Kent, Roger: (The Embassy) Brooklyn, re.
Kent, Peter: (New Yorker) NYC, h.
King, Wayne: (Edgewater Beach) Chi, h.
King's Sisters: (Philadelphian) Phila, h.
Kirby, Ray: (Lexington) NYC, nc.
Kirby, John: (Beachcomber) NYC, nc.
Klyde, Harvey: (Cateaux) NYC, h.
Knight, Bob: (Pierre) NYC, h.
Knopp, Johnny: (Palady) Chi, b.
Koblers, Korn: (Flagship) Unionville, N.J., nc.
Kovach, Johnny: (Dava Meyer's) Ford, N.J., nc.
Kriehl, Cecil: (Oasa Madrid) Sarasota, Fla., nc.

N
Kallio, Johnny: (Kibson) Cincinnati, h.
Kaltow, Karl: (Moonlight Gardens) Saginaw, Mich., b.
Kara, Peter: (Roseland) NYC, b.
Karron, Marie: (Montecarlo) Chattanooga, Co., h.
Kassel, Art: (Rumack) Chi, h.
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Kriehl, Cecil: (Oasa Madrid) Sarasota, Fla., nc.

P
Kuhn, Dick: (Astor) NYC, h.
Kurtze, Jack: (Hendrick Hudson) Troy, N. Y., h.
Kyeer, Kay: (Rox) NYC, t.

L
Laka, Rudy: (Mayfair) Lansing, Mich., nc.
Lamb, Drexel: (Woodland Inn) Jackson, Mich., re.
Lana, Eddie: (Bosert) Brooklyn, h.
Lang, Lou: (White) NYC, h.
Lasing, Jimmy: (Ces Maurice) Montreal, Que., re.
Lathery, Hal: (DeWitt Clinton) Albany, N. Y., h.
LaPa, Billy: (Maye's Show Place) Phila, nc.
Laporta, Joe: (Old Roumanian) NYC, re.
Lauri, Bro: (Studio) Phila, b.
Layton, Eddie: (Continental Room) Atlantic City, nc.
Leak, Jerry: (Heldberg) Phila, re.
Leard, Eddie: (Rainbow Room) NYC, nc.
Leckie, Art: (Rudy's Cafe) Trenton, N. J., re.
Lee, Bobby: (69th St. Rathskeller) Phila, re.
Leonard, Gene: (Collegiate Club) Rochester, N. Y., b.
LeRoy, Howard: (Miami) Dayton, O., h.
Lester, Earle: (Colonial) Bridgeport, Pa., h.
Levan, Phil: (Schroeder) Milwaukee, h.
Lewis, Ted: (Massie's) San Antonio, Tex., t.
Lewis, Bud: (Pine Tavern) Trenton, N. J., re.
Livingston, Jerry: (Chanticleer) Milburn, N.J., re.

M
Lombard, Guy: (Rosevelt) NYC, h.
Londahl, Ray: (Highstown) Highstown, N. J., re.
Loosa, Clyde: (Beverly Hills) Newport, Ky., re.
Lorford, Jimmy: (Apollo) NYC, t.
Lyman, Abe: (New Yorker) NYC, h.
Lynn, Bert: (La Conga) Hollywood, re.

N
McCullough, John: (Tally-Ho Tavern) Albany, N. Y., re.
McCrane, Bill: (Ben Franklin) Phila, b.
McCre, Johnny: (St. George) Brooklyn, h.
McCrane, Don: (DeSler-Wallick) Columbus, O., h.
McCrain, Joe: (Moore Club) Phila, nc.
McNale, Jimmy: (Westminster) Boston, h.
McQuire, Jimmy: (Rhythmairs: (Wilson's) Mochito: (Club Cuba) NYC, nc.
Madson, Bill: (Traymore) Atlantic City, h.
Madras, Eric: (Stator) Detroit, h.

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Madson, Bill: (Traymore) Atlantic City, h.
Madras, Eric: (Stator) Detroit, h.

Oliver, Johnny: (Coo House) NYC, nc.
O'Connell, Dan: (Chee Parer) Chi, re.
O'Connor, Will: (Niccollet) Minneapolis, h.
Owando, Manuel: (Sixton) Pittsburgh, re.

P
Page, Michael: (Palm Beach) Detroit, c.
Paige, Pauline: (McGee's Club) Phila, re.
Palumbo, William: (La Maroon) NYC, re.
Palquist, Ernie: (Troadero) Wichita, Kan.
Parhito: (Vandalia) NYC, re.
Pancho: (Cocacabana) NYC, nc.
Parks, Bobby: (Village Barre) NYC, nc.
Pascos, Tracy: (Lincoln) NYC, h.
Patrick, Henry: (Stork Club) Phila, nc.
Patterson, Pat: (University Inn) Albany, N. Y., re.
Paul, Tony: (Olson's) Chi, re.
Paul, Ray: (Lebanon's Halfway House) Darien, Conn., re.
Pell, Herbie: (Walnut Room) New Orleans, re.
Perez, Mico: (Clt) NYC, re.
Pitt, Emil: (Havy-Place) NYC, h.
Pizell, Sam: (Martino's Grill) Asbury Park, N. J., re.
Ponill, Teddy: (Strand) NYC, t.
Preston, Jimmie: (Moonlight) Chester, Pa., b.
Prigle, Gene: (New Kennors) Albany, N.Y., h.

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

R
Ramon, Frank: (Stork Club) NYC, re.
Ramos, Ramon: (Drake) Chi, h.
Randy, Goldie: (Air-o-Dance) Albany, N. Y., re.
Raus, Hal: (Crocker's) Sea Isle City, N. J., re.
Reichman, Carl: (Niccollet) Minneapolis, h.
Revel, Arthur: (Belmont Plaza) NYC, h.
Rearick, George: (Elks Club) Goldfield, Nev.
Reichman, Joe: (Boez House) NYC, h.
Reynolds, Jacques: (Vandalia) Boston, re.
Reis, Benny: (Bowers) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Rich, Bobby: (Marty Barke) New Orleans, re.
Richards, Jimmie: (Henry Grady) Atlanta, re.
Richie, Joe: (Miller's 41 Club) Maple Shade, N. J., re.
Rios, Thomas: (Park Central) NYC, h.
Rizzo, Vincent: (Waldorf) Phila, h.
Roberts, Red: (Grande) Detroit, h.
Roberts, Chick: (Tally-Ho-Tavern) Albany, N. Y., re.
Rodman, Will: (Blackstone) Wildwood, N.J., c.
Rodrigo, Nuno: (Treasure Island) NYC, nc.
Rohde, Karl: (Bilminster's Village) Boston, re.
Rollin, Adrian: (Blackstone) Chi, h.
Romano, Carl: (Huron) NYC, re.
Rose, Frankie: (Nick's Nook) Trenton, N.J., re.
Roth, Eddie: (Alabam) Chi, re.
Ruhl, Warner: (Gino's) Hancock, Mich., re.

S
Saevas: (Colony Club) Chi, nc.
Sacks, Coleman: (Pickwick Club) Birmingham, Ala., re.
Sanabria, Juanito: (Havana-Madrid) NYC, re.
Sauders, Red: (Club Delisa) Chi, re.
Sauders, Hal: (St. Regis) NYC, re.
Sauders, Charles: (Club Frolics) Albany, N. Y., re.
Scherban, George: (The Yax) Chi, re.
Schroeder, Gene: (The Yax) Chi, re.
Schwartz, Gene: (Cafe Blackhawk) Chi, re.
Senators, The: (Pal's Cabin) West Orange, N. J., re.
Senge, Henry: (Lowry) St. Paul, h.
Shaw, Artie: (Palace) San Francisco, h.
Shepard, Les: (Forest Park Casino) Toledo, O., nc.
Shirley, Jack: (Rosevelt) New Orleans, h.
Shvilia, Pat: (Evergreen Casino) Phila, re.
Shilling, Bob: (Terrace Gardens) Port Clinton, O., re.
Shirley, Hayden: (New Louvre) Salt Lake City, re.
Stry, Larry: (Ambassador) NYC, h.
Sisile, Nobel: (Diamond Horseshoe) NYC, re.
Sizemore, Willson: (Hillside Tavern) Albany, N. Y., re.
Smith, Joe: (La Rue) NYC, nc.
Smith, Fred: (Hickory Inn) Albany, N. Y., re.
Snider, Mel: (Lookout House) Covington, Ky., re.

T
Saevas: (Colony Club) Chi, nc.
Sacks, Coleman: (Pickwick Club) Birmingham, Ala., re.
Sanabria, Juanito: (Havana-Madrid) NYC, re.
Sauders, Red: (Club Delisa) Chi, re.
Sauders, Hal: (St. Regis) NYC, re.
Sauders, Charles: (Club Frolics) Albany, N. Y., re.
Scherban, George: (The Yax) Chi, re.
Schroeder, Gene: (The Yax) Chi, re.
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Shirley, Jack: (Rosevelt) New Orleans, h.
Shvilia, Pat: (Evergreen Casino) Phila, re.
Shilling, Bob: (Terrace Gardens) Port Clinton, O., re.
Shirley, Hayden: (New Louvre) Salt Lake City, re.
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Sizemore, Willson: (Hillside Tavern) Albany, N. Y., re.
Smith, Joe: (La Rue) NYC, nc.
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U
Saevas: (Colony Club) Chi, nc.
Sacks, Coleman: (Pickwick Club) Birmingham, Ala., re.
Sanabria, Juanito: (Havana-Madrid) NYC, re.
Sauders, Red: (Club Delisa) Chi, re.
Sauders, Hal: (St. Regis) NYC, re.
Sauders, Charles: (Club Frolics) Albany, N. Y., re.
Scherban, George: (The Yax) Chi, re.
Schroeder, Gene: (The Yax) Chi, re.
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Shepard, Les: (Forest Park Casino) Toledo, O., nc.
Shirley, Jack: (Rosevelt) New Orleans, h.
Shvilia, Pat: (Evergreen Casino) Phila, re.
Shilling, Bob: (Terrace Gardens) Port Clinton, O., re.
Shirley, Hayden: (New Louvre) Salt Lake City, re.
Stry, Larry: (Ambassador) NYC, h.
Sisile, Nobel: (Diamond Horseshoe) NYC, re.
Sizemore, Willson: (Hillside Tavern) Albany, N. Y., re.
Smith, Joe: (La Rue) NYC, nc.
Smith, Fred: (Hickory Inn) Albany, N. Y., re.
Snider, Mel: (Lookout House) Covington, Ky., re.

V
Saevas: (Colony Club) Chi, nc.
Sacks, Coleman: (Pickwick Club) Birmingham, Ala., re.
Sanabria, Juanito: (Havana-Madrid) NYC, re.
Sauders, Red: (Club Delisa) Chi, re.
Sauders, Hal: (St. Regis) NYC, re.
Sauders, Charles: (Club Frolics) Albany, N. Y., re.
Scherban, George: (The Yax) Chi, re.
Schroeder, Gene: (The Yax) Chi, re.
Schwartz, Gene: (Cafe Blackhawk) Chi, re.
Senators, The: (Pal's Cabin) West Orange, N. J., re.
Senge, Henry: (Lowry) St. Paul, h.
Shaw, Artie: (Palace) San Francisco, h.
Shepard, Les: (Forest Park Casino) Toledo, O., nc.
Shirley, Jack: (Rosevelt) New Orleans, h.
Shvilia, Pat: (Evergreen Casino) Phila, re.
Shilling, Bob: (Terrace Gardens) Port Clinton, O., re.
Shirley, Hayden: (New Louvre) Salt Lake City, re.
Stry, Larry: (Ambassador) NYC, h.
Sisile, Nobel: (Diamond Horseshoe) NYC, re.
Sizemore, Willson: (Hillside Tavern) Albany, N. Y., re.
Smith, Joe: (La Rue) NYC, nc.
Smith, Fred: (Hickory Inn) Albany, N. Y., re.
Snider, Mel: (Lookout House) Covington, Ky., re.

W
Saevas: (Colony Club) Chi, nc.
Sacks, Coleman: (Pickwick Club) Birmingham, Ala., re.
Sanabria, Juanito: (Havana-Madrid) NYC, re.
Sauders, Red: (Club Delisa) Chi, re.
Sauders, Hal: (St. Regis) NYC, re.
Sauders, Charles: (Club Frolics) Albany, N. Y., re.
Scherban, George: (The Yax) Chi, re.
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Shirley, Jack: (Rosevelt) New Orleans, h.
Shvilia, Pat: (Evergreen Casino) Phila, re.
Shilling, Bob: (Terrace Gardens) Port Clinton, O., re.
Shirley, Hayden: (New Louvre) Salt Lake City, re.
Stry, Larry: (Ambassador) NYC, h.
Sisile, Nobel: (Diamond Horseshoe) NYC, re.
Sizemore, Willson: (Hillside Tavern) Albany, N. Y., re.
Smith, Joe: (La Rue) NYC, nc.
Smith, Fred: (Hickory Inn) Albany, N. Y., re.
Snider, Mel: (Lookout House) Covington, Ky., re.

X
Saevas: (Colony Club) Chi, nc.
Sacks, Coleman: (Pickwick Club) Birmingham, Ala., re.
Sanabria, Juanito: (Havana-Madrid) NYC, re.
Sauders, Red: (Club Delisa) Chi, re.
Sauders, Hal: (St. Regis) NYC, re.
Sauders, Charles: (Club Frolics) Albany, N. Y., re.
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Senge, Henry: (Lowry) St. Paul, h.
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Shirley, Jack: (Rosevelt) New Orleans, h.
Shvilia, Pat: (Evergreen Casino) Phila, re.
Shilling, Bob: (Terrace Gardens) Port Clinton, O., re.
Shirley, Hayden: (New Louvre) Salt Lake City, re.
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Sizemore, Willson: (Hillside Tavern) Albany, N. Y., re.
Smith, Joe: (La Rue) NYC, nc.
Smith, Fred: (Hickory Inn) Albany, N. Y., re.
Snider, Mel: (Lookout House) Covington, Ky., re.

(See ORCHESTRA ROUTES on page 47)

Out-of-Town Openings

"Give My Regards to Broadway"

(Peabody Playhouse)
BOSTON

A play by Charles H. Faber. Presented by the Theater of the Fifteen. Directed by Hale McKeen. Settings by Edward Sheffield. Cast includes Barbara Farnley, David Derbyshire, Willard Thompson, Mary Greene, Virginia Adams, Gerorgette Speilrin, Louise Long, Richard C. Sullivan, Vaughn Baggerly, Frank Rollinger, Edward Sheffield, James Cross, Elizabeth Cope, and Mildred Labelle.

For its second play of the season the Theater of the Fifteen has come up with a script that shows definite promise and possibilities.

Stage star Ann Townsend and playwright Tom Robins split in a prolog, and Robins joins FTP because he feels he must do something for the world. Miss Townsend becomes involved with a scheming Hollywood profile who wants to go on the stage—and get her to go to Hollywood. Robins returns with an excellent script, and the play is produced with the profile playing the leading male role. He louses up the house and expects Miss Townsend to go to Hollywood in desperation. She refuses, but later learns Robins has given in and signed as a writer. She discovers she loves him and decides she, too, will go to Hollywood.

This doesn't sound like much—but, as it shapes up on stage, it is. There is, of course, a lot of rewriting to be done, but on the whole the play has more substance and promise than many of the major productions seen thus far this year. The first act is overlong and could be cut easily without losing the general effect, and the second act could be stepped up just a trifle.

As it stands, *Give My Regards to Broadway* sets a definite pace and, with the elimination of some of the dialog of that lengthy first act, could hold it all the way thru.

Barbara Farnley and Willard Thompson as Ann and Tom give fine performances. As a matter of fact, with the sole exception of James Crow, whose fine acting was marred by his inability to master a Hebrew dialect, all members of the cast were completely convincing. Richard C. Sullivan as the star's agent does a particularly good job, as does Frank Rollinger as the profile.

Hale McKeen deserves credit for his understanding direction, and Edward Sheffield gets a nod for a tastefully executed apartment set. Mike Kaplan.

"Conquest in April"

(Playhouse)

WILMINGTON, DEL.

A play by Chester Erskine. Directed by the author. Settings designed by Raymond Sovey. Presented by d'Anselot Productions. Cast includes Henry Hull, Mill Monti, Ernest Cossart, Lloyd Gough, George Macready, Seth Arnold, Hans Roberts, Ralph Theodore, and others.

Conquest in April appears doomed to a quick defeat.

There appears nothing that can be done to save this new play, which suffers from basic weakness of plot and mechanical construction. The author, Chester Erskine, seems not to have been sure whether he was writing a story of the German conquest of Norway or the reminiscences of a pair of stage and screen stars.

Henry Hull is adequate in the implausible role of a colonel in the Nazi army who turns out to be an ex-actor and who spends the first scene of the second act spouting Shakespeare all over the place.

Mill Monti, as Kathy Sang, a Hollywood actress revisiting her Norwegian homeland during the blitzkrieg, is perhaps too faithful to the role. Like too many cinema actresses who venture before the footlights, she is inaudible much of the time.

Ernest Cossart, as the priest, is excellent, but one good supporting performance does not make a play. Of the other principals, Lloyd Gough, as Kathy's platonic friend, and George Macready, as a Nazi army captain, have no chance to give other than stereotyped characterizations.

The opus begins with the Nazi attack, and the blitzkrieg is excellently staged, complete with Fifth Column activity. After the conquest, midway in the first act, the play has nowhere to go. Finally the film star recognizes the Nazi com- (See "CONQUEST IN APRIL" on page 54)

"Here Today"

(Revival)

(Copley)

BOSTON

A play by George Oppenheimer. Presented by Copley Productions. Staged by William Miles. Cast includes Albert Whitely, Pauline Myers, Alan Hewitt, Augustia Roeland, Ethel Wilson, King Calder, Ruth Gordon, and John D. Seymour.

When George Oppenheimer's *Here Today* first hit Broadway it was a light, amusing little play about a novelist who thinks he is in love with a daughter of Back Bay society. His ex-wife and her collaborator turn up and endeavor to help him win over the veddy social lass. Then the ex-wife decides she still loves him and sets out to get him back. She (See "HERE TODAY" on page 16)

FROM OUT FRONT

In Which the Readers Do the Work

By EUGENE BURR

WITH the season at the moment in the midst of pre-holiday and post-election doldrums, with the number of new plays probably smaller than ever before within the memory of the oldest inhabitant (his name is Jeeter Lester, and lives at the Porrett Theater) and with all of the much-discussed musicals dragging in customers by the theaterfull there seems singularly little to discuss. Sunday shows always open long vistas of argument, but they haven't been widely tried at present writing, and the arguments will finally be set at rest (thank Theopis) when the test is made.

A couple of readers, however, have come to the rescue; and the column is hereby turned over to them.

THE FIRST is a gentleman whose request for anonymity will be duly honored, although what he has to say contains so much of point and truth that it seems a shame not to credit him. His remarks have to do primarily with the cinema, but chiefly in its relationship to the stage.

"For a number of years," he writes, "during my intermittent appearances in the city of sin and cinema, I have frequently expressed myself concerning sundry young gentlemen of filmdom—those lads with a modicum of knowledge as to the theater, who have had a decidedly scanty Broadway life. Just long enough for them to worm their devious ways and selves into the graces of the film powers and, armed with contracts, to write, concoct, or direct film things. They take over in Hollywood and immediately start panning Broadway and the stage, about which they have at best a superficial knowledge.

"Once I laughed at them, but they are no longer a laughing matter. I have begun to realize how deadly is their venom, and how insidiously it is inserted into the everyday scheme of things in Cinema City. Their actual ignorance, not only of the theater but also of what goes on in a film factory, is indeed appalling. But, of course, they are well armed with the arrogance of ignorance, and so they get by.

These lads don't believe that any play is good enough to be made into a picture until the hackers hack away at it. . . . They could and should work in harmony with the people of the stage, but before that can happen they must understand the stage—and that takes training.

"I've watched nice lads from Broadway land here, with ideals and ability, too, however scant may be their knowledge of the stage. Gradually they begin to assume the attitude of the Great Brains with whom they associate daily, and soon we find these nice lads expounding their own opinions, telling how things should be done on Broadway.

"Their opinions gain strength, it is sad to relate, ever so often when a misguided Broadway producer comes here to produce a picture. He generally makes a stinkola. And why? Simply because he is not given an opportunity to learn picture tricks or technique. A week or maybe a day after he lands in town he is in an office, dictating to a secretary, interviewing directors, writers, etc., and on the job. So he makes a lousy picture—and the film mob is once again assured that those Broadway guys had better stick to Broadway."

There is, of course, nothing very new in all of this—but that's just the point. It's an old and sore situation, and something should have been done about it long before now. Partly it's the fault of stupid film officials who expect results without training in a new medium. And partly it's the fault of the stage people themselves, who get a whiff of Hollywood gold and go yapping off on the trail.

THE OTHER correspondent on whose shoulders the column is going to fall is Bill Astill, of Wrentham, Mass. It seems that whenever this corner gets overfired with the Times Square approach to new plays a letter from Bill arrives to give a clear, fresh, viewpoint—the viewpoint, I suspect, of informed audiences throuth the country. All the plays he mentions this time have been duly reviewed, either by me or by Mike Kaplan, the demon reporter of the Back Bay, but Bill makes some points of his own.

Regarding *Boys and Girls Together*, he voices a complaint that Miss Jane Pickens was dealt with too summarily in the reviews. Miss Pickens received enthusiastic applause (this corner, I believe, was particularly enthusiastic), but Bill seems to feel that it still wasn't enough. "She was," he says with absolute justice, "marvelous, and her *Ketovup on the Moon* number was one of the best things I've ever heard."

He is if anything even more enthusiastic over *Panama Hattie*, concerning the reviews of which he can certainly have no kick. "It is," he writes, "the best musical I've seen to date. I hadn't seen Merman before—but from now on I'm a devoted fan. She really hasn't a voice, but the way she sings aroused my enthusiasm to such an extent that, if it hadn't been for the staid Boston audience, I'd have yelled, 'Encore.'" Which are this corner's sentiments exactly.

He wasn't as happy, tho, over the Evans-Hayes *Feetly Night*, despite the fact that "it will certainly be considered smart and fashionable." The pious with the work of Maurice Evans and various others in the cast he had a bit of difficulty with the performance of Miss Hayes. "I suppose I'm prejudiced," he reports, "because I can't think of her as anything but Victorian, and all thru the play I kept expecting her to pop some cotton wadding into her mouth and start murmuring, 'Albert, my poor Albert.' In any case, she really seemed miscast." As for the production, it is lavish and in excellent taste, he records, but should really bear the title of a different Shakespearean play—*Much Ado About Nothing*. Anyhow, we'll see.

Experimental Theater Code Provisions Are Given Okeh

NEW YORK, Nov. 16.—General provisions of the agreement which both Actors' Equity and the Dramatists' Guild have approved for the operation of experimental theaters, and which will be formally signed next week, are as follows:

(1) Non-profit organization, known as the National Experimental Theater, Inc., will be formed of 10 members—five from Equity and five from the Guild. When organized, the board of directors will be appointed from the membership, consisting of two Equity and two Guild representatives. The fifth will be appointed by these four.

(2) The organization is to produce plays by Guild members, revivals or classics by owners of rights not eligible

for Guild membership. Board will be in full control of selection of plays and actors.

(3) No play under contract with any manager can be produced.

(4) Author may withdraw play any time up to three weeks before rehearsals commence. After that by consent of the board.

(5) There shall be not more than three performances, and all must be within a 30-day period, with the first to be on or before an arranged date.

(6) No royalties to author or compensation to actors or director.

(7) Audience may be on invitation or admission charge, as board directs.

(8) If author makes production contract with a regular manager within six months after the opening of the play, the manager must, out of his share, pay the experimental organization 2 per cent of royalties and 5 per cent of the subsidiary rights. Such compensation is to be divided, with one-half to the actors and director and the other half to the organization for its further experimental efforts.

(9) All disputes are to be arbitrated under the auspices of the American Arbitration Association.

(10) The Guild's basic agreement for playwrights will prevail for such matters as authorship credits and changes in scripts.

In each case a separate contract shall first be made between the author and organization subject to the Experimental Theater Basic Agreement, fixing the time of production. Such contract must be countersigned by the Guild to become effective.

Pitt Grosses Few But Big

PITTSBURGH, Nov. 16.—Eddie Dowling in *Time of Your Life* grossed over \$18,000 and Flora Robson in *Ladies in Retirement* over \$15,000 in only two weeks of season thus far at Nixon. Both were American Theater Society subscription shows. Briefest schedule in years resumed this week with *Lunt and Fontanne in There Shall Be No Night* as another ATS booking; then *darkness until Man Who Came To Dinner* begins two-week engagement December 22.

Review Percentages

TRADE SERVICE FEATURE

(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.)

"Return Engagement"—0%
YES: None
NO: Anderson (Journal-American), Lockridge (Sun), Whipple (World-Telegram), Brown (Post), Atkinson (Times), Mantle (News), Coleman (Mirror), Watts (Herald-Tribune), Kronenberger (PM).
NO OPINION: None.

"Beverly Hills"—0%
YES: None
NO: Kronenberger (PM), Lockridge (Sun), Brown (Post), Whipple (World-Telegram), Coleman (Mirror), Atkinson (Times), Watts (Herald-Tribune), Anderson (Journal-American), Mantle (News).
NO OPINION: None.

"Quiet Please"—11%
YES: Mantle (News)
NO: Anderson (Journal-American), Lockridge (Sun), Whipple (World-Telegram), Atkinson (Times), Coleman (Mirror), Brown (Post), Kronenberger (PM), Watts Herald-Tribune).
NO OPINION: None.

New Plays on Broadway

Reviewed by Eugene Burr

FULTON

Beginning Thursday Evening, November 7, 1940

BEVERLY HILLS

A comedy by Lynn Starling and Howard J. Green. Directed by Otto L. Preminger. Setting designed by Donald Oenslager, built by T. B. McDonald Construction Company, and painted by Triangle Scenic Studios. Press agent, Charles Washburn. Associate press agent, Frank Goodman. Stage manager, Fred de Cordova. Assistant stage manager, Margo Gnaus. Presented by Laurence Schwab and Otto L. Preminger.

Lola Strickland..... Helen Claire
Della..... Eric Markay
Jose..... Peter Cho Chong
Art Browder..... Robert Shayne
Pedro..... Frank Chew
Miss White..... Doro Merande
Edward Strickland..... Clinton Sundberg
Jean Harding..... Iika Chase
May Flowers..... Violet Hensing
A. Trumbull Eastmore..... William J. Kelly
Mrs. Burnside..... Mona Moray
Ted Farlow..... William Tolman
Policeman..... Fred de Cordova
Geraldine Smith..... Lea Penman
Leonard Strickland's Home in Beverly Hills.

ACT I—Late Afternoon. ACT II—Scene 1: Two Weeks Later—Morning. Scene 2: That Night. ACT III—The Following Morning.

Beverly Hills, which was presented by Laurence Schwab and Otto L. Preminger at the Fulton Theater last Thursday night, tells the sad tale of a Hollywood scenarist, a specialist in diaper dramas for tiny-tot stars, as he gets himself tangled in a mess of scheming women. It might easily have turned out to be filled with humorous hysteria; but the authors and Mr. Preminger (who directed it) have managed to make it only a rather embarrassing bore.

The fable, in outline, seems promising enough. Lola Strickland, wife of the writer in question, decides that she will make something of her husband, in the manner of other Hollywood wives, and sets out to get him the writing assignment on *Land of Cotton*, the epochal novel that has just been bought by Apex Pictures. This she seeks to do thru May Flowers, a gushing beldame who was a star in silent, who is devoted to her dear, dear Lola, and who is married to a dotting banker who is a power in the film colony. But May is simultaneously working on a metaphysical crusade and the more mundane and difficult job of providing an heir for her husband. In her dear, sweet way she tries to get aid in both jobs from Lola's bashful writer-husband.

The assignment to *Land of Cotton* is duly forthcoming—and so are a couple of personal items in *The Hollywood Reporter*—whereat May's husband, prodded on by the wife of a rival writer, gets sore; the assignment is canceled; and Lola's husband goes off on a bender. May in her dear, sweet way, effects a reconciliation with her spouse by threatening to expose some of his financial deals if he divorces her; and Lola's badgered male, knowing that he'll order his own life thereafter, turns down the *Land of Cotton* assignment and takes one to concoct a starring vehicle for Zantuck's newest tremendous lot.

Much could have been made of it, particularly in view of May herself and the rival writer's wife, an acid but sympathetic Messalina who forgives her husband's sensational infidelities in view of his sensational pay checks. But Lynn Starling and Howard J. Green, who wrote it, seem bent on proving only two things: one, that Hollywood is a small island of phengling surrounded entirely by sex; and two, that they know the name of everyone who has ever been mentioned in a West Coast news report. Concerning the first point, this reporter knows nothing but has his doubts. True or not, it accounts for a great deal of very dull dialog and an anecdotal attitude that brings the audience customers from embarrassment to nausea and back to embarrassment again. As for the second point, you can grant that the authors know everyone on the West Coast; but their method of proving it grows infernally boring. Real names are used so often that the characters could

just as well sit around reciting the script of the Hollywood Telephone Directory.

The effect is by no means aided by Mr. Preminger, who must have heard somewhere that a Broadway comedy depends primarily upon pace. He's paced this one with a vengeance. Characters race thru their lines as tho they were excited to catch a train; voices are pitched as high as a series of pipe-whistles; and the cast's overplaying so burlesques the overwritten roles that all possible comic effect is lost. If the actors had been allowed to play straight, making their points as they went along, the burlesqued writing would have taken care of itself.

Suffering badly from the fevered direction are such generally excellent performers as Violet Hensing (May), Helen Claire (Lola), Robert Shayne (an incidental manicurist), Miss Hensing, when the script gives her a chance in the last act, does manage to inject a bit of vastly comic pretending; but earlier she's forced along by the general landslide. Ika Chase, as the rival's wife, performs in her accustomed strain, but because of her present surroundings, her usual overplaying seems like admirable restraint. Clinton Sundberg, as the writer, appears a bit like a younger, plaintive, and attenuated W. C. Fields.

Donald Oenslager has designed a really outstanding set.

GUILD

Beginning Friday Evening, November 8, 1940

QUIET PLEASE

A comedy by F. Hugh Herbert and Hans Kraly, from an original story by Ferdinand Reyher. Directed by Russell Fillmore. Settings designed by Everett Burgess and executed by California Scenic and Costume Studios. Press Agents, Al Spink and James Proctor. Promotion, Martha Dreiblat. Stage manager, Henri Caubhens. Assistant stage manager, Adolph Tews. Supervised by Henry Duffy. Presented by Jesse L. Lasky and Henry Duffy.

Tony..... Paul Marion
Betty..... Nina Clemens
Mr. Fitzgerald..... Michael Ames
Trude..... Trude Wyler
Bill Brady..... Bruce MacFarlane
Minnie..... Evelyn Wall
Jack..... Ralph Douglas
Bob Canfield..... Fred Nelo
Henry Dakin..... Anthony Kemble Cooper
Gloria Weston..... Ann Mason
Murphy..... Carl Chapman
A Tourist..... Oza Waldrop
Fred Matthews..... Arthur Hughes
Miss Gurney..... Bunty Culler
Jim Faraday..... Herman Lieb
Carol Adams..... Jane Wyatt
Roland Pierce..... Donald Woods
Janet Harms..... Adolph Sewall
Alice..... Judith Elliott
Jane..... Nancy Preston
Michael Kilmer..... Gordon Jones
An Electrician..... Charles McClelland
Bill..... Charles Martin
Gladys..... Adolph Sewall
Extra Men, Ushers, Assistant Camera Men, Stagehands, Tourists, Etc.

ACT I—Scene 1: Theater Set. Sound Stage 18, Imperial Studios, Hollywood, Calif. Scene 2: Carol's Bungalow Dressing Room on the Lot. A Few Moments Later. ACT II—Scene 1: Carol's Bungalow Dressing Room on the Lot. About 10:30 A.M. The Same Day. Scene 2: Theater Set. Sound Stage 18. A Few Minutes Later.

For many seasons the Broadway stage has been giving its idea of what Hollywood is like; but last Friday, when Jesse L. Lasky and Henry Duffy brought *Quiet Please* to the Guild Theater, Hollywood turned the tables by presenting its idea of what a Broadway play is like. It's not that the show is about Broadway (as a matter of fact, it's about Hollywood); but it's so hilariously bad that the producers couldn't possibly have presented it in earnest. They must have intended it as a satire. It was originally presented on the Coast and they decided to bring it east probably in a spirit of revenge.

Actually, it's a perfect example of Hollywood trips in play form. It's No. 46B—the one about a woman who wants to get revenge on her unfaithful husband by playing around with another man. Just why the woman should have been made a cinema star is hard to see, except that to the Hollywood mind Hollywood is the most glamorous background imaginable. Anyhow, she's a big star and can't manage her husband, a B picture leading man; so she takes a service station attendant home with her. There they do a bit of Romeo and Juliet

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 26-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

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

mixed with champagne (the garageman is a College Graduate) and the curtain descends in the proper spot for a Hays office blackout.

The next morning the husband reveals that he's only been pretending to chase around so that he could keep his great star-wife's interest; and she feels pretty badly about what she suspects she's done. The husband is suddenly made his wife's leading man; and, while shooting a picture in which the same situation occurs, he realizes the truth—a conclusion to which he's aided by the appearance of the garageman on the set. But the wife tells him how she's loved him and suffered when he went chasing, so they fall into each other's arms, while the collegiate grease-monkey is kicked off the set. This last is rather tragic, since he's the only nice person in the play.

Even to discuss such bigwater seriously seems a silly occupation. Despite the Hollywood background, there is no satire; there is no wit; there is no writing competence. The sudden change-over of the husband in mid-career, from cad to a calf, is as believable as a scene from *Hellzapoppin*. And about the only possible interest is in the Hollywood background, which is played up by having the first and last scenes laid on a sound stage representing a Broadway theater. This allows plants all over the auditorium, and permits the assistant director to bawl orders at the real audience. It's a cute idea, and might have gone somewhere if it had had a play to support it.

Jane Wyatt gives a charming the uneven performance as the actress; Fred Niblo, the film director, appears as a film director in what must be a veritable multitudinous fashion; Ann Mason, a silent star employed as the actress's companion, proves that the most obvious sort of corn can still get a hand from a Broadway audience; Donald Woods is devastatingly convincing as the B picture leading man who is the actress's husband, and Gordon Jones does an appealing, sympathetic job as the garageman. Mr. Jones, who started as a football player rather than an actor, really walks off with the show—but then, it's that sort of show. Russell Fillmore contributes lackadaisical direction.

The authors, by the way, are F. Hugh Herbert and Hans Kraly, and the plot, according to the program, is based on an original story by Ferdinand Reyher. The word "original" in this connection seems like a gross overstatement. The production also has three press agents and one supervisor, in the best Hollywood tradition.

So maybe it's a satire on Hollywood after all.

Detroit Tinefest Gets a Reprieve

DETROIT, Nov. 16.—A spurt in business late last week for Blossom Time at the Wilson Theater was responsible for a last-minute decision by J. J. Shubert to hold the musical over for another week and probably longer. Arrangements were all set for closing the house, which was originally supposed to run for 30 weeks with a new bill every two weeks. The word to stay open was received too late even to make the Sunday theater sections of the newspapers.

The gross was estimated around \$9,000 or \$10,000 for the week despite the bad handicap of election—sufficient to net a small profit and encourage another try. Earlier productions like *Unfaithfully Yours* and *Too Many Girls* will probably be replaced by more romantic stand-bys like *Blossom Time* if the house stays open indefinitely.

One change was made in the cast, with Barbara Scully, a Detroit youngster in her first pro appearance, stepping into the lead role of Mizzi, replacing Marie Nash.

Another Pageant Planned By Green

SALISBURY, N. C., Nov. 16.—To continue and extend the vogue of historical and symphonic drama inaugurated in *The Lost Colony* and *The Highland Call*, Paul Green is now planning a religious Easter drama for Winston-Salem, as the third in a series of plays he has envisioned as eventually spreading to many other parts of the State.

Not confining himself to his own State, he has also accepted an assignment to do a drama for Virginia, to be presented annually out-of-doors at Williamsburg. Green thinks such "people's theaters" will soon be springing up all over the country.

"HERE TODAY"

(Continued from page 15)

does, but only after they have disrupted the lives of the sedate Bostonians.

Now, with the lines touched up here and there and with Ruth Gordon again playing the ex-wife, Copley Productions has a somewhat doubtful comedy on its hands. This is the third in the series of Copley shows, and neither of the other two fared too well. This one is doubtful not because it is bad but rather because it is problematical whether an audience will go for it now. By all odds, it is a sprightlier, gayer comedy than some of those produced in the last few years. But it is, in its structure and despite dialog changes, a typical comedy of eight or ten years back. How it will go in 1940 is a question.

Ruth Gordon gives a charming, capable, and appropriately light-headed performance as the ex-wife, with King Calder all but stealing the show in the more or less minor role of her collaborator. Ethel Wilson is good as the mother-in-law, and the others turn in adequate performances, with the exception of Albert Whitely, who fails to annoy sufficiently as the younger brother with boundless enthusiasm and a dark past.

William Miles has done a creditable job staging the production, and Louis Galanis has made an effective setting.

Mike Kaplan.

"Every Man for Himself"

(Garry)

SAN FRANCISCO

A comedy by Milton Lazarus. Directed by Arthur Ripley. Cast: Lee Tracy, Susan Fox, Murray Apler, Kay Linaker, Charlie Williams, John Galloway, Wally Maher, Grant Richards, and others.

Lee Tracy brought his Hollywood with him and scored a perfect bull's-eye in this comedy hit which opened here Monday (11). It was a gleeful audience that welcomed him and the show. Tracy is definitely Broadway-bound with *Every Man for Himself* when the local run ends.

Playwright Milton Lazarus offers a timely prescription for hearty laughter. Play is about Hollywood, with Lazarus exposing several new approaches to the film city's vulnerable spots.

Tracy plays a lad whose troubles begin piling up with his failure to remember a film story he had sold to an important film director and a blankness concerning a certain blonde. Soon involved are an ex-gangster chief and guardian of the girl; then the producer who wed her as a first aid to film publicity.

Tracy dominates the cast, yet all are excellent.

Edward Murphy.

BROADWAY RUNS		Performances to Nov. 10, inclusive	
	Dramatic	Opened	Perf.
Beverly Hills (Fulton)	Nov. 7	12	
Blind Alley (revival) (Wint)	Oct. 15	39	
Charley's Aunt (revival) (Cort)	Oct. 17	36	
George Washington (W. 42nd)	Oct. 18	35	
Here (Broadway)	Oct. 18	35	
Glamour (revival) (Booth)	Nov. 12	7	
Johnny Belinda (Booth)	Sept. 18	70	
Kind Lady (revival) (Play)	Sept. 17	87	
Let Us With Father (Theatre)	Nov. 8, 29	49	
Man Who Came to Dinner (The Music Box)	Oct. 16, 29	45B	
Greenwich Village (Theatre)	Nov. 11	11	
Separate Rooms (Plymouth)	Mar. 23	273	
Suzanna and the Elders (Maroc)	Oct. 29	23	
Tobacco Road (Fores)	Dec. 4, 23	2049	
Mistical Comedy			
Boys and Girls Together (Broadway)	Oct. 1	53	
Caught in the Sky (Booth)	Oct. 25	27	
DuBarry Was Lady (Booth)	Dec. 6	39B	
Head On to Your Hats (Booth)	Nov. 11	78	
Leontine Purchase (Empire)	Mar. 23	199	
New Republicans (Wint)	Nov. 11	39B	
Panama Route (46th St)	Oct. 30	45	

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FOUR A'S REVAMP AGVA

Auto Execs Busy On Defense Plans; Detroit Club Hurt

DETROIT, Nov. 16.—Improved business conditions have been responsible for some drop in attendance at the outstanding suburban night club, the Club Royale. Automobile and related industry executives, who constitute a fair percentage of Royale patrons, have been so busy with production plans that they have been staying away the past few weeks. Unusual number have been out on the road contacting factories and government agencies. With settling down to steady production in prospect shortly, a genuine boom condition is likely.

Study of the various shows booked at the Royale the past six weeks indicates that general business has an effect upon patronage. First half of October, with Dean Murphy, set house records, attributed largely to the many visitors in for the World Series. Murphy played the spot last spring to only fair business.

Paul Rosen, on the other hand, played last spring to some of the best business seen up to that time, being held over for five weeks, and came in for the last half of October for poor business because of this unique condition in the auto industry, plus the election lull.

Fort Worth Nitery Opens for Rodeo

PORT WORTH, Tex., Nov. 16.—During the All-American Rodeo and Horse Show at Will Rogers Memorial Coliseum November 15 to 24, sponsor of the rodeo, T. E. Robertson, will operate Pioneer Palace, one of the original centennial buildings which adjoins this coliseum, as a night spot. The spot will feature Top Hat and Stetson Revue, and will have a line of girls, and personal appearances by celebrities attending the rodeo, including Leo Carrillo, Rochelle Hudson. Local orchestras will play for dancing. Ida Mae Hefington is producing the revue. This rodeo will probably also help business at the other local night clubs.

The Den, in the Texas Hotel here, after having only an orchestra for about a month, is now back to the local orchestra and floorshow policy. The orchestra is Dick Dickerson, with Russ Lamb, radio announcer, succeeding Red Stanley, as emcee. Leroy Millican, guitarist; Nancy Jo Nolte and Ralph Ray, pianist, take care of the specialties. The Casa Manana Flashes, dance group, are back. Joe Sudy's orchestra comes in later this month.

Ted Lewis Opens Royal Palm Season

MIAMI, Nov. 16.—The Royal Palm will start the winter season December 15. Ted Lewis' band has been booked for four weeks. With the Lewis' orchestra will be Kay, Katya, and Kay; Joan Wood. Snowball Whittier, Jean Blanche, Geraldine Ross, and the Tell Sisters.

Paul Small, of the William Morris office, made the booking with Arthur Childers, operator of the spot.

To Try Walton Bomb Suspects

PHILADELPHIA, Nov. 16.—William McCaffery and Anthony Porello, who were arrested at Hotel Walton Saturday (9) after a stench bomb at Jack Lynch's roof garden drove out 400 patrons from the place, were held in \$2,500 bail this week. The men, who will face trial November 25, were offered \$1,000 by Lynch if they would tell him who had ordered them to throw the bomb.

Declaring the disturbance was the second of its kind within a month, Lynch blamed the outrage on a competitor.

OTTO ESPOSITO, veteran press agent of the Loew-Poli-Palace Theater, Bridgeport, Conn., who has been with the house since the old Poli Circuit days, was the subject of a feature article in *The Bridgeport Sunday Post* last week.

Home of Our London Correspondent Bombed

NEW YORK, Nov. 16.—A short silence from Edward Graves, London correspondent for *The Billboard*, who has been supplying news despite London's worst pummeling in history, is explained by the fact that his home in a London suburb had been bombed while he and his family were in it.

In a letter dated October 22 Graves said: "I had the unpleasant experience of being blasted out of my home. A bomb was dropped in the garden. Before it fell I had my wife and family on the floor under the table. The blast from the explosion made two holes in the roof, shattered out most of the glass, blew spot down the chimneys all over the place (we were covered with it) and broke a lavatory pipe."

"In the dark I covered up the downstairs window gaps with carpets and rugs so that we could have the lights on again. We spent the rest of the night and early morning beneath a hastily rigged reconstruction of table tops and mattresses, just in case they decided to favor our district again. The noise of it all still rings thru my head."

"Fortunately, repair squads put my roof right with commendable speed and patched up the windows so that I was able to get back to the office by noon."

Earl Carroll Eyes Washington Club

WASHINGTON, Nov. 16.—Earl Carroll is understood planning to build a \$500,000 night club to cater to "lower salaried government clerks," according to James H. Carroll his brother, who visited this city recently.

The new club would be located on Connecticut Avenue near the Cherry Chase Ice Palace and would duplicate Carroll's theater-restaurant in Los Angeles. Meals and entertainment would be provided for an average of \$2.50.

"Paris" Unit at \$8,500

CHICAGO, Nov. 16.—The Streets of Paris unit has been set for the State-Lake Theater beginning December 27 at what is believed to be the highest price paid for any unit to play that house.

Contract calls for \$8,500 net plus an overage. Bill Miller set the deal.

Agent Has Premature Breakdown And Maisie & Hazy Learn a Lot

Dear Paul Denis:

THIS is our third week under management of Corporation Holdup & International Standard Enterprises, Ltd. (that name always thrills me). And still no work. I must admit, tho, that's nice to tell all the other acts, sort of nonchalantly, "Oh, yes, we're being managed by CHISEL. We're not doing much now, just waiting for the office to lay out that big build-up campaign." It's a nice feeling to know you're a CHISEL act, really.

Hal and I have been having a wonderful time in the CHISEL reception room. Not only have we read all the back copies of *The Billboard*, but we have been over-hearing some of the conversations of the reception clerk. Of course, we don't intentionally listen. We're not nosy-bodies. But, after all, we can't help it if our ears are so sharp.

Miss Prumpface, the receptionist, was saying the other day that all executives of CHISEL are allowed two weeks for a nervous breakdown each winter, in addition to their usual two-week summer vacation. (That's what a wonderful organization CHISEL is!) The leaves of absence for breakdowns are staggered so that there are never more than two at a time. But—and this is the truth, Paul—last week Jim Mann, our personal contact at CHISEL, had a nervous breakdown. And his nervous breakdown wasn't scheduled until January 15. So you can imagine how mad Mr. Fähraway, president of the organization, was.

Now we're left without a personal contact man. But leave it to the wonderful system at CHISEL. Mr. Fähraway sent a note to the receptionist telling her to ask Maisie and Hazy to report to Mr. Kiddo until Mr. Mann returns. So we went to Mr. Kiddo and we discovered that he was Mr. Mann's office boy and that CHISEL is training him to become a dynamic executive some day. Mr. Kiddo was speaking into three phones, having his shoes shined, and dictating letters at the same time.

Mr. Kiddo told us that he hoped earnestly that he, too, could work up to a nervous breakdown during the two weeks Mr. Mann is away—and then the great Mr. Fähraway would realize that Kiddo is really a potential executive. It's really wonderful the spirit of loyalty that CHISEL inspires in its men.

Really, Jim and I are so impressed that we are going to postpone the complaint we were going to make to Mr. Fähraway about our being with CHISEL three weeks and not getting a single job.

MAISIE

Set Up Committee To Supersede National Board; Gillmore May Head It; Barto, Irving Feud

NEW YORK, Nov. 16.—American Guild of Variety Artists, a branch of the Associated Actors and Artists of America since its organization in July, 1939, will be reorganized by the Four A's at a meeting this afternoon (18) to be attended by the branch union heads and the national executive board of AGVA. The national board has been under fire for several months, reports of dissension within holding up not only negotiations for closed-shop agreements in theaters and night clubs but threatening the very existence of AGVA.

Four vital recommendations, changing AGVA's present set-up, will be made today by Paul Turner, attorney representing the national office of the Four A's; Mrs. Emily Holt, executive secretary of the American Federation of Radio Artists; Paul Dulzell, executive secretary of Actors' Equity, and Mrs. Florence Marston, executive secretary of the Screen Actors' Guild.

The recommendations call for (1) the dismissal of the present executive committee of AGVA to be replaced by a new committee; (2) the national board of AGVA to give the new executive committee full power, such as enjoyed presently by the national board itself, and (3) insistence that this committee replace the New York local board, clearing the way to act on all local matters, and (4) for the present national board to adjourn for six months.

The committee—which will be the new power of AGVA—will include Frank Gillmore, president emeritus of Equity; Dulzell, Mrs. Holt, Mrs. Marston, and seven members of AGVA. Among those members to be recommended are Henry Dunn, Helen Sanford, Willie Bryant, Sam Kramer, Morton Downey, and Dewey Barto, who is AGVA's national president. Gillmore will be recommended to head this committee. The present executive committee, which does not have any members outside of AGVA, consists of Sam Kramer, Emily Marsh, Elton Rich, Hal Sherman, Dewey Barto, Henry Dunn, Charles Arno, and Billy Glesson.

It is understood that the national board will accept the recommendations since rejection of same will mean the moral and financial loss of the Four A's support.

Hoyt S. Haddock, executive secretary of AGVA, had indicated earlier that AGVA cannot last much longer unless it continues to receive financial help.

His request for an additional loan of \$2,100 has been held up pending today's meeting.

The Four A's decided to take this action following the dismissal of Phil Irving, executive secretary of the New York local, last week. Irving was fired by the national board. The action resulted in damaging publicity for the union.

Haddock will act as executive secretary of both the national office and the New York local.

Irving made the following statement: "The impression in the minds of some of the members of AGVA that I resigned is incorrect. I was fired. I was not dismissed by the elected representatives of AGVA members (the New York local executive board) but, rather, by the appointed members of the AGVA National Board. The National Board was originally set up by the Four A's and thereafter enlarged itself by its own appointments."

"This National Board is dominated by Hellpoppers cast members, who could not have dominated the board if Four A's officials (members of the National Board) had attended meetings. I feel that the pro-employer attitude of so many National Board members has sacrificed the interest of the membership when negotiating and enforcing contracts."

"Dewey Barto, national president of AGVA, is attempting to set himself up as a dictator. The AGVA membership will take care of him the same way as all union memberships take care of dictators. I have been arbitrarily dismissed, and no reason has been given for my dismissal. Barto has interceded on the behalf of the employers when they attempted to shove down the throats of the New York local board a 'B' classification contract when the local board ruled that Leon and Eddie's was a class 'A' spot. He threatened to withhold the signing of the vaudeville contract until such time as I was removed or resigned."

"I stand fully behind the program on which the New York local board members were elected, a program calling for better working conditions, higher minimums, and the general improvement of the actors' welfare. Dewey Barto is attempting to eliminate the New York local board, the elected representatives of the membership, and in so doing exhibits his unwillingness to fight in the interest of the actors in the program that elected the New York local board."

"The membership of AGVA wants a democratic union, and I will fight along with them for such a union, run in the interest of performers by performers."

When approached by *The Billboard* for comment, Barto said that he does not want to take any personal stabs against Irving or anyone else. He added: "I do the job the best I know how and it is always open for anyone who wants it. I didn't beg for the position; it was wished on me. I feel that I have a duty to perform so long as I sit in the president's chair, and I will perform it to the best of my ability. We have to conduct ourselves with reason and logic to strengthen the union."

Adler Doubling as Hotels Split Price

CHICAGO, Nov. 16.—Larry Adler has been set to double, beginning next Saturday, between the Panther Room of Hotel Sherman and the Pump Room of Ambassador East. Deal was set by MCA. Adler's price, \$500, was apparently too hard a slug for one room to take on a single. Hence the act was split between the two rooms, both of which are operated by Ernest Byfield and Frank Bering, the Pump Room paying two-fifths of the salary, the Panther Room the remainder.

Hob Zurke, who broke up his band several months ago to do a piano single at the Pump Room, will be switched to the Sherman for the November 23 opening.

La Conga, New York

Talent policy: Floorshows at 8, 12, and 2; dance and show band; Latin relief band. Management: Mitt Rubin and Irving Zussman, owners and press agents; Henry Gine, booker; George Rieks, host. Prices: Dinner from \$1.25; minimum after 10 p.m. \$2 weekdays, \$2.50 Saturdays and holidays.

Pan-American spot in atmosphere and entertainment. Prices are reasonable and shows, generally, are strong and entertaining. Henry Gine, who books this spot (and almost lives in it), brought in Diosa Costello, the Latin bombshell, for a couple of weeks prior to her departure for Hollywood, where she is to work with Desi Arnaz in *They Met in Argentina*. Because she is also working the Brandt Circuit in New York, she appears only at the last two shows. Her work is sly and an eye opener. Sings in Spanish and shakes everything shakable to the accompaniment of some wild drum beating.

Show is opened and closed by the flashy dance routines of Gilbert Galvan and his dancers. A novel striking dance act suitable for theaters and night clubs. Act includes three trained dance teams: Galvan and Mara Lopez, Sylvia Medina and Jackie Helzman, and Rene Villon and Glen Temple. Open with a rumba and come back in the conga finale.

Julie Andre, French-American singer who moved here from the classy Penthouse, is sipping for Rosita Rios, who is out of the show due to a tired throat. Normally sings in French but turned to Spanish numbers for this engagement. Her voice doesn't lend itself well to the interpretation of Latin fare.

Marco Rosales, emcee, sings and plays the guitar. A native offering and fairly entertaining.

Gloria Belmonte (formerly of Serrano and Belmonte) does a flashy dance. In native costume and with a pair of rhythmic castanets, she interprets Latin routines authentically and, to a suitable degree, effectively.

Harris, Claire, and Shannon, the best straight dance trio in the business, have been held for another six weeks. Routines are excellent. A couple of new numbers caught at this show included a rumba and a Brazilian carnival dance. The double spins and lifts executed by the trio's male member are unusually impressive.

New Continental dance combo is Carmen Cavallaro (9). Plays American and Continental music in stock fashion. Nora Morales' group offers rumbas, tangos, and congas. Sam Honigberg.

Club Charles, Baltimore

Talent policy: Dance and show band; floorshow at 11 and 12:45. Management: Cy Bloss, Morris Levy, and Louis Bassel, owners, operating as Winter Garden Corporation. Booking independently thru various New York agencies. Prices: Dinners from \$1.25, drinks from 40 cents; no cover; minimum, \$1 Fridays and Sundays, Saturdays \$1.50.

This new spot, after only three weeks of operation, seems to be clicking. Taking over former cocktail lounge, the new owners have effectively redecorated and redesigned entire interior, while further

Night Club Reviews

improvements are planned, including surely needed better acoustics.

This huge room now represents one of the largest nighteries in the city, with a seating capacity of 450. Layout is unusual, with a tremendous oval bar dividing room in two equal oblong sections. A raised dance and show floor is at one end of the left section, while the entire section to the right of the bar is about on level with the top of it. This was done to afford better visibility of the distant dance floor, but posts hinder from certain locations. Also it's a long jaunt for dancers from this section to the floor.

Ideally located and surrounded by numerous pic houses and hotels, club has large potential draw.

Show runs about an hour and is well balanced. Archie Robbins, emcee, dominates most of the proceedings, sandwiching most of his funmaking between intros but takes a short hilarious turn in Greek dialect assisted by Stan Ross. He works smoothly, with an even flow of lingo and pleasing personality.

Shapely blond Ethel Lynn dances nicely. Works hard to please, first with an acro toe number and later a soft shoe accompanied by high kicks, back bends, and fast tumbling.

Stan Ross, in addition to stooging for Robbins, takes a short turn at realistic imitations, including Lionel Barrymore, Arlas, Jessel, Cantor, Hugh Herbert, and the late J. D. Rockefeller.

Sandra Lynde handles the singing assignment in good fashion. She wisely chooses *Donkey Serenade* and *South of the Border* to fit her powerful operatic range. Gets nice hand. Buddy and Judy Allen catch the crowd's fancy with terrific jitterbugging. Youngsters have rhythm, personality, and imagination, staying overtime for cute competitive dancing and a soft-shoe number.

A line of six Chester Daugherty's Fairites do three routines. Girls are nifty lookers, well trained and costumed, but lack production ideas.

Roy Kraser and his orchestra play for show and dancing. Band does a good job for both, plus a display of sweet and swing for the dancers. Handsome Johnny Picard entertains with accordion and songs during intermission lulls. Pop tunes are featured also during the same periods by songstress Elaine Pfeiffer.

An innovation for local nighteries, this spot is presenting matinee Saturdays and Sundays. Phil Lehman.

Hotel Hollenden, Cleveland

Talent policy: Dance band for show and dancing; floorshows at 8 and midnight. Management: Richard F. Marsh, manager; A. A. Landis, publicity director. Prices: Dinner from \$1.75; no cover; minimum for supper, \$1.50 week nights and \$2 on Saturday; drinks from 35 cents.

It is not often that this hotel toots trumpets or claps hands for a dance team. Dick Marsh usually reserves such enthusiasm for singers and magicians, but Florence and Alvarez, in the hotel's Vogue Room's latest floorshow, are bet-

ter than ordinary dance teams.

Florence and Alvarez were received here most heartily, patrons having heard of them before. There may be better teams, but in the conventional routines of twisting, twirling, and applause-getting gyrations Florence and Alvarez won't have to take a back seat. Florence has an attractive array of costume changes.

The floorshow opens on a wheel, with Jack Spott, formerly of Spec and Spott, sitting on top and getting plenty of laughs and screeches as he whirls around the floor. Spott and his unicycle, mixed in with his patter, put the crowd in a good mood right off the bat.

The return engagement of eye-appealing Deane Janis, singing pleasantly, definitely puts her up in the head class as far as the patrons were concerned. Her first encore, where she personalizes the ballad *I Can't Resist You*, brings out the hands.

Marian Arden takes over on the piano and Screlli works his magic among the tables during intermissions. The popularity of Sammy Watkins and his dance band is in evidence when you count the return engagements he has had here. The room has been open a little over five years and Watkins has been the maestro at least eight months of every year. The fact that Sammy is a Cleveland boy may have a little to do with his tremendous popularity, but he has a good band to back him up. Harlowe Hoyt.

Club Cuba, New York

Talent policy: Show and dance band. Afro-Cuban relief band; shows at 12:30 and 2:30 a.m. Management: Fred Armour and Chic Farmer, managers. Prices: \$2 minimum Saturday and Sunday; drinks from 75 cents.

One of the most lavish society supper clubs this season. Located on the site of the former Nine o'Clock Club, it caters to the upper crust with a policy done of good after-theater shows presented amidst a charming Latin atmosphere. The original plan of offering native shows was dropped after the initial effort, and current set-up looks much more promising and is already much more successful.

Fred Armour and Chic Farmer, long associated with East Side clubs, have a good following, as have most of the entertainers. The featured performers are Eunice Healy and Nick Long Jr., both doubling from current musical hits on Broadway. Charlie Wright's band has been at the Stork Club recently and Wright himself is a familiar face to most of the night clubbing socialites. Fronts a lively combination, plays an accordion well, and, in the show, entertains with clever talking songs.

Both Miss Healy and Long are fine tap dancers. Long is the better showman. When they pair up to do a take-off of Astaire and Rogers they leave the impression that they are better than the originals. Miss Healy, on the floor, is very attractive and works with ease and charm. Ballet technique is employed by both.

Sigrid Lassen, blond ballad singer, opens with the show with *There I Go; A Boy, a Girl, a Lamplight, and Don't Worry About Me*. Voice is good and delivery is fitting for an intimate spot of this kind.

Wright, with his talking and singing act, holds his own here, and that is a credit to his work.

A familiar customer these nights is Al Tolson, in whose show Miss Healy appears. When caught he gave a party for the company of his *Hold On to Your Hets* and clowning on the floor, with some assistance from Martha Raye.

The relief band, composed of Cuban Negroes, is fronted by Machito. One of the best in New York. Sam Honigberg.

Benjamin Franklin Hotel, Garden Terrace, Phila.

Talent policy: Dance and show band; floorshows at 8 and 12. Management: George H. O'Neil, managing director; Vincent Bruni, maître d'; Emil Sorenson, captain; Gil Bobbitt, press agent. Prices: Dinners from \$1.50; luncheons from 65 cents; drinks from 65 cents; \$1 minimum Monday thru Thursday, \$1.50 Friday, \$2 Saturday and holidays; no cover.

Having made an impressive start, the Garden Terrace bids fair to become one of the town's most popular after-dark spots. Introduction of floor offerings by

George H. O'Neil, hotel's new manager, was a click from scratch and is now a definite and established policy for the hostelry.

New show introduces only a single outside act, the dance rhapsodies of Enrica and Novella, dance duo holding ringdancers spellbound with their graceful waltz, tango, bolero, and rumba work.

The remainder of the show consists of the dandy divertissement stepping out of Bill McCune's band, holding over for the dance incentives. Katherine Hoyt, who not only adds looks and charm to the bandstand, but can also sing, takes the spot for *Louise's Purchase* and *I Cried for You*. Pianist Ted Huston makes most of a solo interlude for tenuous ivory messages on Cole Porter's *If's Delovely*. Entire band joins in for two smart novelty recitatives.

Maestro McCune makes a capable emcee, as effective speaking into the mikes as twirling the leader's stick. Music is made to order for any smart supper room, the 10 men making musical magic for the dancing, with additional vocal force added by baritone Hal Atkinson and tenor Gordon Robb. Selections run the gamut from musical comedy to pops, peppered with Latin trends and novelties. M. H. Orondenker.

Baker Hotel, Dallas

Talent policy: Dance and show band; floorshows 1, 9:30, and 11:30 p.m. Management: Fenton J. Baker, hotel director; M. La Rooy, room manager; Dick Jordan, publicity. Prices: Admission 75 cents weekdays and \$1 Saturdays and holidays; dinners from \$1.50.

Generally regarded as the most exclusive local supper club, the hotel's Mural Room has just completed a successful four weeks with Joseph Sudy's ork and a floorshow. Composed of only two acts besides the band, show is one of the most genuine entertainments the room has ever presented.

The floorshow is headed by Gower and Jeanne, youthful dance team of unusual talents. Pak opens with a crowd-pleasing minuet routine, artistically done. They bring the house down with their old-fashioned Southern cake walk to the tune of *Dirie* and a medley of patriotic airs. Team's dancing of *I Dream of Jeannie* is almost perfection.

The suave magician, Russell Swann, provides real entertainment in a number of sleight-of-hand stunts that are either presented in reverse English or to the accompaniment of clever comic quips. Swann is a master at byplay with his audience. Got plenty of laughs. His versatile wit, his smooth presentation, plus a very pleasing personality, make him an ideal club entertainer.

Lovely Grayce Joyce pleases with her singing of *Isn't It a Shame About Mine*, *I Got My Eyes on You*, and other pop tunes. Other between-act numbers are creditably done by the *Sud Serenaders*, with Micky Ross on vocals and Harry Zinn on the accordion.

Maestro Sudy emcees and does okay with comedy lines, as well as assisting Swann in part of his act. Frank Wood.

Cuban Casino, New York

Talent policy: Dance and show band; floorshows at 9, 12, and 2:30. Management: Joe Garcia, owner. Prices: Dinner from \$1.

A pleasing little floorshow is on view here, along with a good, thorough dance-

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CHICAGO

able Latin show. The atmosphere is okeh and the food and service good.

The floorshow is emceed by tall Don Casanova, who sings *Perfidia* and *Mme. La Zoupa* in lively tenor style and introduces the acts without too much ceremony. Small, vivid, brunet Consuelo Moreno, a favorite here, is still pleasing customers with her exuberant singing and castanet dances. Her first gown, a good affair, is unattractive, however.

Dimas and Bellen, mixed team, are lively youngsters who do novel Cuban dances. One has the boy rolling dice while the girl struts, and the other has him twisting while balancing a glass of water on his head. Their strength is in their novelty ideas, and not dance ability.

Brunet, exotic Effie Dore does a bull-fighter number, full of heel clicking and castanets, returning later for a flamenco dance in interest-holding style. Good personality, appearance, and talent.

Augusto Coen (trumpet) leads the piano, drums, and two sax combo, providing good music. Daniel Santo, band vocalist, is a young fellow who sings nicely but whose clumsy posturing on the bandstand during the show was distracting. A girl pianist, Lydia, does solid, good relief music. Paul Denis.

Hotel Biltmore, Bowman Room, New York

Talent policy: Dance band. Management: David B. Mulligan, president; William H. Rork, manager. Prices: Cover charge after 10 p.m. \$1; Saturdays, \$1.50.

Probably the most surprising booking of the fall season was that of Will Bradley and his ork for this stand and conservative hotel. Given over in previous seasons to the slightly corny entertainment rather than real music of Horace Heidt and George Olsen and to the raggy rhythms of crews like Sleepy Hall's, Alvino Rey's, and Ray Heatherton's, the hotel this season apparently is making a play for the young crowd snared by spots like the Pennsylvania with Glenn Miller and the Commodore with Sammy Kaye. Bradley, an out-and-out swing band, is being used in the experiment.

If the hotel gives Bradley time to build, the experiment should be a success. Under pretty severe handicaps, he is doing an eminently excellent job of music making, trying to overcome the major handicap of a "no-blasting" dictum with a subdued brand of dynamic swing (the paradox of which makes for the difficulty) and a generous helping of sweet, waltz, and rumba-conga delineations. Orders here are to retain the old clientele (which would dive for the exits at the first sign of raucous jam) and to bring in the new (which will come only if it can have its riffs and petofits). Trying to compromise is Bradley's toughest problem, and he's meeting it surprisingly well.

At dinner, naturally, anything resembling a trumpet ride is strictly taboo. Later the band is allowed more leeway, but the restraint is noticeable, particularly on some of its more sensational things, such as the boogie-woogie items with which it has become associated. And if a *Best Me Daddy, Night to a Bar* comes up, it's quickly and apologetically followed with a three-quarter time appeasement. Bradley, his partner, the featured Ray McKinley, and the band boys are to be complimented on the

way they're carrying the whole thing off.

No floorshow per se, but twice nightly the band has a spotlight stint, which offers the Bradley Trio (Freddie Slack, piano; McKinley, drums, and Doc Goldberg, bass); the leader's excellent trombone on Schubert's *Serenade*; Phyllis Miles, band's new canary; Jimmie Valentine, vocalist, and McKinley again in a comedy vocal. It's all good, but the inherent coldness of the room seems to set up a barrier between the band and the customers. If it were corny it would probably go over better here.

All in all, Bradley has undoubtedly one of the toughest assignments ever drawn by a band, and he and the crew rate a bow for their efforts.

Daniel Richman.

Essex House, Casino-on-the-Park, New York

Talent policy: Dance band. Management: Oscar Wintraub, managing director; Mary Ramsey Galvan, publicity director. Prices: Dinner from \$1.50.

This smart room, which has undergone a number of changes of bandstand occupants within the past several months, now offers Joe Reichman and his exceedingly capable band, marking the first time that this outfit has played a location in New York in about four years. Reichman followed Leo Reisman at Ben Marden's Riviera, Fort Lee, N. J., in October, but this is his first Manhattan appearance since 1930.

Tagged the "Baglance of the Piano," Reichman wisely refrains from his usual style of clowning here, since this spot has a patronage that prefers music, and not too loud music, from its musicians. Most impressive thing about Reichman's work is that his customary fooling around, such as climbing on top of the piano, isn't necessary in the face of one of the most expert and listenable keyboard performances in current dance music.

Band is built around Joe's at times brilliant and always effective pianistics. Not essaying any particular style, such as Eddy Duchin, Reichman just plays fine, musically, scintillating piano on any and all types of music. Sets here, of course, are liberally sprinkled with waltzes and Latin American items. Regular four-four numbers are delivered cleanly and well, with danceability and listenability on a high plane.

Imogen Carpenter continues to entertain with songs and piano accompaniment between the band's dinner and supper sessions. Outside of that, no floorshow.

Daniel Richman.

Park Casino, Philadelphia

Talent policy: Dance and show band; floorshows at 8 and 12. Management: Harry Drob, Sam Ottenberg, and Reuben Polomick, managers; Henry Weber, maître d'; Sam Bushman, press agent. Prices: Dinners from \$1.25; drinks from 50 cents; no minimum, no cover.

After a long series of delays Park Casino finally opened. Spot is situated in Fairmount Park, being the closest approach to a country club atmosphere within city limits. And those who have a hand in its management are old hands in niter circles. They are Harry Drob, formerly associated with the 21 Club, and Sam Ottenberg, former front for Club Seville. Casino, which has been refurbished, was the Anchorage until

recently. Spot was constructed in 1888 as the Philadelphia Barge Club. It is designed for summer and winter cliking.

Intent is to spot names once operation gets into full swing. Standout of the opening show is Helen Everett, whose coloratura chores make 'em sit up and listen. Making her niter bow here, she brings down the house with her sweet and liquid pipes for *Temptation*, *Dark Eyes*, and a Victor Herbert medley. Encores with *Sweethearts* and *Chocolate Soldier*, teaming for song duets with Tom Barry, who happened to be in the house opening night.

Along the same lines, the robust baritone of Earl Lawrence is of equal hit proportions. Led in of musical comedy timber, looks and sings well, and scored a decided clik with *Song of the Vagabond*, *Rangers' Song*, and *Home on the Range*.

Ballroomatics of Cordano and Corinne are another delight, a distinctive note being added when the gal fiddles a classical compo while going thru the dance paces. Do three turns, each a dandy.

Powers Gouraud, local radio personality, emcees. Does refreshing song stories, *I'm Back in the Becker Again* and a man-about-town parody on *Stepping Out With a Memory Tonight*.

Line of six lookers, Leonora's Co-Eds, offer three turns, going Latin American for the opening and the midway mark, with a military twist for the finale. Group includes: Rae Steel (captain), Dorothy Oberliss, Helen Rumpf, Kay Eggers, Kitty LaMarr, and Dorothy Cleveland.

Louis Gress, former musical comedy pit conductor, directs a crew of 10, giving the show excellent support, with plenty persuasion for the dancing.

Sally LaMarr, piping to her own pianology, films the lull.

M. H. Orodener.

Club Royale, Detroit

Talent policy: Dance and show band; floorshows at 9:15 and 12:30. Booker: Phil Tyrrell, of Chicago. Prices: 50 cents cover charge, \$1 Saturdays; drinks from 50 cents; dinners from \$1.50.

Show opens with the Bernards and Royalties, three men and six girls, latter in black bodices and flowing white skirts, in a Viennese waltz. The unusual teaming adds an extraordinarily well-balanced effect to this graceful routine.

Vicki Allen opens for a gracefully controlled whirling tap, appealingly done in

a little-girl dress. Returns for a nice acro-dance turn.

Northwest Mounties Singing Quartet, in colorful red and blue uniforms, have a variety of good harmony numbers. They had the crowd singing with them on *The Victors* and other college numbers. Appearance and strong, clear voices make this a hit act.

Don and Sally Jennings manage to give the lulling style of their ballroom routines an air of hauteur, climaxing with a spectacular whirling pose bit. Their second, a staccato-effect comedy bit, is a real novelty.

Bob Evans and Gerald, ventriloquist, have a good comedy line, getting some okeh effects with falsetto singing in two voices. He's also good at repartee, which has the spontaneous quality of ad libbing.

Finale is a big production number in Hawaiian style, the Royalties opening in a hip-swaying red grass skirted bit with unique lighting effects. The Jennings come on for a dance number from their current picture, *Honolulu Bound*. A drum routine, with both beating a bundle of reeds in each hand, builds up the climax. The Bernards come on for the climax, two doing a broadsword dance and the other a sort of medicine man dance. A thrilling finish.

Danny Demetry and his band furnish music thruout for show and dancing, with a smooth style that gives the proper finishing touch to a well-polished show. Carl Lee is emcee and contributes a strong off-stage solo to the finale.

H. F. Berez.

Rialto, Louisville, Slows Up

LOUISVILLE, Ky., Nov. 16.—No vaude shows will be booked at the Rialto Theater until New Year's Day, straight films being scheduled instead. The last stage show to play here was Cab Calloway's band week of October 25.

Lawrence Golde, of the William Morris Agency, books the house from New York.

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Vaudefilm Grosses

B'way Good; Para Swell 72G; Kyser Heads for 50G; Strand Disappoints

NEW YORK.—Broadway vaudefilmers continued strong, altho one house registered below par because of a weak attraction. The Strand, for the first time in months, showed an unfavorable gross, even tho a couple of strong attractions were on the boards.

The Paramount (3,684 seats, \$37,000 house average) chalked up a record-breaking \$72,000 for week ended Tuesday (12), the first of a four-week show with Cass Loma ork, Red Skelton and Connie Russell, and Al Siegel. Admission prices were juggled thruout the week. The Armistice Day holiday helped the grosses considerably. The second week looks like \$58,000, also very strong. Pic is Northwest Mounted Police. House management says that this show may stay over its allotted time if business keeps up.

In sharp contrast the Strand (2,758 seats, \$33,500 house average) did dimly with \$28,000 for week ended Thursday (14), the first week of the show, with Jack Haley and Priscilla Lane doing personals along with Teddy Fowell's band. Pic, Tugboat Annie Sails Again, apparently provided the b-o. position. Altho the house would like to change the film, this layout is scheduled to stay another week which may bring a desolate \$18,000. Next attraction will be The Letter, with Ozzie Nelson and Harriet Hilliard on stage, and looks like four big weeks of business.

The Music Hall (6,300 seats, \$84,000 house average) packed them in again with the second week, ended Wednesday (13), of Escape and the stage production, Magazine Rack. Pulled a powerful \$86,000. The first week did a handsome \$92,000. The third week of this bill should bring around \$75,000.

Loew's State (3,227 seats, \$22,500 house average) continued big, with the bill containing Harry Richman, Sophie Tucker, Joe E. Lewis, and the Chandra Kaly dancers, pulling a healthy \$27,000 for week ended Wednesday (13). Pic was Strike Up the Band. The film during the first week of this stage layout, which

Capitol, D. C., Okeh 18G; Earle \$13,500

WASHINGTON.—Merk of Zorro, showing at Loew's Capitol for week ending November 20, is expected to gross \$18,000. On stage are Danny Kaye, Allen and Kent, the Shyretton, the Randall Sisters, and the Rhythm Rockets. Last week Hulloholoo brought in an expected weak \$12,000.

Warner's Earle, featuring Moon Over Burma for week ended November 21, should do \$13,500. Canastrella, Gall-Gall, Walter Dare Wahl, and the Roxyettes are on stage. Last week's Disappoint From Reuters managed to do \$13,000.

Morgan Over Par At Lyric, Ind'p's

INDIANAPOLIS.—Russ Morgan and his orchestra barely managed to carry the ball over the profit line at the Lyric (1,892 seats) for the week ended November 14.

The Morgan crew, supplemented by Jana, Paul Krause, Six Skating Marvels, the Mulcays, the Three Freshmen, and Bob Hall, drew \$9,500, about a grand over par.

Pix, which helped, was The Great Profile.

Jessel Neat 16½G At Stanley, Pitts

PITTSBURGH.—George Jessel's stage unit, one of the year's low grossers for vaudeville when last here, perked up to \$16,500 for the Stanley last week. Troupe included Jean Parker, Isabel Jewell, Rochelle Hudson, Lya Lya, Lois Andrew, Evelyn Parney, Jean Gary, Frieda Sullivan, and Mario Silva.

On the screen, Moon Over Burma (Para.) no help.

grossed \$30,000, was The Howards of Virginia. New show came in Thursday (13), with Morton Downey, Lent Lynn, Johnny Messner's band and Wally Vernon plus Kit Carson on the screen, should bring around \$24,000. The first run value of the film will be obviated by its simultaneous nabu ran.

The Roxy (5,835 seats, \$30,000 house average) pulled a healthy \$35,000 for the five days of the second week of The Merk of Zorro and stage bill with Lowe, Hite and Stanley; Frank Gaby and Hudson Wonders. Bill was cut short so that house could go back to Thursday openings (14). New layout has the single week of Kay Kyser's ork accompanying his pic, You'll Find Out. Looks like \$50,000.

60MPH Gale Hits Milwaukee Take

MILWAUKEE.—A 60-mile-per-hour gale blew into town Armistice Day and wiped out any good effects which 15,000 teachers attending the Wisconsin Education Association the tail end of the preceding week may have had on the Riverside Theater box office. The result was a slightly better-than-average \$8,800 take for week ended November 14 at \$3, 44, and 55-cent admissions.

Show was headed by Tom Brown, Arleen Whalen, Alexander D'Arcy, and Judith Allen, and included Ginger Manners, George King, Les Carsons, Shaw and Lee, Joe Morris, Sammy Wolfe, and the Three Flashos.

Pic, Melody and Moonlight (Rep.).

Names Still Draw At Detroit Colonial

DETROIT.—At the Colonial Theater Fats Waller band grossed \$9,700, and was followed by a straight vaudeville show, without names, which grossed \$6,000, considered just about average. Proved that the house can do fair business with stage shows, but that name builds attendance up into the profit level.

Waller's booking was under his last year's engagement at the Colonial, when he grossed \$10,500. Difference was largely due to the type of show presented, however. Waller's longer show this time played three-a-day instead of four.

Milt Britton played last week and was followed by Monk Watson, who was one of the biggest names in local theaters 10 years ago.

Sp'd Vaude This Year Up 100 Pct.

SPRINGFIELD, Mass.—Manager Bert Jackson, of the Court Square Theater, says business for the first six weeks of this quarter was almost twice as good as it was in October, November, and December of 1939.

The local house plays a three-day vaudefilm bill that usually fills the house those three evenings. The vaude is especially well liked by local audiences, but Jackson believes that the increasing good business is also a sign of better conditions locally.

With many local plants overloaded with national defense orders, local merchants are also experiencing some of the best business in recent years.

Ping-Pong Ups Spokane Gross

SPOKANE, Wash.—Bellak' and Glanz, ping-pong experts, apparently provided the novelty needed to stimulate attendance, which has been lagging at the Post Street.

The bill, including Monroe Brothers, Alfred Latel, Tony Romano, and the Stapletons, plus The Ape and Five Little Peppers in Trouble on the screen, pulled \$1,850 week-end of November 8-10 for \$100 over average.

Louella Parsons 33G; Barnet 15G; Kay 16G; Current Week's Bills Only Fair

CHICAGO.—Vaudefilm grosses for week ended Thursday (14) were about as expected, only fair. This was in line with big around town, most of the night spots and movies having shown lowered takes. Louella Parsons and Her Hollywood Personalities were the chief draw at the Chicago Theater, the picture, Moon Over Burma, being one of those nondescript films that meant little at the b. o. House fell slightly below the estimated \$33,000. Charlie Barnet pepped up big a bit at the State-Lake and bettered the estimate by a grand, the house hitting \$15,000. Oriental would have taken a nose-dive but for Herbie Kay, who is popular with local music lovers. He drew close to 16G.

Bills for the current week promise satisfactory, tho not large returns at the State-Lake and Oriental, but no more than fair at the Chicago Theater. Letter house has a very good stage bill, altho without big names, and the picture City

Milt Britton So-So At Dayton Colonial

DAYTON, O.—Milt Britton's band as headliner for a six-act vaude show didn't up the gross at the Colonial over the previous week, remaining at \$7,500.

House is now on a three-week run of girls shows, beginning with Streets of Paris and following with George White's Scandals and then Sally Rand that should pull in the customers.

Grosses at the Colonial, where a variety bill headed by Patricia Ellis held forth, jumped up a bit over the previous week and recorded \$7,900 for week ended November 7.

The bill, including a one-night appearance of Paris Johnson and Wally Butterworth with their Vox Pop program, was one of the best of the season. Variety bills are doing better than the bands or unit productions here.

"Tattle Tales" Okeh in Sp'fd

SPRINGFIELD, Mass.—The three-day vaude bill, titled Tattle Tales of 1940, that closed Saturday (9) at the Court Square Theater played to sold-out houses every evening, according to Manager Bert Jackson. Matinee business wasn't unusual.

On the stage were Roy Atwell, Maximo, Paul Reagan, Russell and Diane, the White Twins, and the eight Guy Martin girls.

On the screen, Rangers of Fortune.

of Conquest has an excellent cast. Biz on opening day not so good, and no more than 31G is expected. The Major Bowes unit started off well at the State-Lake and should do around \$15,000. At the Oriental the revised version of George White's Scandals should draw 17G in spite of a poor picture.

Philly Earle Dives To Meager \$18,700; Fay's Average 69C

PHILADELPHIA.—Apparently the post-election effects haven't worn off as yet, for in spite of perfect weather conditions box office took a terrific nose-dive at the Earle Theater (seating capacity, 4,000; house average, \$14,000), taking in a meager \$18,700 for the week ended Thursday (14). Marks the first time this season that the gross hit below \$20,000. Bill was headed by Ken Murray, assisted by Milton Charleston; Dixie Dunbar and Her Rhythmaires, Milt Herth and His Trio, Wynn Murray, Park and Clifford, Betty Atkinson, with the screen supporting with I Want a Divorce.

Ice-Gopades of 1941 at the Arena makes for a competing factor but the ice show didn't open until Wednesday (13). New show beginning Friday (15), opening big, and points for a more normal gross, with \$23,000 or better expected. In addition to the ice show, another competing factor for the week is the personal appearance in town of Eddie Cantor for a benefit show. With East of the River for screen support, new bill spots Cab Calloway's ork and the Mills Brothers on top, along with Avis Andrews, Anise and Aland, Cook and Brown, the Cab Jivers, Chu Berry, and Cozy Cole.

Pay's Theater (seating capacity, 2,100; house average, \$6,900) came out of its election slump and hit the house average for the week ended Wednesday (13), plenty satisfied with the \$6,900 take. Only one burly dancer for the lead, Marnee splitting the billing with St. Claire and Yvonne. Vaude contingent was strongest in weeks, with Marty Collins and Harry Peterson, Senator Murphy, Roy Smock, Jerry and Lilyan, 16 Lonegan Girls, Harry Kohn's house ork, with the screen's The Great Profile having some marquee value.

New bill opened Thursday (14) points to a \$7,000 week. Again using a single burly name, Sally Keith, coupled with the line of 16 Roxites, and the vaude line bringing up Earl Boro, Reynolds and White, Tom and Betty Wonder, Pat Henning, and Betty Hays, with I'm Nobody's Sweetheart Now on screen.

Vaudeville Notes

lea) will head a unit set to make afternoon appearances only at houses in Eastern Pennsylvania under the sponsorship of Frohofer's Hollywood Bread.

JUNE PRESSER has replaced Ilona Messer in the Louella Parsons unit. . . . DUKE ELLINGTON is booked for the State, Hartford, Conn., during Christmas week. . . . VAN ALEXANDER band goes to the State, New York, November 28.

HARRY JAMES is set for a full week at the Met, Providence, R. I., December 30. The house is currently operating four days weekly. He follows with the Brandt houses, opening January 9 in Brooklyn. . . . LOUIS PRIMA starts the Brandt houses December 10.

RUFUS DAVIS flew in from the Coast for his current date at the Flatbush, Brooklyn. He follows at the Met, Providence, R. I.

FRANCES FAYE is booked for the State, New York, November 28.

DICK, DON, AND DINAH were compelled to close on the second day of their engagement at the State-Lake Theater last week because of the death of Dinah's father. They were replaced for balance of the week by HIBBERT, BYRD, AND LARUE. . . . JIMMY BYRNES replaced Audrey Dempsey on the same bill after the second show.

RUFUS DAVIS, at the Flatbush Theater, Brooklyn, this week, opens at the Windsor, Bronx, December 31, plays four days at the Metropolitan, Providence, and December 6, week goes to the Riverside, Milwaukee.

Loew's State, New York

(Reviewed Friday Evening, November 15)

State has a fair flesh layout that has a few dull spots which might have been avoided by better programming. For one thing, bill included two singing acts which seemed excessive—what with more consulting by the vocalist with Johnny Messner's band. Business seemed just fair.

Best hands went to Morton Downey, tenor, and Wally Vernon, comic. Downey, radiating good humor, fingered a piano while warbling Danny Boy, Melancholy Baby, Make Believe, etc. Encored with Irish Eyes and regatta. Scored a clean show-stop and begged off with difficulty. Voice still has its charm, and Downey chooses sure-fire tunes with simple arrangements.

Vernon opened gagging, did comedy hoofing, imitations of a child reciting poetry, and then did his climactic version of a strip tease. Extremely versatile in material and fluid in technique. Vernon has been doing plenty of pictures but retains fine stage presence. A solid performer.

Leni Lynn, 15-year-old warbler, opened with Strauss' Voices of Spring and followed with You Made Me Love You, the last mentioned more in the groove. Miss Lynn's voice is good, but act included too much dramatic talk, particularly the dedication of one tune to Clark Gable. Grew tiresome.

Three Dancing Debs opened tapping together and followed with solos. Considerable amount of the routines done by one of the girls was acro. Pair stuff. Girls would make a better appearance with nicer costumes.

Johnny Messner band played show okeh, delivering lively music in his own sessions. Messner fronted quietly. Vocalist Jeanne D'Arcy, beautifully governed, warbled His and Her and died with Messner. We think she would have scored better with different tunes. Messner's Professor Colelaw did an engaging novelty with a toy piano, tinkling out a few tunes on the eight-note keyboard.

Pic, Kit Carson. Paul Ackerman.

Vaudeville Reviews

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 15)

A show which should click at the b. o. primarily because of its combination of stage attractions. Larry Adler, no matter what he does, is socko with the audience, and this time his performance did not achieve its regular standard, perhaps because, as he explained, a train delay prevented rehearsal. Nevertheless, his rendition of Heifetz's arrangement of Estrelita and his own medley of American folk tunes called Rhapsody Americana were superb, evoking (wonder) that such precise music can be coaxed from an harmonica.

Abbott and Costello displayed good showmanship when they edged onto the stage to kibitz Adler's last encore. Costello faking the motions of doing Tiger Rag on the harmonica while Adler did the actual blowing off-stage. The boys asked for requests and received a volunuous demand to do their familiar baseball bit about Who, What, and I Don't Know. The response was thunderous, a feat for an act following Adler. They were also spotted earlier in the bill, where they drew a few laughs with a fast chatter routine.

The Merry Macs put over some smooth vocalizing, which included Jerome Kern's The Way You Look Tonight, You Made Me Love You Too, and Isn't That Just Like Love? Both visually and vocally, the quartet of three men and a girl is a sure seller.

Ruth Daye, a smart-looking tap dancer, was by no means dwarfed by the stellar acts billed above her. Limber as well as lovely, she sold first-rate on her impression of an Hawaiian war dance.

The Four Jansleys, acrobats, opened the show with a gymnastic exhibition that equaled their usual excellence.

Pic, City for Conquest. Norman Modell.

Windsor, Bronx, N. Y.

(Reviewed Friday Evening, Nov. 15.)

This house picks up the Flatbush, Brooklyn, shows for their second and last week of Brandt time. Current show has Diana Costello featured, supported by Reggie Childs band, Wally Brown and Annette Ames, Three Pitchmen, and Top Hatters.

Doing four a day (except Saturday, 5) the shows here are spaced out with new-reel and several film shorts. In other words, the vaude is the attraction and the house has to deliver names or close up.

Current show is thorely enjoyable and has a lot of laughs, thanks to comedian Brown, who amuses and really clicks. His style is sentence fragments, with thoughts never being completed, but the comedy effect coming in anyway. It's good for laughs, and Brown has some really bright material. Before Miss Costello comes on to close the show, Brown does a comedy session with diminutive Annette Ames, a cute little blonde with a piping voice and an infectious giggle. She sings and dances a bit, and nicely, too.

Childs leads his four rhythm, four brass, and four reeds, producing swing, sweet, and Latin numbers equally competent. A good, solid band, and among its better numbers were Blueberry Hill, Rumbogie, and Pennsylvania 6-6000 (sung Fordham 6-5000 up here, a cute idea). Paul Carney, baritone, exhibits a peaky style on Trade Winds and Nearness of You. Dreamy stuff and the girls liked it. The band's other vocalist is Lucille Doran, sweet looker, who warbled Rumbogie nicely. Childs himself makes an affable front who doesn't hog the stage and who has a definite charm.

Top Hatters, boy and girl on roller skates, provide the standard stunts, with the girl being swung from neck and shoulder holds that build up to the climax, in which both light cigarettes while spinning. Drew "ohs" and "ahs" and show-stopped.

Three Pitchmen, in tails, with two imitating musical instruments with small mouth gadgets and the other accompanying at the piano, really socked. A real novelty and the audience loved it.

Miss Costello let loose her animal spirits, singing two Latin tunes in torchy, husky voice, and shaking her torso and jet-black hair like a primitive woman with her motor running. Her two-piece gown with bare midriff and right leg exposed hinted that sexy personality angle, too. Her two songs were broken up by comedy lovenaking with Brown.

Latin bombshell stuff that arrested attention.

Next show here will have Clyde McCoy band, Mildred Bailey, Calgary Brothers, and Rufe Davis. After that will come George Jessel and the Mrs. November 28; Duke Ellington band, December 5, and then Jan Savitt, Harry James, and Teddy Powell bands.

Tower, Kansas City, Mo.

(Reviewed Friday Evening, Nov. 15.)

Jimmy Joy's orchestra provides the main entertainment this week. A solid, well-drilled outfit, the crew proved itself in top form for its theater debut. Show opens with band playing Joy's theme song, Shine On, Harcest Moon, followed by a wingeroo arrangement of Lisa, with a neat, inspired clarinet solo by Ernie Gollner. Ork measures up three rhythm, two trumpets, one siphorn, and four reeds.

Joy then introduces members of the band in a musical cocktail, which finds each playing a specialty on his particular instrument. Then the group plays together, but still with a separate tune from each man. It's a neat stunt and Joy gives full credit to his men.

Crooner Art Lunder, husky blond lad, sings My Heart Stood Still and encores with Raybees, band giving out with a sweet clarinet section on a la Hal Kemp. I'll Never Smile Again is the next repeat with saxes styled tenor. Glamor Girls, house chorus, attired in cheerleader costumes, offer a number with Betty Co-Ed, as the background tune. Betty Burns, singer, gives off cute lyrics to I Ain't Got Nobody, encoring with I Can't Gite You Anything But Love, Baby, and That's for Me. The girl has an appealing voice and good delivery. A jazzy arrangement of Sweet Sue, with good ensemble work from the band and Hoorie stick chorus by Joy is next. Sweet Sue is then repeated with band playing pop bottles, giving a sort of calloppo effect.

Rhumbogie, with vocal chorus by the Joy Trio, comprising McRae, Lunden, and Ferguson, is okeh. Then a novelty number, Where Were You On the Night of June 3? with musicians answering queries by song titles played on their horns, gets good audience response. Lester Harding, house emcee, sings selections from Rio Rita, including Rio Rita, Song of the Rangers, and You're Always in My Arms.

Joy next plays two clarinets at once on St. Louis Blues and then introduces his vocal quartet to sing a screwball version of Down By the Old Mill Stream, done in pantomime. Chorus returns here to act a fox and hounds peasant, to music of The Little Red Fox. Show closes with hot, solid version of Alexander's Ragtime Band, featuring a townie traps solo by Tom Summers. All in all, it's a good show and a top-notch band.

Bob Locke.

Riverside, Milwaukee

(Reviewed Friday Afternoon, Nov. 15)

There's considerable class to this week's show headed by Jan Garber and his ork and Billy Gilbert. Opening numbers by the orchestra are Boogie and Liebestraum. Band's style is pleasing and Garber has many fans hereabouts judging from the warm reception given him by the half-filled house. Bud Hughes is a capable sleight-of-hand artist, who also puts two dogs thru their paces in entertaining fashion. Pooches are well trained in acrobatic gymnastics. Lee Bennett's renditions, which include Only Forever and We Three, got a good hand.

Billy Gilbert, in his initial appearance, goes thru all his trick antics and grimaces in attempting to explain beans and Boston cream pie to his comely wife. For his second bit, he puts in a plug for several of his late flickers, including Little Bit of Heaven, Tin Pan Alley, Seven Sinners, and The Dictator, and winds up the show by singing I'll Never Smile Again in commendable fashion.

Dorothy Corday is an attractive miss who offers Six Lessons From Madame La Zonga and Maybe. Her vocalizing clicked and she was called back for several encores, obliging with Ma and Melancholy Baby. After the orchestra's interpretation of The Johnson Rag, Marjorie Day, acrobatic dancer, presents her wares. She has pose and her routine is plenty smooth. Fritz Hellborn, band member, imitates Bonnie Baker singing Oh, Johnny, and Mary Martin warbling My Heart Belongs to Daddy, winding up with I've

Got to See a Man About a Dog. His comedy rendition of the last named draws heavy applause.

Garber's ork then brings down the house with its medley of waltzes, including Three O'Clock in the Morning, Mis-souri Waltz, and Song of Love. Jan is no slouch when it comes to making the violin sing.

Show is well balanced. Pic, Margie (Univ.). H. C. Brunner.

Roxy, New York

(Reviewed Thursday Evening, Nov. 14)

For the first time in Roxy history the entertainment on stage is left to a band, with only a few assists from the Gae Foster line. Kay Kyser, the ork on view, gives this house one of the best shows seen here in a long time. It's a Kyser show from start to finish, the professional maestro accompanying his own pie, You'll Find Out.

Kyser is a dynamo of personality, and demonstrates that he can tie up an audience and keep it interested thruout.

The band, consisting of five brasses, an equal number of reeds and four rhythm, is a top musical crew and demonstrated its ability with an assortment of novelty tunes, including Ferryboat Serenade, Lighthouse Blues with a waltz opening and a barrelhouse wind-up, and Sunrise Serenade. Henry Babbitt, as usual, does the singing intros.

Ginny Stimms, the winsome songstress, contributes Only Forever, and St. Louis Blues, and duos with Babbitt in a Latin number inviting rhytmic applause. Also is on during a comic number with Ish Kabibble, Sully Mason, and Babbitt. Mason does Ma She's Making Eyes at Me. The soloists likewise get big hands.

While Kyser is capable of carrying a show of his own, the Gae Foster femmes aid matters greatly, not only in providing atmosphere for the quiz section of the program, but in helping fill the huge theater. The girls in academic costume do their oft seen tapping of Say It With Music on a small set of vibes.

The Kollege of Musical Knowledge section of the show provides generous laughs. Contestants are selected by lottery. At show caught, persons holding the slips selected from the bowl were too bashful to go on stage and volunteers were called. Quiz went off smoothly, with Kyser doing a swell ad lib job. Winner gets \$5, runner-up \$3, and others get two admission ducats.

Some of the brass section of Paul Ash's pit band had to forego the vacation had by the rest of the ork. Brass sections in both boxes provided an opening fanfare, and blew a few blasts during a Ginny Stimms number. Joe Cohen.

RKO-Boston, Boston

(Reviewed Thursday Evening, Nov. 14)

A mediocre bill, coupled with two mediocre flickers, should pull this week's four-day vaudeville stand down to below average.

Vaude boasts Buster Sharer with Olive and George and monologist, Johnny Burke, but is offset by the rest of the acts.

Perch balancing team, Ernie and Naida Perez, open with a few good bits, including a whirl by the femme atop the perch. Act is marred, however, by the lackadaisical attitude of the team.

Mills, King and Ray, a trio of zanies, are slow getting started, but deliver after the first few minutes. Almost all of the material used in the first three minutes is so old that the audience knew the punch lines. After the old

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WIGS MAKE-UP

FREE CATALOG

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stuff was out, the boys got off some good gags and some fine take-offs.

Marjorie Calinsworth's offerings were only so-so. Main fault seemed to be her selections which included *Lo Hear the Gentle Lark*; *Eli, Eli*; *La Donna Mobille* and others. Opening with *Down Argentine Way*, she looks like something, but she fails to keep it up. The orchestral backing was a bit off, but you can't expect that kind of stuff from a house ork. And the patter with which she introduces some of the numbers should be eliminated.

Show picks up again when Johnny Burke wanders on with his diatribe on the discomforts he endured as a craftee in the last war. Burke has some really clever gags and he keeps the audience in constant laughter. Very apropos now, Burke's act is a standout.

Show closes strong with Buster Shaver and Olive and George, a great midget dance team. The charm and grace of the midgets, particularly Olive, who danced later with Shaver, make this a welcome diversion. Clever lighting while Olive is dancing with Shaver and when the midgets dance together, heighten the interest.

Couple of horror and horrible pics, *Stranger on the Third Floor* and *Phantom of Chinatown*, round out the bill.

Mike Kaplan.

Review of Unit

Faith Bacon

(Reviewed at Tower Theater, Kansas City, Mo., November 8)

Surrounded by unusually good support, Faith Bacon's newest act, *Dance of Shame*, shows unusual possibilities and is presented in a more effective manner than in previous appearances. She dresses to G-string on finale, but her modesty is inoffensive.

Opening act is Nelson and Evans, Australian Jumping Jacks. Across, the two men perform a neat set of jumping over barrels, tables, and so forth to tunes of *You and Beer Barrel Polka*, and then Nelson jumps around bifolded over obstacles held up by Evans. A stunt with a trick balloon is performed to *Beautiful Blue Danube*.

Miss Bacon then comes on for her first dance, "Death of a Bird of Paradise," in bise spotlight. Wearing a feathered costume and bra, she dances sinuously while holding a brilliantly plumed bird. Tremolo drums highlight this number's close, with Miss Bacon apparently pierced thru the midriff by an arrow.

Next is Dave Tanner, All-American halfwit, in a pantomime dance with odd facial gestures. He imitates an old-fashioned girl and then a modern girl going to bed.

Hamlet and Clark strut to theme ditty, *We're Crazy People*, following which the girl of the team mimics Zasu Pitts. A flock of blue jokes follow, then a restaurant scene blackout.

Miss Bacon returns, assisted by house chorus, in *Dance of Shame*.

House ork, local emcee Lester Harding, and two drum majorettes also help out, altho there are really no dull spots to be filled.

Bob Locke.

Follow-Up Reviews

BEACHCOMBER, NEW YORK.—Monte Proser has altered his show policy in his Broadway spot temporarily to permit John Kirby and his band to fill to return engagement. Co-starring with Kirby is his talented singing wife, Maxine Sullivan. And until mid-December, when he moves into Proser's new Beachcomber in Miami Beach, Cleaves and his rumba combination will continue to dish out Latin rhythms in the alternating dance sessions.

No regular floorshow at hand, Miss Sullivan takes the handstand mike at 8, 12, and 2 nightly and sweetly warbles song sets totaling three tunes and up. Her dulcet tones and effortless delivery draw fresh and warm meanings out of the ballads. When heard she offered *There I Go*, *Sweet Molly Malone*,

and *I'm Stepping Out With a Memory Tonight*.

Kirby, at the base, fronts a polished sextet. The boys are good musicians and their sweet and swing stuff is dished out with equally good taste. Their arrangements are out of the ordinary and far above average in entertainment value. Line-up includes Buster Bailey, clarinet; Russell Crocope, alto sax; Billie Kyle, piano; O'Neill Spence, drums, and Charlie Shivers, trumpet.

It is very easy to relax in the cool Tahitian atmosphere of this room. Native food and drinks served at reasonable prices.

Hontigberg.

CHEZ AMI, BUFFALO.—Phil Amigone's slick nitery continues to stage tasteful floorshows in addition to providing some of the finest night club dance music in this section of the State. Tommy Flynn's band is doing a fine job with show music and with solid, dance-enticing rhythms. Flynn sings nicely and also emcees.

Floorshow has the Monocled Ambassadors, two youths in formal dress and monocles who affect a British air of nonchalance. Do punchy hand-to-hand lifts and balances with a light comedy touch. Show-stopped. The McArthurs did okeh with ballroom dances highlighted by fancy acrobatics. Their death mask number is melodramatic and a bit too scary for the dinner crowd. The Donn Arden girls are good lookers, sport neat smartly designed costumes, and prance thru interesting routines. Their finale number is—you guessed it—a red-white-blue patriotic number. *Dents.*

TREASURE ISLAND, NEW YORK.—Since its opening four weeks ago this

huge Broadway basement club has revamped its floorshow in an eager attempt to shape up a successful entertainment policy. Danny White is the new emcee, having replaced Bud Sweeney and the Colstons, comedy dance team, pulled out Saturday (9).

The 12 Wally Wanger Girls dominate the show. They are a pretty lot, wear neat but conventional costumes, and go thru pleasing routines designed to show off their physical charms. Outside of their sarong number, however, nothing in the show really carries out the Treasure Island theme.

White is a short, energetic, explosive comedian whose gags and sight comedy are amusing, but who is still trying to get his bearings here. Carlos and Carita, Latin team, do some hotcha shaking and bumping, with the comely girl, in particular, going to town. Fits in with girly show idea perfectly. Tall, blond Ruth Clayton sings production leads pleasantly, but without great distinction. Brunet, exotic Karen Knight highlights the sarong number with extra fancy cooching. The Colstons really punch with their ballroom satires, displaying sock acrobatic tricks as well as a shrewd sense of comedy. The finale is a red, white, and blue production.

Nano Rodrigo fronts his 10 men, including a three-sax section doubling on fiddles and an electric guitar in place of the former accordionist. His American music is good and his Latin rhythms are authentic without losing on danceability for American patrons. Lolita Cordoba, who sings and shakes her body and the maracas with Latin fervor, leads her seven-man combo, doing mostly Latin rhythms. Good, pleasing outfit.

Dents.

Club Talent

New York:

JACKIE WHALEN, emcee, moved from Barclay's, Brooklyn, to the Torch Club, New York, thru Bernard Bernard's booking. . . . **MARY RAYE AND NALDI** go into Monte Proser's Copacabana next week for a month's engagement. Mario and Floria may follow them. . . . **REN YOST** came into accidental contact with one of the glass doors in Rockefeller Plaza last week and injured his nose, requiring several stitches. . . . **MAXINE LOOMIS** held over again at the Club 18. . . . **GALVIN and His Dancers**, at the La Conga, go into the Roxy Theater November 21 for two weeks, to be featured with Desi Arnaz in a Latin show.

Chicago:

GARY STONE is being held over for the new show at the Palmer House, which opens November 21; **FRANKLIN D'AMOUR** and Lathrop Brothers and Lee will be added along with another act not yet set. **LOIS AND VAN**, originally scheduled for this show, will probably open later. The January 16 production will have Eddie Duchin band, Eddy Howard, and Parker and Perthole. . . . **NAN WYNN** had an offer to audition a radio show but turned it down because she considered the comedian who was to get top billing a lesser name than she. . . . **THE MILWAUKEE JOURNAL** is staging a show, November 17 to 21, using **RAYMOND SCOTT'S** orchestra Sunday (17), a local band the remainder of the show, with George Hamilton, Gertrude Nissen, and Ethel Shutta featured thruout.

Philadelphia:

BARNET AND BARCLAY added at Stamp's Cafe. . . . **SALLY KEITH** returns to Kaliber's Little Rathskeller. . . . **THE THREE CLEPS** make their local bow at Irwin Wolf's Rendezvous. . . . **MARIA DEL CARMEN** and Blanka Peric are newcomers at the Embassy Club. . . . **THE DIMARCOS** (Joe and Jackie) and Marilyn Mayo have been added at the Yacht Club. . . . **WES WARREN** and Mildred Bodie, along with Nixon and Andre, are in new Silver Lake Inn show. . . . **NINO NANNI**, pianist-singer at Jack Lynch's, being groomed by a studio-paid MGM coach for flickers. . . . **DOROTHY JOHNSON**, singer at Carroll's, takes her air pilot's test next week. . . . **PAIN AND POSTER** added at Hotel Philadelphia.

Here and There:

DONN ARDEN, producer at the Lookout House, Covington, Ky., has put a new 12-girl line in The Bowery, Detroit. Betty Smiley, Lookout House line captain, moved to Detroit with the new

ensemble, Lois Stately replacing her at the Covington nitery. . . . **THE BURTON TWINS** are in for two weeks at the Nicollet Hotel, Minneapolis, with the Will Osborne band. . . . **WANITA LANE**, after a 23-week season with the Goodman Wonder Shows, has returned to nitery. She's current at the Royal Cafe, Marion, O. Miss Lane and her partner, Bob Allen, plan to launch their second edition of *Scrap Book Revue*, featuring the dancer, Jaquae Mabara, next month. . . . **TRULY MCGEE**, producer at Beverly Hills Country Club, Newport, Ky., leaves for New York November 22 to begin work on dance numbers of *Not Tonight*, Josephine, forthcoming Eddie Cantor musical. She'll take along Dot Arznan and the Singer Twins from the Beverly line. . . . **HOUGHTON AND HOUGHTON**, cyclists, busy on Cincinnati nitery and club dates the last several weeks for the Jack Middleton, Ruth Best, and Morris Jones offices, head southward for Florida this week. They recently concluded a string of 22 fairs with the Ed Raymond unit. . . . **NICK LUCAS** followed Belle Baker as headliner at Jimmy

Local 802 Wants More Regulation In Film Decree

NEW YORK, Nov. 16.—Local 802 of the American Federation of Musicians entered its protest against the film industry consent decree before Federal Judge Henry W. Goddard Thursday (14). Joseph R. Brodsky, attorney representing 802, declared that his local suffered intensely because of the "monopolistic practices" of the producing companies. He claimed distributors have loaded a surplus of shorts, newsreels, and features upon exhibitors, leaving them without time or budget for live entertainment.

As a result, Brodsky declared, the local is currently paying \$600,000 annually in relief to unemployed musicians who had previously worked in pit bands.

Brodsky said the decree should contain a clause that no theater should be discriminated against in the selection of films.

New Combo Spot In Chattanooga

CHATTANOOGA, Tenn., Nov. 16.—A new vaudefilm downtown theater will open Thanksgiving Day, November 28.

New house is being prepared by Independent Theaters, Inc., which already operates seven neighborhood theaters here. Company has taken over the WDDO Radio Playhouse and is remodeling it for combo policy. Abe Solomon is president of Independent.

The house will open daily at noon with a stage show from 12 until 1 p.m. The stage show will be broadcast over WDDO by remote control to other cities. The theater will bring in name vaude as often as it is available. Feature films will be changed three times a week.

Abe Borisky, secretary-treasurer of Independent Theaters, Inc., will manage the new house.

Birmingham Vaude Resumes

BIRMINGHAM, Ala., Nov. 16.—Closed since last February, Pantages Theater, only local vaude house, opened fresh season Friday (15) with *Gems of 1941*, 30-people unit. Staged by Bill Arma, troupe includes Wally Blair, Theo Pennington, Dick Parker, Yvette Gerry, Rover and Mahan, Beverly King Dancers, Bubbies Andrews, and Errol Newton's ork. Shows are confined to Friday thru Sunday each week.

Brink's Lookout House, Covington, Ky., Tuesday (19). . . . **FLORETTA AND BOYETTE** closed at the Hollenden Hotel, Cleveland, November 10 and opened the following night at the Commodore Perry Hotel, Toledo, O., for a two-weeker. With the Commodore Perry date, Floretta and Boyette will have played 34 weeks out of their last 101 weeks in Ohio nitery.

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Kemp Books 11 Units in South; 10-Week Tours

CHARLOTTE, N. C., Nov. 16.—Seven large units have been signed to 10 weeks' tour in Southeastern houses, according to T. D. Kemp, manager of Southern Attractions here.

These units, some of which already are playing dates in the territory, include Bill Arma's *Genes of 1941*, Anton Scibilia's *Broadway Passing Show*, Harry Clark's *Pan-American Revue*, Owen Bennett's *Continental Heat Wave*, Dan Fitch's *World of Pleasure*, and Nick Bolla's *Bring On the Girls*.

These units will play houses in the Wilby-Kincoy, Publix-Bamford, Lucas & Jenkins, Sparks, and other circuits in the Southeast. Kemp said he will be able to offer 14 weeks to units after the Sparks Circuit in Florida opens in December.

Kemp also has set four bands for from one to four weeks of one-nighters in theaters in this area. Little Jack Little opened in Columbia, S. C., November 6 for four weeks; Ted Pio Rito and band will open in Asheville December 8; Tommy Tucker will open in Asheville tomorrow (17), and Jan Savitt will open in Bluefield, W. Va., November 26.

Lum and Abner, in person, are packing them in in this section, Kemp said. They opened a six-week tour in Knoxville, Tenn., October 29, and will complete the tour December 10.

Carman, Philly, May Go De Luxer

PHILADELPHIA, Nov. 16.—Carman Theater, for a long time the only vaude house in town, promises to turn de Luxer if plans of a new combine are accepted by George T. Graves, principal bondholder of the theater, in receivership now. New combine includes Izzy Rappaport, who operates the Hippodrome, Baltimore, along with Frank McNamee, former local branch manager for RKO-Radio Pictures, and Jay Emanuel, trade paper publisher and independent exhibitor. Emanuel is also one of the receivers for the house.

Carman has been using five acts. Seats 2,600 and, under the new set-up, would undoubtedly vie with the downtown Earle Theater in spotting the big names. Deal is contingent on Graves dropping his anti-trust suit against Warner circuit. Graves would retain his financial interest in the house, leasing its operation to the Rappaport-McNamee-Emanuel combine.

Wheeling Business Up; Helps Niteries

WHEELING, W. Va., Nov. 16.—Two top night clubs are operating here for the first time in a long while, indicating conditions are improving in this area.

Club Paddock is back, using floorshows and middle-bracket bands. Current are Don De Lucas and His South Americans, who are working into the floorshow and strolling during the daily cocktail hour. Freddie Krantz and his orchestra are playing for dancing and Herbie Harrison is due in soon.

Opposition is Club Diamond, which has found going much smoother in recent weeks. L'Antoinettes, four dancers, are in their third week here, plus Mary Anthony and her chorus, with Larry Kent as emcee. Nan Rae is due in soon. Joe Mango's band remains.

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

Unit Week Cut to 4 Days in Denver

DENVER, Nov. 16.—The unit, *Pardon Us Please*, scheduled for October 31 to November 7 at the New Victory Theater, was closed Sunday (3) after running only four days. According to A. E. Burden, manager and part owner of the unit, the booking was taken on a guarantee basis and, after the first four days, the house manager wanted to revert to a percentage basis. Rather than do this, the unit was pulled out. Audience reports and houses were good and the unit received good press notices. Reports were that fear of competition from the auto show and the elections caused the house attitude. The house manager refused to comment.

Burden stated the unit had several other Colorado bookings and would then head south.

Loew, Cleveland, In Union Tangle

CLEVELAND, Nov. 16.—No stage shows will be scheduled this year for Loew's State here because of the musicians' union's demands that at least 20 weeks be guaranteed. The situation arose with the scheduling of the Laurel and Hardy unit to play the house week of November 7. The musicians refused sanction unless a 20-week pact was entered into.

The Laurel and Hardy unit was subsequently canceled out and shifted to Loew's Ohio, Columbus, for the week.

Only vaude show to play the State this season was the Mickey Rooney unit.

Skelton's Record 15 Weeks at Para

NEW YORK, Nov. 16.—With Red Skelton having been set for three additional weeks after his current run of four weeks at the Paramount, he will have established a record for any single act playing that house within less than a year.

Skelton's first date there was March 13 for four weeks, and followed with two weeks beginning April 10 and two additional weeks starting June 19. He started his current stand there November 6.

Vaudeville hasn't died so far as Skelton is concerned.

Shows Back at Island

NEW YORK, Nov. 16.—Treasure Island resumed with shows again yesterday (15) for the first time since Tuesday (12), when the American Guild of Variety Artists pulled the talent for non-payment of salaries. Artists have a week's back pay coming.

Management agreed to pay-off current salaries nightly and clean up back pay within a week. Similar arrangement has been made with the musicians.

Debonairs at Palmer House

CHICAGO, Nov. 16.—Lucille Ballantine, with the Billy Diamond office, says the Debonairs are not at the La Salle, as reported last week, but at the Palmer House.

Bogart for Strand; Also Hopkins Maybe

NEW YORK, Nov. 16.—Humphrey Bogart is set to make a two-week personal appearance at the Strand with the Ozee Nelson ork. Personal appearance will be made during the first half or latter half of Nelson's four-week engagement. Warners are desiring to get another pic name to fill in the other two weeks, perhaps Miriam Hopkins, who will be cast for rehearsals of a legit show.

Abe Lyman is set to follow the Ozee Nelson crew into the Strand December 20. Lyman winds up his engagement at the New Yorker Hotel the preceding night.

Fox Wisconsin Spots Add Vaude

MILWAUKEE, Nov. 16.—Fox is continuing its policy of Sunday vaude at various of its local neighborhood theaters, with shows November 10 at its State, Jackson, Riviera, and Zenith. First two houses offered Donna Lu Pae, Phil Keatin, Mona Henderson, Teddy Kraft, and Kenny Salmon and his ork. Other two presented Max and His Merry-makers, Cliff Gaylor, Marty Grey, Barbara Bardo, Vivien Zieker, and Bobby Grain.

Much of the talent is from local night spots, and two performances are presented at each theater in addition to twin films. Fox has also inaugurated amateur shows Saturday nights at its Brin, Menasha, and its Lyric, Stevens Point.

Fox to Get F-M St. Louis Vaude

ST. LOUIS, Nov. 16.—All local stage shows will be spotted at the Fox Theater here, according to Pancho & Marco, who originally planned to divide vaude between the Fox, the St. Louis, and the Missouri.

The Fox will operate on a spot vaude policy. Already booked are a Major Bowes unit for week of November 22 and Larry Clinton band for November 29. Clinton was originally set for the Missouri.

20th Century, Buffalo, Holds Up Bands; Seeks Union Cut

BUFFALO, Nov. 16.—The Twentieth Century, vaudeville house, lost Bill Dipson, vice-president, recently. He is serving at Mitchell Field, Long Island, N. Y. This leaves extra work to Manager Richard Kemper, who is busy trying to get a reduction from the musicians' union. Kemper says all his efforts to persuade the union to reduce his scale have been in vain, and he is therefore not using the anticipated number of band shows. Woody Herman, December 6 week, is the next band set here, with other December dates pending scale revision.

Talent Agencies

MILES INGALLS has left for a short trip to the Beverly Hills Country Club, Newport, Ky., with Earl Carroll. . . . PAUL SMALL has returned from a second trip to Florida in as many weeks. . . . JACK MARSHALL, comic and emcee, has been booked into the 365 Club, San Francisco, for an additional three weeks, engagement concluding December 4, with Sam Rosey Agency, San Francisco, handling. . . . San Francisco offices of MCA set HELEN MORGAN into the Rancho San Pablo, El Cerrito, Calif., where she opened November 6 for four weeks.

THE VACANCY caused by the death of Max Turner, booker for Balaban & Katz, has been filled by Warrnie Jones. Jones has been with RKO and the Orpheum Circuit for nearly 20 years. Jones's former duties with RKO will be handled by Morgan Ames.

KENDALL CAPPS, until recently booking in Detroit, is now with the Missouri Theatrical Bureau, St. Louis, of which Vess Osman is the general manager. Capps also conducts his own orchestra.

FRANK J. DUBICK, of Empire Entertainment Service, Buffalo, is planning a trip thru Canada to line up vaude and will stop in Detroit to buy a new car.

Conga "Go" Sign

NEW YORK, Nov. 16.—While the conga has been a popular routine in New York and perhaps another key city or two for over a year, the craze meant little or nothing in the country at large until the release of a couple of major pictures exploiting the number.

Dance teams in from the road say they had to drop the conga in many towns because the customers just didn't understand. Today, however, it is almost a must with every team. Number is widely publicized in *Metro's Strike Up the Band* and in the 20th-Fox musical, *Down Argentine Way*.

Dows Add 2 Sunday Spots, 1 Week-End

NEW YORK, Nov. 16.—Three houses will be added to the books of Al and Belle Dow, who plan stage shows for two auditoriums seating around 7,000 and the Queensboro Theater, Elmhurst, L. I.

Three name bands and name acts on a two-a-day basis will be the policy of the Auditorium, Boston, and Symphony Hall, Rochester. These houses will be open Sundays only starting December 1. Shows have not yet been set.

The Queensboro (seating 2,200) will have vaude for the first time in years starting November 30. The house will operate Saturdays and Sundays. It is now closed, with the exception of two days a week when a local church sponsors bingo games at \$1.10 admission.

Adams, Newark, Down to 3 Days

NEWARK, N. J., Nov. 16.—Adams Theater will cut down its stage shows to three days weekly beginning December 6. House is currently a full week. The last show to play a full week will be the Laurel and Hardy unit, starting there November 29.

A business slump caused the decision to confine vaude to Fridays to Sundays. The house got off to a bad start at the opening of the season when unseasonably warm weather set in. Business subsequently picked up, but dropped again.

The Casa Loma band will be the first three-day attraction. The Blackstone unit will follow December 13.

Eddie Sherman is booking the house. The house will use double features the first half.

Mich. License Rule Upheld

DETROIT, Nov. 16.—The demands of Michigan law enforcement officials that any booking agent operating in the State have a license have been upheld in a new ruling by the attorney-general, according to M. Wesson Dickinson, superintendent of Private Employment Agencies.

"According to the ruling, we may stop any bookers located outside the State from booking within it," Dickinson said, "and they are operating at their own risk if we catch any of them. They must be licensed in the State if they are going to sell any jobs in the State."

"Out-State bookers will be required to pay the same fees as Michigan bookers, but they must establish an office for legal purposes within the State, even tho it be only a mailing address."

New Chattanooga Spot

CHATTANOOGA, Tenn., Nov. 16.—The main dining room of the Hotel Patten has closed for remodeling and redecorating, to be reopened in two weeks as a night spot with orchestra, dancing, and floorshows. J. B. Pound is president of the operating company.

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Magic

By BILL SACHS

DANTE, now on the road with his Sim Sela Sim magical extravaganza after a run at the Morosco Theater, New York, has been booked into the Civic Theater, Portland, Me., for the week of November 25. . . . JUDITH JOHNSON and Harold Laughon, mentalists, who closed a four-week run at Miami Inn, Toledo, O., seven weeks ago, have moved back there for an indefinite stand. . . . GEORGE LOVETT and Company head the first flooshow at Detroit's newest downtown nitery, the Old Madrid, with their mental turn. . . . COLUMBUS, O., Magic Club celebrated National Magic Day October 31 by presenting a free show for unfortunate children. Some 1,500 kiddies from orphanages and community centers saw the magical melange. In addition, each tot came away with a bag of fruit and candy. Those who participated in the show were Jack Thomas, Dr. Carroll Ritchey, Syl Bellily, Dick Elbon, Ed Hency, Max Underwood, S. Staley, Oscar Guthrie, Gus Schell, and Douglas Anderson. . . . FRANCISCO'S Spook Show played the RKO Palace, Columbus, O., Thursday midnight, November 7, to a sellout. . . . LELAND THE MAGICIAN is currently working Central Ohio. . . . SIR EDWARDS, mentalist, opened at Le Ode Rip Tavern of the Tod Hotel, Youngstown, O., November 11, for an indefinite stay. . . . BRUNO WARNECKE, Minneapolis magician, who was known as Heller the Great on the Pacific Coast half a century ago, is now in his 48th year of entertaining audiences in the Twin Cities area. He's booked again at the Minkahda Club, Minneapolis, for Thanksgiving Day (21), the 30th consecutive Thanksgiving he has played for that body. . . . MAGICIANS WHO FOUR kinds of alcoholic drinks won't be allowed to work in Mississippi in the future, according to a ruling handed down last week by the attorney general's office. "I have seen the trick performed," said Assistant Attorney General Edwin R. Holmes Jr., "and it is a most interesting and pleasing performance. Nevertheless, under the laws of this State, the performer would be guilty of possessing intoxicating liquors and the possibility of manufacturing same."

DR. HARLAN TARBELL was in Cincinnati last Saturday (16) to show in Wilson Auditorium on the U. C. Campus for the Evening College Student Council. His coming was heralded by more newspaper bluffs than any magician has employed in the Queen City in a long time. In addition, several prominent downtown windows carried magic displays announcing Dr. Tarbell's appearance. . . . DEL BEECE is enjoying a holdover this week at Jimmy Brink's Lookout House, Covington, Ky. . . . OTHER MAGI in Cincinnati during the past week were LePaul and Louise, who closed a fortnight's stand at Hotel Gibson Thursday (14). Jack-o-Diamonds (Lathrop), who came down from Cleveland to show for the American Bottlers' Convention, and Mrs. and Mrs. McDonald Birch (Mabel Eyster), who spent Saturday in town breaking a jump. . . . WILLIAM C. TURTLE, with the close of the tent show season, has returned to his native Portland, Ore., for another whirl at the niteries. . . . ALEXANDER, mentalist, closed at Phillips Hotel, Kansas City, Mo., November 10 and opened in the Casino Room of Hotel Jefferson, Peoria, Ill., November 14 for a week stand. . . . VERNON THE MYSTIC (William McCalla) is back at the George Washington Hotel, Jacksonville, Fla., for an indefinite run. His third stop there in two years. . . . THE BALSAMOS, who with their uncle, C. C. Leiby have a string of bookings in the Carolinas and Virginia, recently visited Wallace Lee (Wallace the Magician) in Durham, N. C. . . . MAGICIANS OF VIRGINIA and the Carolinas, amateurs and pros, gathered at Nolasus, estate of Jack Handy at Lynchburg, Va., November 8-9 to foot each other and swap tricks. Among those who took in the two-day shindig were Wallace and Beatrice Lee, of Durham, N. C.; William E. Cox Jr.,

of Southern Pines, N. C.; Mr. and Mrs. Coke Cecil, of High Point, N. C.; Charles Smith, Greenwood, S. C.; Oscar Hyler, Danville, Va.; Jack and Virginia Handy, J. H. Nichols, Hack Cosby, Earl Law, Charles Stumpter, and Heray and Hazel Bahum. Handy served as emcee at the Saturday night show.

Burlesque Reviews "Daughters of Eve"

(Reviewed at Troc, Philadelphia, Sunday Midnight, November 10) (HIRST) Natalie Cartier's units bring burly a refreshing spark and dressing that take them out of the mill-run class. And this newest of her units fairly sparkles. Comedy is unusually good, mainly because of the efforts of sdeqy and squimry Harry Conley, whose antics and mugging are of real theatrical timber in spite of their blue note. Bert Carr, in his familiar Hebe character, makes much of his innings, with more comedy moments from Harry Reed, who tries hard to ape Joe Penner. Reed's best effort is his vaude specialty, From the Air Waves. It's a series of imitations, and, curiously enough, his Joe Pennerizing is the least effective. Tees off with an Amos and Andy bit, comments on the news commentations and commercial announcements, offers a Penner song, and winds with a Ted Lewis take, his best. Called back for the singing of Glory of Love in the voices of Chevalier, Cantor, Johnson, and Bernie. The strippers, headed by red-topped and vivacious Georgia Sothara, all well received. Zara, first on, caused the most excitement. Jean Mavis, a blonde, substitutes the hip-swaying obligatos expounded so diligently by the others. Miss Zara is also fem foil for the comers, with some asset from Miss Mavis. Franklyn Hopkins and Conny Ryan serve excellently as straight men, Ryan also going nicely on the ears for the off-stage singing. Chorus of 10, with five more for show, should shine once their routines sink in. Costuming leaves nothing to be desired and some of the routines are fit for any variety stage, best ensemble number being a Parade of Batons topped by Wayne Barrie's baton twirling and Reggie DuVan's clean and big-timey taps. Gal is tall and a looker, also making the Whispers ballet a stand-out with an acrobatic turn. Caught on its first showing, with the house crowded, show ran fast and smooth. Merrick Valinote sets the musical tempos from the trench. Aloha, Helen Colby, and Dick Richards head the next unit in.

M. H. Orodender.

Jaffee Sues Margie Hart for \$75,000

NEW YORK, Nov. 16.—Eddie Jaffee, former p. a. for Margie Hart, has filed suit against his former client for \$75,000, charging breach of contract. Jaffee charges that Miss Hart, in dismissing him as her publicity man, broke a three-year contract which had not yet expired. Jaffee claims that, thru his efforts, Miss Hart's salary was increased from \$250 weekly to between \$450 and \$600 weekly. He says he built her up as "the poor man's Garbo." Miss Hart was served with papers November 7. She has until November 28 to answer charges. Ben Meyerson is representing Jaffee, who has since switched as p. a. to Ann Corio.

Briskman Eyes 3 Houses

NEW YORK, Nov. 16.—Sam Briskman, burly operator, is negotiating for the Empire in Syracuse, N. Y.; Corinthian, Rochester, N. Y., and the Triboro, Harlem. Plans are to present either Midwest or First Circuit shows in the out-of-town spots and a more elaborate stock for the Triboro here. Latter is now operated by Harlem Theaters, Inc., of which Dave Rosen is vice-president and general manager.

Bridgeport Adds Midniter

BRIDGEPORT, Conn., Nov. 16.—Midnight shows Fridays were instituted this week at the Loew-Poll-Lyric Theater, First Circuit house, by house manager Eddie Madden. This is the first time that midnight shows have been tried out in this city as a regular weekly stunt. Max Coteman, playing here last week, was a partner in a stock burlesque policy at the West End Theater here, which is now a movie house, about 10 years ago.

NEW YORK:

LAMEE LANE shifted from the Roxy, Cleveland, to the Regal Club near by. . . . LLOYD MULLER, of the Claridge Hotel, was entertained while on a recent visit to Chicago by Tommy Raff, Claude Ray, and Bert Grant, then at the Rialto; Sammy Clark, the agent, and Maxine DuShon, Carrie Fennell, Cell Von Dell, Margo, Joan Carroll, and Jerrie McCauley, all at the 608 Club. . . . JEAN LAWSON, an Allen Gilbert show girl, was forced to leave hurriedly November 10 for her home in Hastings, Neb., on receipt of a wire notifying her of the death of her dad. . . . CELL DEVINE and Leona Thurston quit the Hirst wheel in Union City November 9, the former for the Eltinge and the latter for the Gaisty. . . . DANNY JACOBS' back to straightening on the Hirst Circuit opposite Billy Foster after a successful car-lifting operation. . . . LA ROSA SISTERS, vocal duo, also instrumentalists, filed week of November 8 at the Star, Brooklyn, thru Harry Lee. . . . SID KRAMEL, candy concessionaire at the Hudson, Union City, won a couple of Os on the result of the election.

MARGIE HART is now being publicized by the Milton Rubin office in New York. She is current at the Casino, Pittsburgh, with dates in Allentown and Reading, Pa., lined up for her by the Hirst Circuit.

MARLANE, who returned to the Republic November 10, made test stills for 20th Century studio while at the Follies, Los Angeles. . . . DAVE POSNER, veteran burly show manager and old-time museum operator, now night doorman at the Alvin. . . . BETTY DUVAL and Jean Carroll moved from the Star, Brooklyn, to the Triboro November 15.

TOMMY RAFF opened as top comic at the Casino, Boston, November 11. Bobby Fay and Fred Walker remain as co-comics. Others in the stock cast are Gladys Fox, Diane King, Lelee Sorrell, LaCarola, Elfor Walent, Ben Hamilton, Bobby Goodwin, George Kaye, and the Wallace Brothers. . . . JEAN MODE shifted to the Hirst Circuit to be featured opposite Frank X. Silk. . . . BELLA BELMONT and Mae Russell head an old-timers' group in the second edition of Our Gay '98 show at Ed McGoldrick's Minstral Tavern, Upper Darby, Pa. Others are McGoldrick himself, as the lead; Joe Hamilton, Cissy Loftus, Margie March, Lois Wright, and Tony Collazo. UNO.

CHICAGO:

ART MOELLER, formerly manager of the now-closed Gayety, Boston, is back in Chi, snooping about for a new connection. . . . PEANUT BOHN, recently returned from England, will open on the Midwest Circuit December 6. . . . THE LATE Joe Krause's daughter is slowly recovering from a severe illness. . . . ARTHUR CLIMAGE made a stopover here Thursday (14). . . . FREDDY LEWIS ended his Midwest connection Thursday night after closing in Detroit. He had a good offer in the East and asked Mitt Schuster for his release. . . . ANOTHER TEAM upon which vaude and musical comedy have smiled is Joe De Rita and Frank Scannell. They, too, will be released in a few weeks by Midwest. . . . ILLNESS CAUSED Soya Duval to drop from her company after the show closed in Detroit Thursday night (14). . . . PINKY LEE doesn't believe in leaving the wife and kiddies behind him while he's touring the circuit. He makes auto lumps between engagements, his entourage including a maid to help his better half with the two children, one of whom is but a few months old. . . . GINGER O'DARE will close next Thursday (21) because of illness and return to the West Coast. Her husband, Johnny Mulvaney, will continue on the circuit. . . . MARIE VOE, who married Harry Cleax a couple of weeks ago, will close on Midwest at the end of the current show at the Globe, Boston. She will join her hus-

Burlesque Notes

(Communications to New York Office)

band on the Hirst Circuit. . . . JUNE TAYLOR closes at Toledo, O., November 21.

FROM ALL AROUND:

PAUL MOROKOFF, producer at the Fox, Indianapolis, tossed a party for cast and house attaches Friday night (9) at the Tasty Barbecue Restaurant. Included were Mandy Kay, Ray Parsons, Mimi Reed, Jai-Lita, Ann Powell, Johnny Cook, Mimi Lynn, Lew Black, Stanley Monifort, Mildred DeVoe, Freddy Haller, Rex Huntington, Mr. and Mrs. Jack Dickstein, Sam Green, Mr. and Mrs. Jack Wiener, Lillian Deollette, and members of the chorus. Piece de resistance was barbecued ribs and chicken. . . . FOLIES, LOS ANGELES, gang rang the bell again last week with a backstage party and farewell dinner for Ted Bowers, member of the stage crew, who has been called for active service with the U. S. Navy Reserves. "Bozo" Baugh takes over Bowers' duties. Pete Dalton, Folies' manager, has assured Ted that his job will be awaiting him upon his return.

Wheeling Colonial Adds Midwest Burly

WHEELING, W. Va., Nov. 15.—Midwest Circuit burlesque makes its bow at the Colonial Theater Thursday (21) under the joint sponsorship of Warren Irons and Jimmy Walters, who for the past nine weeks have been operating the Grand, Canton, O., as a Midwest Circuit stand. It will be the first burly for the Upper Ohio Valley in several years.

Policy will be seven days a week, three shows daily, with new principals opening each Thursday afternoon. The chorus will be stock. Burlesque will run about an hour and 30 minutes, and will be combined with subsequent-run feature films and one or two shorts.

Top admission at the start will be 60 cents. Irons will direct the local burly run, while Walters will continue at the Grand in Canton. Instead of the unit winding up Wednesday night at Canton, and moving Thursday to Boston for Friday opening, the unit will come direct here for the Thursday opening, going later to Boston.

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Bryants End Run In Cincy; To Do "Hamlet" in N. Y.

CINCINNATI, Nov. 16.—Bryant Showboat Players tonight concluded a 40-week season at the foot of Lawrence Street here, marking the wind-up of the Bryant craft's 12th consecutive summer season on the Cincinnati water front. Manager Billy Bryant reported the season as highly satisfactory, with it almost a sure shot that the boat will return here early next June for another summer.

Tomorrow morning the Bryant floating theater heads up the Ohio for its winter harbor at Point Pleasant, W. Va. After several weeks' rest Manager Bryant will again round up his troupe for a journey to New York, where it is slated to do its version of *Hamlet* at the Washington Square Playhouse, beginning January 2. The invitation for the New York showing was extended by Prof. Randolph Summerhille, New York University dramatic teacher.

On the boat at the closing were the five Bryants—Sam, Violet, Billy, Josephine, and Betty; Gordon Ray, Carl Adamson, and Benny Wilkote. All except Adamson are slated to make the New York journey.

Empire Players For Jersey Tour

NEW YORK, Nov. 16.—Empire Players, 10-people dramatic and vaude unit, are scheduled to begin a tour of New Jersey November 25, according to J. Norman Gale, who will manage and direct the organization. Show will play one-nighters and week-stands, Gale says, with three-act dramatic bills and a vaude revue for the concert.

In the Empire roster are, besides Gale, Wally Nash, comedian; Eva London, ingenue and specialties; Charlotte Jaffee, leads and specialties; Harry Manners, leads; William Lee, characters; Marilyn Evans, characters; Louis Earle, violin and general business; Bill Klein, drums, and Raymond Dempsey, piano.

Bills to be offered are *Call of the Woods*, *Shanty Irish*, *Sara Jane*, *Rooms for Rent*, *Imagination*, and *What Annie Brought Home*. Show will run two and a half hours, with a candy sale.

The company is slated to go into stock at the Europa Theater, Hoboken, N. J., around January 1, Gale reports.

Conger & Santo in Mo. Cotton Country

BRAGGADOCIO, Mo., Nov. 16.—Conger & Santo Players are now playing the cotton belt of Missouri to fair returns and expect to remain out under canvas until December, when the show is slated to move into houses in Arkansas and Louisiana to remain until April.

The show moved out of the Georgia territory last May and prior to moving into Missouri had played its established route in Wisconsin, Michigan, Northern Indiana, and Illinois to satisfactory results.

Conger & Santo are presenting talking pictures, one-act plays, vaudeville, and revue hits under a 40 by 70-foot top. Thus far on the season, four nights and three Sundays were lost, due to inclement weather.

In the show's roster are Al Santo, G. S. Conger, Carl H. Egert, Jess Taylor, Robert Taylor, Happy Chandler, Pelkin the Magician and wife, and Lyle Pelkin.

Miller Variety Show Ends Long and Successful Tour

ELMIRA, N. Y., Nov. 15.—Arthur C. (Doc) Miller's Variety Show, vaude-

"10-20-30— And Up"

By WALTER D. NEALAND

Dealing with professionals who came up from repertoire and made good in Hollywood and on the Broadway stage, this article

will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30

picture combination, has moved into quarters here after what Miller describes as one of the longest and best seasons he has ever had.

The outfit played all the god-forsaken Pennsylvania and New York territory it could find, Miller says, and results were good, especially then the show's established territory. A new 30-watt projector and a new V-8 truck brought the equipment up to date.

Except for the building of a ticket trailer, no general repairing will be necessary this winter, beyond the usual painting of equipment. Miller is keeping busy here with commercial movies and taking care of his furnace repair parts business.

Fred and Frances Merrow have left for Melrose, Mass. Les Stephenson, of the advance, went to Boston to again work for the Eastern Massachusetts Lines. "Skip" Burke is wintering in Elmira and will again look after the servicing of the projection equipment and trucks.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Thirteen and One Remain In Morton Grove Contest

MORTON GROVE, Ill., Nov. 16.—Derbyshow here got under way November 1 with 20 couples and two solos breaking the barrier. At the 240-hour mark 13 teams and one solo remain. They are Eddie and Tony McBride, Pete Carrillo and Harriet Hurton, Lee Sullivan and Margie Clark, Jack and Joan Duval, Johnnie Reed and Jennie Busch, Buddy and Doris Jeffries, Bill and Betty Port, Buddy Marino and Phyllis Citra, Phil Arnold and Jo Jo Sperach, George Bernstein and Leona Barton, Jack Murray and Alice Slamma, Russell Hodges and Tillie Danah, Jack Stanley and Babe Perry, and George Mitchell, solo.

Emcee staff is composed of Eddie Begley, Eddie Leonard, Wiggles Royce, Jack (Dead Pan) Kelly, and Jimmy Hoffman. Newt Williams and His Orchestra are on the bandstand. Contest is sponsored by the Morton Grove American Legion, Post No. 131, and is broadcast three times daily over Station WHPO.

FIRST DRAPEE to notify the column of his whereabouts is Bill McCoy. Bill links that he is in the Air Corps, stationed in Rantoul, Ill., and opines that his walkie days may be over.

JOHNNIE CROWDER, Roma Terry, Schnozzle Roth, and Jimmie Gable have hoked up in Miami for the winter. They info that they recently participated in two successful shows, the Las Vegas, Nev., and Atlanta contests.

PHIL MURPHY will be in charge of the emcee staff of Sid Cohen's Chicago Walkie, slated to get under way late this month in the Coliseum.

DORIS WILSON cards a query from Joplin, Mo., on Tillie and Don Donnison, Hilda and Larry DeCarrado, Jackie Parr, Pat Shannon, and Jimmy Bittner. How about dropping a card to the column, kids?

New Tenter May Bow Next Spring

CINCINNATI, Nov. 16.—According to word reaching *The Billboard* here this week from Harry (Bluey) Rhoda, of Huntington, W. Va., the spring of 1941 will see a new one-night stand tent repertoire show on the road headed by Lewis (Jiggers) Johnson, veteran med show operator.

According to Rhoda, Johnson already has purchased several Ford tractors and trailers, and is negotiating for the equipment of the ill-fated Gene Austin tent, now in storage in Newport News, Va. Johnson, it is reported, plans to carry 35 people, including a 10-piece all-girl band.

Show will make its quarters in Huntington, where Johnson resides, and opening is tentatively set for West Virginia in April. Rhoda says he will be electrician with the show.

Rep Ripples

GRIFF AND HI, well-known repsters, info that they're set in clubs until January 15 by the Baldwin-Davis office, Akron, O. The lads are current at Terrace Gardens, Lorain, O., after winding up at Blue Willow night club, Akron. . . . RINES BROTHERS, formerly of rep, are producing amateur shows in and around Salem, Ore. . . . CLIFTON DAILEY, veteran rep performer and former member of such old-time 10-20-30 organizations at Bennett & Moulton, the Green Stock Company, and the Thomas E. Shea Company, recently arrived in Boston from Europe, where he was caught as the representative of an American felt concern when the war broke out. Dailey says that show business in general was normal in Italy the past summer and that several circuses and small traveling outdoor shows which he caught were doing bang-up business. . . . NEDEKAU'S French Players are presenting E. F. Hannan's *The Mysterious Mrs. G.* for French-speaking societies in

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

New England. They have recently played to good business thru Maine.

RALPH WORDLEY, veteran performer, well known in rep and stock, has mended from a serious eye ailment and is now appearing in Suzanne and the Elders at the Morocco Theater, New York. . . . GRAYDON GOSS, formerly with the Guy and Constance Cauffman tent and in later years in stock, last summer with the Guy Palmerton Players in Fitchburg, Mass., was a visitor at the desk last Thursday (14) while in Cincinnati with a Jam Handy dramatic unit for a show at the convention of the American Bottlers of Carbonated Beverages.

TUCSON, ARIZ. DERBY SHOW THURS., DEC. 5 Riverside Stadium

Tucson is expecting 50,000 winter visitors this year and has 60,000 permanent residents and is noted for the finest winter climate in U. S. A.

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(Communications to 1564 Broadway, New York City)

"Programs for the Occasion" Increase Roadshow Bookings

HILLSIDE, N. J., Nov. 16.—Arrangement of movie programs to suit the occasion is one method roadshowmen are using to increase their bookings.

Typical of operators who are following this policy is Robert L. Alston, president and general manager of Alco Projection Service, who has been showing non-theatrical films in this area for several years. His spots include schools, churches, clubs, lodges, and similar dates. Regardless of the spot, the program is always one appropriate for the occasion and the audience. Heralds, broadsides, newspaper advertising, and personal contacts are used to secure dates. In this way Alston has built a valuable and profitable mailing list.

Clients Pick Programs

When an inquiry or a reply is received, Alston follows it up with a personal call if it is within reasonable distance. He presents the client with catalogs from several libraries and lets him select the subjects he wants. After the selections have been made, cost is figured and a bid submitted. Alston operates on both a straight fee and a percentage basis, but demands a guarantee sufficient to cover film rentals and charge for projector and operator.

General trend followed by Alston in making his programs conform to the occasion is to show religious films at Thanksgiving, Lent, Easter, and Christmas. During February patriotic films are shown, and in March Irish subjects. For school assignments he uses scientific, geographical, and historical subjects that fit in the lessons being taught. In the summer he gives shows at beaches.

New and Recent Releases

WHITE LEGION, released by Post Pictures Corporation. Heroes in white uniforms of medical science fight a dangerous battle against yellow fever in the Panama jungles. Cast includes Ian Keith, Tala Birell, Robert Warwick, Warren Richmond, and Ferdinand Gottschalk. Running time, 83 minutes.

YELLOW CARGO, released by Post Pictures Corporation. White men dealing in yellow men. Story involves a G-man with orders to "shoot to kill," a girl reporter, and smugglers operating a fake motion picture company. In the cast are Conrad Nagel, Eleanor Hunt, Jack LaRue, Claudia Dell, and Vince Barrett. Running time, 64 minutes.

MR. BOGGS STEPS OUT, released by Post Pictures Corporation. Cast includes Stuart Erwin, Helen Chandler, Toby Wing, and Tully Marshall. Droll comedy with humorous small-town characterizations. Story by the author of *Mr. Deeds Goes to Town*. Running time, 69 minutes.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by K. W. HENNAN,
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campa, and playgrounds, where the policy of "films to fit the occasion" are also shown.

A veteran roadshowman of 26 years, Alston has put on nearly every kind of non-theatrical show. He uses a beaded screen and his equipment includes 2, 4, and 6-inch lenses. Most of the shows are given in subdued light, he said.

Films on Geography Supplement Work Done in Classroom

CINCINNATI, Nov. 16.—With classes well into their first semester work, roadshowmen find that geographical subjects are clicking in schools. Reports from operators in various sections of the country reveal that students find the films instructive as well as entertaining.

A roadshowman working the Deep South says he has recently added a subject a week to his regular program. Getting into his school bookings three weeks after the beginning of the school session, this operator has shown *Erotic Egypt*, a one-reel sound film that shows Alexandria, camels, street peddlers, fakirs, and primitive scenes; *Hasudli*, also one-reel sound, featuring Honolulu Harbor, lei peddlers, and public buildings; and *Fishing in the Florida*, scenic shots of the northwestern coast of Norway. These films were shown to intermediate and high school students, the operator said. A special showing which included Vienna, *the Home of the Waltz*, was given for music pupils.

In Michigan, it was reported, a teacher who is also a roadshowman had shown *A Day in Vienna*, *Dynamic New York*, *Creators of the Moon*, *London*, and *Sokers* before groups consisting mainly of high school students. While these films are in sound, a brief talk to make the films conform more to classroom work is given before the showing of each film. Shows were given in the afternoon following dismissal of classes.

Cutting It Short

By THE ROADSHOWMAN

Fredrick Riker Jr., road manager for Dennis H. Young, Brooklyn roadshowman, reports that his firm is forming three non-theatrical circuits. The first will cover Brooklyn, Long Island, and Lower New Jersey. It will operate in schools, churches, night clubs, clubs, and at gatherings sponsored by social organizations. Programs will include feature films, serials, and popular musical hits. The second circuit will include hotels in Upper New York and New Jersey during the winter and camps and resorts in the summer. Circuit three will cover the Middle Southern States and will also include some barnstorming dates. Several roadmen are already at work on the circuits.

Pat Stanton, Philadelphia roadshowman, is again presenting Irish films. On November 9, 10, and 11, for the first showing of the season at Moose Hall, Philadelphia, Stanton presented a double feature, the American premiere of *Come Back to Ireland*, scored with traditional Irish music and familiar songs, and *Little Miss Molly*, a 40-minute tour of the Emerald Isle telling a quaint love story featuring Maureen O'Hara and Tom Burke, Irish tenor. Stanton's other showings this winter will be sponsored by Irish-American groups in Eastern Pennsylvania.

Roadshowmen were much in demand in Eastern Pennsylvania on election day. Newspapers sponsoring election returns outdoors called upon the roadshowmen to exhibit their films to keep the crowds entertained between flashes. In Philadelphia, where *The Daily News* sponsored the screen shows at Rayburn Plaza in the center of the city, the films, interspersed with election returns, attracted

a crowd of over 100,000. According to Raymond Guthrie, *Daily News* promotion manager, similar occasions during the year will make demands on the services of roadshowmen. More than 20 newspapers in the area sponsored such film shows outdoors.

Metropolitan Civic Association of the Deaf of New York recently staged a Literary Night which featured silent movies. Program was held in St. Ann's Church for the Deaf and was under the direction of Moses A. Rosenberg and Mrs. John N. Funk.

Meyer Duyk reports that he has been doing good business at parks. Recently he showed Buddy Rogers in *Dance Band*, Tex Ritter in *Rolling Plains*, and war films. He added that the war pictures are popular in Pennsylvania and that requests were received to show more of these films. Duyk's programs run two hours and his shows are continuous from 11 a. m. until 11 p. m. At present plans are underway for the enlargement of his roadshow operations.

CBS ASKS FCC

(Continued from page 3)

5 per cent of the total. Other figures are quoted to confuse assertion that CBS and NBC control the furnishing of non-broadcast talent.

CBS rebuts committee's charge that commissions from contracted artists contribute largely toward payment of sustaining program's talent costs. CBS says such commissions in 1938 were \$120,214, and total talent costs for sustaining programs in that period were \$2,303,971. Total commissions from managed artists, therefore, were about 5 per cent of total talent costs of sustainers, it is claimed.

FILM CODE READY

(Continued from page 3)

The *Billboard* November 4, 1939) are as follows:

The manager is supposed to be independent of the backer's pay roll, exception allows film company to bring in an employee if two regular commercial managers satisfactory to the author shall have declined, in writing, to produce the play.

An alternative of 12 consecutive weeks of first-class production outside of Manhattan has been added to Article IV, wherein the backer had been required to produce the show in Manhattan before picture rights could accrue to him.

Modification for the release of motion pictures, which heretofore had been limited to release not earlier than after the expiration of one complete theatrical season following the theatrical season in which the play closed, on Broadway now includes arrangements whereby backer may, at end of 21 months after opening in New York (if play is still running anywhere), give three months' notice to the author and manager. If manager and author do not want the picture released at the end of three months, all sums theretofore received from the backers as payments for the picture rights must be returned. If backer still prefers to hold on to the picture rights, he can make a second overture at the end of any three-month period after a two-year run. If backer accepts the return payments he may still bid for the picture rights in the open market.

A permanent board of three arbitrators representing the Guild, the managers and the film companies shall pass on such matters as require urgent decision. All other questions and controversies not of urgent nature must be submitted to the American Arbitration Association.

In order to decrease the established box-office price of tickets, a backer must obtain the permission of the permanent board. If backer goes ahead without consent, no period of time prior to the effective date of such reduction may be considered as within the closing formula.

Means by which the backer may withdraw from the deal completely include withdrawal at end of second week of run in New York by giving proper notice and forfeiting all payments up to that time. Manager cannot share in these advances. Backers may withdraw at the end of a three-consecutive-week run if show opens outside of Manhattan. If backer doesn't relinquish rights at this time, he has to make a second advance payment to bring figure up to \$7,500. Backer has the right to withdraw at the end of a second period of three weeks (pre-New York run). If he doesn't, and if he continues the play for 12 weeks, then he must pay advances of \$15,000 and then the

46th YEAR

The Billboard

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DISPLAY ADVERTISING—Fifty Cents per Column Line, Week Page, \$20.00; Half Page, \$15.00; Quarter Page, \$8.75. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press on Monday. Advertisements to be returned accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The *Billboard* reserves the right to edit all advertising copy.



Vol. 52 NOVEMBER 23, 1940 No. 47

rights accrue to him.

A ceiling of \$200,000 provides the maximum the backer would have to pay should a show earn an indefinitely long run. After the \$200,000 figure had been reached, backer would then have to pay at least 50 per cent of the profits each week.

The reserve fund which the manager is required to set up from profits for a road tour was cut from \$15,000 to \$10,000.

Radio Night Club

PHILADELPHIA, Nov. 16.—First local nitery dedicated to radio is expected to be established on the site of Carroll's downtown spot now showing septa shows. Deal is on fire for Jack Steck, WFIL personality, to step in as manager and present his various audience participation stunts here.

Steck presents his stunt shows in theaters in Washington and, during the summer, handles all live shows at Woodside Amusement Park here. Intent is to showcase local mike personalities.

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The Final Curtain

HASKERVILLE—James MacGienn, 55, November 8 in New York of a heart attack. He had been connected with Radio Corporation of America the past several years.

BENNETT—Edwin P., member of the contortionist team of Bennett and Beto a half century ago, suddenly at his home in Philadelphia November 11. The team was featured with the H. H. Williams Own Company seasons of 1898-97. In late years he had been in the heating and plumbing business in Philadelphia. Interment in West Laurel Hill Cemetery.

BERNARD—Harry, 62, vaudeville and film comedian, November 4 in Hollywood after a long illness. He had been connected with show business 45 years. He leaves his wife and a daughter.

BURNS—Sam, 55, formerly of the old-time vaude team, Burns and Fulton, recently of a heart attack in New York. In recent years he had been conducting a dancing school.

CLARK—Eddie Alfred, 29, carnival trouper, November 9 at his home in Denison, Tex., after a brief illness. Clark spent six years with the State Fair Shows, working for J. D. Summers, concessionaire, also six years with T. J. Tidwell Shows. He had also been with the John J. Wortham, Crowley United, Bill H. Hames, and Wip Butte shows. Survived by his widow, Adean; his father, Richard, and two brothers, Robert and Don. Services in Denison, with burial in Oakwood Cemetery there.

DUGAN—W. T., the past season with Dalley Bros. Circus, November 9 in New Orleans Charity Hospital.

EDWARDS—Richard (Swede), past summer with the Katus Exposition Shows, October 31 at his home in Mingus, Tex. His illness forced him to leave the shows at Covington, Va. Survived by his parents, Richard and Harriet Edwards, and a sister, Jeanette. Burial at Strawn, Tex., November 2.

ELLER—Charles P., 60, showman and animal trainer of Orchard Place, Ill., October 15 in Cook County Hospital of hemorrhage of the brain. Eller played vaude and falls with his small animal act. He last worked for the Barnes Agency, of Chicago. Survived by a brother and sister. Burial in Henry, Ill., beside his wife.

FISHER—Henry, formerly one of the Flying Fishers and one of the organizers of the troupe, November 13 at the Jefferson Barracks Hospital, St. Louis. Survived by his widow and daughter.

FLYNN—Mrs. Frances D., soprano soloist widely known in Pennsylvania and Southern New Jersey, November 4 at her home in Audubon, N. J., after a brief illness. Her husband, Lawrence A., three sons, and a daughter survive.

JEWETT—Henry Eric, 56, retired actor and theatrical producer, November 8 at home in Scarsdale, N. Y., after an illness

of three weeks. His parents were actors on the Australian stage, and his father was the founder and director of the Jersey Repertory Theater. He leaves his wife.

KEENAN—John H., 47, concession builder and operator at numerous fairs in the South, at Oklahoma City November 7. Keenan, a native of Shreveport, La., was well known in State and county fair circles. Survived by two sisters and two brothers. Funeral services November 9 in Oklahoma City.

KINSELL—James Merrill, 53, well known in the amusement world, at his home in Washington November 11.

LADD—Ernest Howard, 65, actor, November 8 at home in Brooklyn after a long illness. Besides appearing in New York and in stock, he was in vaudeville, and was connected with the Transhuser Picture Studio, New Rochelle, N. Y., for several years. He was a member of Actors' Equity Association and the Actors' Fund of America. He leaves his wife, two sons, and four daughters.

LOVELAND—John L., 58, old-time circus trouper, November 1 in St. Joseph's Mercy Hospital, Pontiac, Mich., of pneumonia. He was with the Forepaugh-Sells, Sells-Floto, John Robinson, Hagenbeck-Wallace, and Yankee Robinson circuses as billposter and agent until 1919. Since then he made his home in Detroit. Loveland was a member of Detroit Local No. 94 of the billposters' union. His widow and one daughter survive.

MAMLOK—Dr. Hans, 65, November 12 at home in New York of heart disease. His life was the subject of the play Professor Mamlok.

MARMORINO—Luigi, 67, actor, playwright, and singer, November 4 at home in Brooklyn. He had been associated with the Italian stage for many years. One of his most successful plays was Poor Blind Man in which he toured the country last summer with an Italian stock company. He leaves his wife, three daughters, and a son.

MILLER—Mrs. Helen Koedel, 45, singer and pianist, at her home in Millville, N. J., November 4 after an illness of several days. Survived by her husband, August; a son, and a daughter.

NARDONE—Rose Mary, 29, well-known Central Ohio radio singer, November 5 in Grant Hospital, Columbus, O., after several weeks' illness. Her parents, two brothers, and two sisters survive. Services and burial in Columbus.

OTWELL—James A. (Mooch), 35, for 10 years connected with Milo Anthony's *Circus of Wonders*, at his home in Birmingham, Ala., July 17, it has just been learned. Survived by his parents. Burial in Birmingham.

PITT—Archib, 55, revue producer and former husband of Gracie Fields, in London November 12 after a long illness. Pitt's first appearance on the stage was in 1900 at the Greenwich Hippodrome,

MARTIN BECK

Martin Beck, 71, one of the great figures of vaudeville, founder of the former Orpheum Circuit, and well-known legitimate theater owner and manager, died at 5:45 a.m. November 16 in Mount Sinai Hospital, New York, of complications following an abdominal operation performed Thursday (14). He had been a patient since November 7, and his passing recalls the big-time vaudeville era.

Beck was born in what later became Czechoslovakia. He started out as an amateur actor in Austria, studied in a dramatic school in Vienna, and came to America as an actor with German companies. While stranded in Chicago, he realized that art was not commercial and approached a proprietor of a bear garden with the proposition that he let him build a stage and be permitted to put on an act. The proprietor's permission resulted in Beck's first venture as actor-manager. He hired a couple of scoubrettes and a comedian, and the show was so successful that an admission was soon charged. The owner of the next-door music hall invited Beck to take over the management of his place, and in doing so he marked the beginning of the great Orpheum Circuit of some 60 theaters. He was the head of the circuit for 27 years, retiring from the business in 1923.

A year later he returned to build the Martin Beck Theater on West 45th Street in New York. Beck built more than 80 theaters, including the Palace, New York, which he brought into existence when he failed to buy Hammerstein's Victoria.

One of the crowning achievements was the tour in 1912 of Sarah Bernhardt, who was paid the then unheard-of sum of \$7,000 a week. Many other big names made their initial appearance in vaude under his sponsorship.

He opened the Beck Theater in November, 1924, with Madame Pompadour, then the reigning success in Europe. Charles Dillingham was associated with Beck in the production. In 1932 he returned to vaude for a brief period, becoming managing director of the Radio-Keith-Orpheum Circuit.

He resigned his post in May, 1933, and since then his chief interest has been his own theater.

Beck was married twice. His first wife, Sarah Sonnenberg Beck, died in 1910. Two children, who survive, were born of the first marriage—Josephine and Helen. His second wife, the former Louise Peyton Helms, was at his bedside when he died.

London. Subsequently he organized his own company, and in 1915 toured the London provinces with *Yes, I Think So*. The following year he produced *It's a Bargain*, in which he toured two years. Some of his other productions were *False Alarms*, *Mr. Fower of London*, *Too Many Cooks*, and *The Ship's the Thing*. Entering films in 1934, he was seen in *Danny Boy* and *Barnacle Bill*.

POLLAIN—Rene, 58, former conductor of the New Jersey Symphony Orchestra and former first viola player of the New York Philharmonic Symphony Orchestra, recently in France. Born in Nancy, France, Pollain came to this country in 1918 and subsequently became an assistant conductor for Walter Damrosch, then conductor of the New York Symphony. Survived by his widow, a son, and twin daughters, who are serving as nurses in France.

RAJAH—Prince, 54, magician, November 9 at the Matty Hospital, Meridian, Miss., of a heart ailment. Deceased was a native of Bombay, India, and came to this country as a boy. No relatives are known.

RASEVICH—Oberon, 48, singer, of Gary, Ind., suddenly in Detroit recently, where he went to fill an engagement with the Kargeorg Singing Society.

REALS—Prof. George E., 65, musician, orchestra leader, and composer, November 8 in Clifton Springs Sanatorium, Clifton Springs, N. Y., after a brief illness. He leaves a brother and a sister.

ROSENBLUM—Jerome (Jerry Rose), 46, well known on the West Coast as a manager or radio personages, suddenly November 8 at Georgia Street Hospital, Los Angeles. Survived by his widow, of New York. Services in Los Angeles November 13, with interment in National Cemetery, Savelite, Calif.

ROSS—Lettie (Lettie Marguerette Wilhite), 58, actress and composer, October 29 at home in Bremerton, Wash. She was the mother of Jerry Ross, emcee.

ST. CLAIR—Bessie, old-time vaudeville actress, in County Hospital, Chicago, recently. Burial in Chicago under auspices of the Actors' Fund of America.

SCHOETEL—Ronald, 45, one of the earliest motion picture machine operators in Cleveland and a charter member of Local No. 100 of the Motion Picture Machine Operators' Union, November 10 at his home in that city. For the past 15 years he was owner and manager of the Roral Products Company. Born in Australia, Schoetel lived in Cleveland since he was three, and was a member of the Forest City Masonic Lodge and the Cleveland Heights Temple. He leaves his wife, Rhea; a son, Stanford; two daughters, Phoebe Rose and Maxine Joy; two brothers, Bernard, of Chicago, and Harold, and a sister, Mrs. Edith Broadman. Interment in Glenville Cemetery, Cleveland.

SIGMUND—Joseph, 52, for the past 10 years electrician at the Stanley Theater, Atlantic City, at his home in that city November 9 after a lengthy illness following an operation last March. Survived by his widow, Sue; a sister, and two brothers.

TAIT—John Harry, 67, retired Phoenix, Ariz., merchant and for 23 years a

trouper with Buffalo Bill's Wild West Show, recently at his home in Phoenix, Ariz., was a 3rd degree Mason and a Knight Templar. Survived by his widow, Emma; a daughter, Joan G. Couch; two sons, Harry and Tommy, and a sister, Lois. Services in Phoenix, with burial in Greenwood Memorial Park, that city.

WEAR—Omer, photo gallery operator in Indiana and Ohio the past seven years, November 3 in Hamilton, O., of a kidney ailment. Survived by his widow, Nellie, and son, James. Burial in Greenwood Cemetery, Hamilton.

WEEZEN—Alger E., 65, former singer, music teacher, and organist, November 6 at his home in Atlantic City of a stroke. He suffered the previous week. He taught singing in that city for many years and one time directed productions of Gilbert and Sullivan operas at the old Apollo Theater, Atlantic City. A brother survives.

WEST—John A., 66, for many years a concessionaire on the West Coast, suddenly November 7 in Long Beach, Calif. Services and interment in that city November 12.

WOCKEKNER—Inez C., 38, wife of Eddie Wockekner, band leader on Russell Bros. Circus, at Duke Memorial Hospital, Peru, Ind., November 12 of injuries sustained that day when struck by an auto. Mrs. Wockekner, a Wild West rider, had been with the Sells-Floto, Hagenbeck-Wallace, and Al G. Barnes circuses and was well known among outdoor show-folks. Survived by her husband; two sisters, Hilda Ver Dought, of Pella, Ia., and Mrs. North Christian, Ross Hill, Ia. Burial in Oskaloosa, Ia., November 14.

WOODSIDE—John Hampton, 65, entertainer, November 5 of a heart attack near his home in Philadelphia. He was best known for his impersonations.

Henry Mac Fayden

Henry Mac Fayden, 65, radio production director, actor, and legit director, died November 13 in the Flower and Fifth Avenue Hospital, New York, after a short illness.

Mac Fayden started his career as a singer in 1902 with the late De Wolf Hopper. Later he was associated with David Belasco as an actor and producer for nearly 20 years. He was director for the Ohio Theater in Cleveland for 11 years, and made it one of the leading summer stock companies in the country. The past eight years he was connected with the National Broadcasting Company. His adaptation of *The Trojan Women* for radio was listed among the best broadcasts of 1938 and 1939. Mac Fayden was also a director for Universal Pictures in 1929, and assisted in the production of *All Quiet on the Western Front*.

His brother, the late Alex Mac Fayden, was a well-known musician and composer.

He leaves his wife, Mrs. Teris Loring Mac Fayden.

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1923

BECKMANN & GERETY'S WORLD'S BEST SHOWS

ACTIVE CHI WEEK LAID OUT

SLA Workers' Roster Is Busy

Committees are assigned to duties for President's Party and Banquet-Ball

CHICAGO, Nov. 18.—With start of the outdoor conventions just two weeks away, Showmen's League committees have been named and are busily engaged in arranging all details of the various events in which the League will have a part. Heading the President's Party committee is Ernie Young, and he has chosen as his committeemen William Carsky, Lew Keller, Morris Haft, Fred H. Krossmann, Nat Green, Edgar I. Schooley, Maxie Herman, Sunny Bernet, Louis Leonard and Bernard Mendelsohn. Party will be held in the Louis XVI Room of the Hotel Sherman and preparations are being made for a gala evening.

Sam J. Levy, banquet and ball chair—(See SLA COMMITTEES on page 31)

Shean Toastmaster For Banquet of SLA

CHICAGO, Nov. 18.—Sam J. Levy, chairman of the Showmen's League banquet and ball, announced that Frank D. Shean, who was co-director of the midway at the New York World's Fair, will be toastmaster at the League banquet on the night of December 4. Selection of Shean is regarded as a happy one, as he is an excellent speaker and well known for his wit.

Chairman Levy said plans for the entertainment portion of the banquet and ball in the Hotel Sherman are coming along nicely. Several well-known acts have already been engaged, negotiations are on for others, and a large and entertaining show is assured.

Rocco Schiavone Assumes Control of Midway Shows

ST. PAUL, Nov. 18.—Rocco Schiavone, former manager and co-owner of the Midway Shows, quartered here, has purchased all of the organization's equipment and is now sole owner of the shows operating under that title. It was revealed this week. Schiavone will be assisted in operation of the shows by his son. They have added many new features and all equipment now in quarters has been painted.

Schiavone recently returned from a trip on which he contracted for over \$1,200 worth of neon tubing. A number of shows and concessions already have been booked for the 1941 season.

"Suggestions for Increasing Carnival Appeal From Patrons' Point of View"

By BRUCE PEACOCK
will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30



MR. AND MRS. ABNER K. KLINE took enough time out from exhibiting their horses at the 1940 Oregon State Fair, Salem, to pose for this photo on the fairgrounds just outside the horse show arena. Mrs. Kline is seen holding her three-gaited mare, Sheila, while Abner, general representative of the Eperly Aircraft Corporation, stands beside his Sheriff's Posse mount, Darby.

Long '40 Trek Ends For Gold Medal; To Winter in Columbus

SYLACAUGA, Ala., Nov. 18.—Gold Medal Shows wrote final to their 1940 tour, one of the longest under Owner Oscar Bloom's ownership, on November 11, after an eight-day stand here. Originally scheduled for a six-day run, shows were held over two days to provide midway attractions at a widely advertised Armistice Day Celebration. Engagement was not profitable, Saturday being the only big day. Aided by good weather shows drew a good pre-holiday crowd to the grounds. Inclement weather prevailed the remainder of the date. Immediately after closing here, shows made the 158-mile trek to quarters in Columbus, Miss.

Opening in Little Rock, Ark., shows were out 33 weeks, but actually obtained 34 weeks and three days, counting the Armistice Day and eight Sunday dates. Organization played 20 fairs, operated in 12 States, and covered 5,317 miles. There were two deaths, four marriages, and three births during the season.

Much inclement weather was encountered during the early spring dates. Fair season opened on June 24 at Rugby, (See GOLD METAL CLOSES on page 33)

CW, Marks Conclude Their Tours With Combined Midway in N. C.

PAYETTEVILLE, N. C., Nov. 18.—Cetlin & Wilson Shows, combined with John H. Marks Shows for the date, wound up their seasons here on November 11 with a successful eight-day stand on Shell Chateau grounds, under IOOP and Light Infantry Club auspices. Considering cold and unsettled weather, business was good with much of it coming from thousands of soldiers stationed at Fort Bragg, eight miles away. Sub-normal temperatures most of the engagement knifed attendance to some extent. Immediately after the wind-up both units entrained for winter quarters, Cetlin & Wilson returning to Petersburg, Va., while Marks contingent went back to Richmond, Va.

With Marks Shows lining the midway on the right, Cetlin & Wilson on the left, and combined rides occupying the center, activities got under way Monday night to fairly good returns. Payday at Fort Bragg on Tuesday resulted in good business that night. Wednesday afternoon all soldiers in uniform were admitted free, but inclement weather held down attendance. Cold weather the remainder of the week cut quite a figure in business, but Saturday night had a good draw considering the ele-

World of Mirth Finale Is Good

Augusta closes successful tour — shows return to Richmond quarters

AUGUSTA, Ga., Nov. 18.—Keeping grosses and attendance on a par with records established at the Exchange Club Fair last year, World of Mirth Shows brought a successful season to a close here on November 11. This year's figures were registered despite the fact that the Ringling-Barnum circus and U. S. Navy Band made appearances during the week. Jim McHugh reported. Cool weather on two nights did not hamper business seriously. Tuesday, Children's Day, drew 20,000, one of the largest crowds in the fair's history.

Rides, with the Silver Streak leading, had a good week, and fair's free attraction was set up at the rear end of the midway. Numerous showmen from other recently closed shows visited, and many of the personnel, who hadn't seen the circus, did so during the stand. Owner Max Linderman decided to remain here (See WM FINALE GOOD on page 33)

ments.

With warmer weather on Armistice night, attendance and business perked up. Press departments of both organizations, headed by Raymond D. Murray and Walter D. Nealand, co-operated on publicity, and C. R. Wilson, publisher of The Fayetteville Observer, and Bob Gray, M. Myrover, and Jack Casque, members of his editorial staff, were liberal with space. W. C. Ewing, manager of Station WFNC, and Production Manager E. V. Gwinn, carried a number of special broadcasts from the midway. Bob Machat, owner of Bob's Music Store here, led the Paradise Revue Shows orchestra, replacing Art Parent, who left for New York with Paul Lewis, drummer, to join a stage unit. Major Betts, Captain Poole, and Lieutenant Dexter, of the Fort Bragg Public Relations Department, gave shows good co-operation.

Vittorio and Edmund Zacchini, of the Zacchini cannon set, returned to their Tampa, Fla., home with Mrs. Vittorio Zacchini. Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson took their shows to quarters, while Ned Hunter, trainmaster, went to Philadelphia with the baggage cars after they were unloaded in Petersburg.

Outdoor Meets Schedule Varied

Showmen's League doings and displays of equipment to be among highlights

CHICAGO, Nov. 18.—The hundreds of showmen, fair men, and others who are coming to Chicago for the annual outdoor conventions scheduled for week of December 1 will find plenty of activities to occupy their time. As Thanksgiving has been set for November 21, it is probable that many of those who will attend the conventions will arrive earlier than usual, and the four days preceding the official opening will be active ones at Showmen's League headquarters. The League will hold open house throughout the convention period, and is making preparations for the entertainment of many visitors.

Here is a handy list of some of the principal convention-week events in which visitors are likely to be interested:

Saturday, November 30, the President's Party.
Sunday, December 1, annual memorial services of the Showmen's League of America, to be held at 1 p.m. in the Ball Tabarin of the Hotel Sherman.

Monday, December 2, annual election of officers of the League, 1 to 6 p.m.

Wednesday, December 4, annual banquet and ball, Grand Ballroom of the Hotel Sherman.

Thursday, December 5, installation of officers of the League.

December 2-6, exhibits of merchandise and services in which fair, park, and (See SCHEDULE IN CHI on page 33)

UA Terminates Poor Season in Hammond; New Barn in Mobile

HAMMOND, La., Nov. 18.—Chalking up one of their poorest seasons since becoming motorized 10 years ago, United American Shows concluded a tour of 30 weeks at the American Legion Post Armistice Celebration here last Monday and moved to Mobile, Ala., where they will winter on the Gulf Coast Fairgrounds, arrangements to quarter there having been completed earlier in the season with F. J. Gajo, fair president. Shows traveled in the States, covering 4,153 miles. They played seven Northern and eight Southern fairs and several street celebrations, including the Tall Corn Show at Marshalltown, Ia., and 12th annual Fun Festival, Fort Madison, Ia. Longest move was from Fort Madison to Corinth, Miss., while the shortest was from Davenport, Ia., to Silvis, Ill. Best week of the season was registered at (See UA IN MOBILE BARN on page 33)

Allen Shows Buy Quarters In Syracuse; Prep For '41

SYRACUSE, N. Y., Nov. 16.—Safely ensconced in local quarters, purchased last week by the management, members of the Fred Allen Shows are already engaged in activities for 1941. Clarence Chase reported this week. A crew of four is rebuilding and repainting new fronts and current plans call for the personnel to have as much work finished as possible before the cold weather sets in.

Owner Allen recently added two more tractors and semis, which will be painted in the shows' colors. A Whip, Kiddie Ride, and new office wagon also have been purchased.

Murray Re-Signs With CW

PETERSBURG, Va., Nov. 16.—Co-Owners I. Cetlin and John W. Wilson, of Cetlin & Wilson Shows, upon arrival in shows' winter quarters here this week announced that Raymond D. Murray, press representative, had been re-engaged in that capacity for 1941.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

CHORUS: "These Bank Roll Bless."

AGAIN in charge of the animals at James E. Strates Shows' quarters in Savannah, Ga., is Capt. Elmer Lumpkin.

C. L. (TWISTO) McCOORMACK has located in Louisiana, where he is in business with his father.

HOPE for '41: "Many are called but few are chosen."—Ride Boy.

HAVING closed his tour of Iowa and Missouri with his Model Farm, Joe Teska went to Flat River, Mo., for winter.

K. H. RUCKER, who closed with Doc Harvey E. Daly's Shows, is ill at his home, 307 Ninth Avenue, Bradenton, Fla., and would like to read letters from friends.

JUST before the fall, "We can handle our own beefs."—Colonel Patch.

SPENDING the winter in Baton Rouge, La., are Mr. and Mrs. Charles Bonfanti. Mrs. Bonfanti is the former Ginger Allen, last season with Gold Medal Shows.

JOHNNIE WILLIAMS, who closed his outdoor season with West's World's Won-

"TEX'S KID CIRCUS & Small Animal Show opened on November 7 in Dexter, Ga., to good business," scribes Tex J. Allison from Macon. "From Dexter the unit headed for this city where business has been good."

FOR the last two years manager of the John Denton corn game on the F. H. Bee Shows, E. H. Broome is in Lexington, Ky., where he opened a movie snapshot business. Before going there he spent some time visiting in Knoxville, Tenn.

SIDEWALL eavesdropping: "Yeah, he has lost everything but his bad habits."

NOTES from Funland Shows by Ted C. Taylor: Sanford, N. C., for the week ended November 9, gave cold, weather and the blank of the season. Conditions were good, but it just wasn't a show town. Bert Simons joined here with his Cuban Revue.

TOMMY LARSON and Ray-Bayette report from Bainbridge, Ga., where they are wintering, that they recently concluded a successful season with Wendell Kuntz's Side Show. They report purchase of a new car and trailer during the 1940 tour.

THAT used jalopy I picked up stalls like my last boss on a pay day.—Road Map Johnson.

"MY WIFE, Elsie, son, Eddie, and I have returned to our home here after a successful season on L. J. Beth Shows, where I was electrician," cards Albert

McCarrell, reports from quarters in Albany, Ga. Upon her return, Franks plans to take a two-week hunting trip with his brother-in-law, J. W. McCall.

NOT being able to uncover a bank-roll man, the boss will not take out that winter show.—Oscar, the Ham.

RAMBLING into Chicago after closing with the Rubin & Cherry Exposition were Mr. and Mrs. Roy Schaeffer, who have purchased a new photo gallery and placed it in a store in the Windy City for the winter. Mr. and Mrs. Bill Thompson, of Hennes Bros' Shows, are there with them and framing a new side show for 1941.

NAW, that's the bank. I didn't sell my best suit closing week because I needed the money. It never did fit me.—Whitey Cooks.

LEO (PAT) JULIEN, girl show operator, is in Toumy Hospital, Sumter, S. C., recovering from gunshot wounds sustained on the midway in Bishopville, S. C., on November 8, his sister, Annette McKlerman, reports. Pat will be confined in the hospital for several weeks more and would like to read letters from friends.

CLOSING week. When the boss is away venom creeps to the surface and arguments start on the midway.—Rattlesnake Pete.

PORTER VAN AULT, who closed his Arcade on Cetlin & Wilson Shows in Fayetteville, N. C., reports his season was about 60 per cent above last year. He plans to winter in Florida and will come out next year with a new blue top and a number of new machines. He'll retain the same help, who have been with him for the last eight years.

THE Big Boss just declared the show will go to town next year, but he didn't mention the town.—Cat Rack Annie.

BOBBY (SKIPPER) CAMPBELL, son of Mr. and Mrs. Whitey Campbell, of Cetlin & Wilson Shows, celebrated his fourth birthday on November 8 while shows were exhibiting in Fayetteville, N. C. Ice cream and cake were served and Bobby received numerous gifts, chief among which was a new tricycle, presented to him by Mr. and Mrs. I. Cetlin, and Mr. and Mrs. John W. Wilson, who were guests. Others at the party included Anita Fontaine, Sonny and Donny Premier, Charlie Peacock, and Jimmy Warrington.

I'VE got to polish up my cookhouse manners for the winter-meeting banquets.—Muggin' Machine Mazie.

AT CLOSE of John H. Marks Shows' season in Fayetteville, N. C., Walter D. Nealand, publicity director, left with the show train for quarters in Richmond, Va. "Death," says Walter, "seems to have taken a heavy toll of the 'old boys' during the last few years. Doc Waddell and I are still walking around intact, but even Doc has retired. Some of the old-timers who have passed on are Dexter Fellows, Ed R. Salter, Kent R. Hoamer, William X. McCollin, Carlton Collins, Dick Collins, Eddie Norwood, and Beverly White, whom I first met when he was

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For Elks' Charity Carnival, Nov. 25-Dec. 7, in Columbia, S. C. "Not the Slicks," Motor Drome, Minstrel Troupe, Grand Shows, Arcade, Cookhouse, Pizzeria, Apple-Reds, Leaf-Gallery, Diggers, Wheels (Stock Shows all OPEN). Please NEW RIDES not conflicting. "The R. R. Spot" for 1940." All replies:

Tabor City, N. C., this week; then Columbia, S. C.

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Want for Grants Park, Charleston, biggest colored exhibition all next week. Plymouth car gives away, cakery, public wedding, etc. Want rides not conflicting. Shows, Minstrel, Cookhouse. Open all winter. Write or wire

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WANTED FREE ACTS

for 1941 season, also suitable Man or Partner to sell same. We own 8 Rides, 8 Shows, Will Show all Concessions to suit you. Want Free Act, Minstrel, and Girl Shows, Winter prices. Write for 1941 Rides or Show Concessions.

WYBE GREATER SHOWS, Wayland, Iowa



THEODORE R. (TED) LEFORS, well-known West Coast showman of Marlo and LaFors, high act, was appointed chairman of the Pacific Coast Showmen's Association's Memorial Services at Showmen's Rest, Evergreen Cemetery, Los Angeles, on December 15 at the club's weekly meeting on November 11. Event will be held two days prior to the club's annual banquet and ball in Bristol Hotel, Los Angeles.

der Shows, is working the Zebra Cabaret, Cleveland, with his Seven Gentlemen of Jazz.

FAMOUS last words: "Our dog food was shipped to the wrong address."

JACKIE FRANCIS, who closed with Lou Louette's annex on Tidwell Shows and returned to Pittsburgh for winter, has booked the side show on Crowley's United Shows for 1941.

SPENDING the winter at their home in Pleasantville, N. J., after closing their fourth season at Hunt's Ocean Pier, Wildwood, N. J., are Charles and Etta Morris, glass blowers. Later they plan to work schools.

RED-INK seasons are generally followed by doughnut winters.—Annie Fay.

LOU DAVIS cards from Midland, Tex., that he will take out his Laugh at Life Show again this winter and contemplate playing Texas, New Mexico, and Arkansas. He will close with T. J. Tidwell Shows in about two weeks.

SINCE winding up their outdoor season, Jack Wolf is in quarters in Louisville, assisting John Smith, train horses, while Marie Wolf went to the Fair Store, Chicago, where she is clerking, it being her third winter there.

'TIS rumored some "Ministers Without Portfolio" are now without anything.



BETTY LOU PRESTON, 13-year-old daughter of Mrs. F. Preston, of Texas Exposition Shows, who was tendered a birthday party by members of the personnel on November 9 during the shows' stand in San Antonio after motoring from Houston with her mother for the event. Betty Lou is now attending high school in Houston.

Wines from West Frankfort, Ill. "I plan to work my photo and long-range shooting gallery in storerooms this winter in Illinois, Kentucky, and Indiana."

MR. AND MRS. CARL J. LAUTHER entertained Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson at a farewell dinner in the Lauther cookhouse on November 10 while Cetlin & Wilson Shows were playing Fayetteville, N. C. Also among guests were Mr. and Mrs. Woodrow Olson.

MANAGER (awake at last): "No, we don't need any walking newspapers on this show."

MANAGER of Penn Premier Shows, Lloyd Serfass, and Mrs. Serfass are making a tour of the South and a visit to Cuba since leaving the organization at quarters in Stroudsburg, Pa. some four weeks ago. They've visited a number of shows while en route and report business has been up to expectations.

"WE decided to winter farther north this time and nearer to the home port in case we want to put the bee on."

MRS. W. E. FRANKS, wife of the owner of Franks' Greater Shows, has been visiting her mother in Rebecca, Ga., since shows closed in Ashburn, Ga., Robert L.

"BEST OF ALL"

Carl Byrne, of Byers Brothers' received many "For long service, economy of operation and upkeep and cost profits, give me a No. 5 BIG ELL. It's the best investment of all."

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press agent for Ringling Bros.' Circus in 1897. How many remember when with the C. A. Wortham Shows and put over the Hilton Sisters, Siamese Twins?"

THOSE wearing long faces today because the show closes tomorrow should have thought about that yesterday.

"ON NOVEMBER 3 I conducted funeral services here for Leonard (Bob) Pettit, of Fairly & Little Shows, who died suddenly on October 29." Rev. J. W. E. Airey, rector of St. Andrew's Episcopal Church, letters from Houston. "I changed to go to the Auditorium Hotel here when a man who said his name was Balderon stopped me and said he was looking for me. He and several others were trying to raise enough money to handle the funeral costs but were able to obtain only \$38. Pogle-West Funeral Home did the rest. After church services the remains were interred in South Park Cemetery, and the cemetery people and Pogle-West deserve much credit for taking care of things as they did."

"THE BOSS made money" is more often than not a mistaken thought of those who didn't.

ROBERT L. McCARREL writes from Frank's Greater Shows' quarters in Albany, Ga.: "Owner W. E. Franks is spending the winter operating Playland Park on Newton Road, just outside the city limits of Albany. Water and lights have been installed and several buildings have been erected for storage of show equipment. Franks plans to keep the rides open all winter and a crew of 10 will be on hand with Pop Kelly as park custodian. All show equipment will be overhauled and painted. Art Pettit has booked his popcorn and peanut wagon for the winter, and Charlie Amis signed his photo machine. The writer will have the barbecue stand. Manager Franks has gone to considerable expense fencing in the grounds."

ASIDE to those who boasted in reverse all season: Your talents (?) may be of benefit to OTHER shows.

NOTES from Frisk Greater Shows by Ken C. Sommer, The Billboard sales agent and mail man, from Stuttgart, Ark.: After playing to crowds the entire week at Ashley County Fair, Hamburg, Ark., shows moved to Warren, Ark., where some difficulty was experienced in getting on the lot because of the shows' increased size. Committee co-operated and additional space was obtained. Favorable weather and good spending crowds made the engagement a success, concessions, rides, and shows all reporting good business. After the Warren stand shows went to Monticello, Ark., and set up on an ideal lot. Monday and Tuesday were good and Wednesday and Thursday's crowds were big, but spending was light. Friday was good and Saturday matinee and night had a good play.

THE six assistant general managers of the Famous Pinhead Shows have just joined the



W. R. PATRICK, owner-manager of Patrick's Greater Shows, is taking things easy these days after having directed placement of his shows' equipment in winter quarters in Spokane, Wash., where the shows concluded a strenuous but successful 1940 tour on October 19.

Cookhouse General Agents' Society for the winter.—Milo McGoff.

"WE have a number of showfolk stopping here with us," wrote George W. Thomas, assistant manager Majestic Hotel, Hot Springs, Ark. "Among them are Mr. and Mrs. Harry W. Hennies, Hennies Bros.' Shows; Arthur Hopper, Ringling-Barnum circus; Mr. and Mrs. Noble C. Fairly; M. J. Dookan and family, Chicago; E. W. Weaver and W. J. Goutier, mount, Gooding Greater Shows; Mr. and Mrs. Max Goodman and daughter-in-law have been frequent visitors and are expected to winter here after shows close and are put in quarters in Little Rock, Ark. Sam J. Levy and Fred Kressmann departed for Chicago to assume their Showmen's League of America banquet and ball duties. Showmen here at present seem to be busy looking over details of a proposed showmen's home."

"CLOSED after a pleasant season on the Whatsis Shows." Too many troupsers seem to look for pleasant seasons instead of profitable ones.—Cousin Peleg.

JAMES E. STRATES SHOWS' winter quarters notes by Dick O'Brien, assistant manager; James Yotas, chief of construction, is directing building of equipment planned by Owner Strates. All machinery from old quarters on Savannah Fairgrounds has been moved to the new plant and work began as soon as it was installed. New lumber has been delivered and spotted in the carpenter shops. Manager Strates left for Florida to visit his son, James Jr., at military school in Petersburg. A number of the folks journeyed to Jacksonville to visit Dodson's World's Fair Shows. Guy Dodson's spot on Geechee Road here is show-folk's headquarters. Recent visitors included Joe Baker, Guy Dodson, Charles Adams, Mr. and Mrs. Bill Anderson, Mr. and Mrs. Walter Sewell, Joe Billings, and Sam Little. Kid Adams, shows' announcer, left for Charleston, S. C., where he will re-enter wrestling.

COOKHOUSE Gossip: "He doesn't belong to our clique, so if we can high-pressure the boss into getting rid of him we'll have everything our own way over here next season."

HAVING closed a successful season in advance of the Getlin & Wilson Shows in Fayetteville, N. C., Edward K. Johnson left there for Philadelphia, where he will remain two weeks before going to Chicago for the meetings. He handled all advance details for the John H. Marks and Getlin & Wilson shows' combined midway in Fayetteville and says it was a pleasure working for Mr. and Mrs. I. Getlin and Mr. and Mrs. John W. Wilson during the season. "The midway in Fayetteville," Johnson adds, "presented a beautiful appearance, covering some 900 feet from front to back arch. Much money was spent in putting the lot in shape. We were forced to cut down a row of trees, weeds were about four feet high, and 70 loads of shavings were hauled before either show arrived. We then had to build a bridge

to get trucks on the grounds. Raymond D. Murray did a swell job on the press this season."

NOTES FROM Penn Premier Shows by Bill Henry: Crew has completed work on a new building in quarters in Stroudsburg, Pa. Shows will maintain their old quarters there, however, where trucks will be stored and repainted. New building will be used to erect new fronts and carry out the management's building program for 1941. Lew Alter has signed to build eight new fronts, work on which will get under way after Christmas. Orders for five new tops have been let and shows next year plan to work along the same lines as in the past. However, management reports the organization will invade New England territory for about six weeks and then head south on September 1. Five trucks are to be purchased. Owner Lloyd F. Serfass, who is on vacation, is expected back in time to attend the National Showmen's Association's Banquet and Ball. Harold Heller is in charge of the quarters' crew, which includes the writer, Albert Nitches, and Mickey Dolan.

TEACHER (to bright son of carnival manager)—"Johnny, what is the principal weakness of many show owners?" Johnny—"They bite to the wild dreams of their six assistant general managers before turning to the g. a. for sound and sane advice."

SLA COMMITTEES

(Continued from page 29)

man, is working closely with President Frank P. Duffield and the various committees and predicts that this year's affair, with its gold theme, will be one of the finest the League has ever staged. Edward A. Hock, chairman of the tickets and reservations committee, will announce his co-workers on his return from Hot Springs.

Of special importance is the registration committee, of which S. T. Jessop is chairman. This committee will have a large booth in the Sherman lobby with committee members on hand at all times to take care of registrations. Assisting Jessop are H. A. Lehrter, John O'Shea, Ray Okes, Louis Claver, George Olson, Sam Solomon, Larry O'Keefe, Neil Webb, James Campbell, Charles T. Goss, Lew Keller, Walter P. Driver, P. B. Joerling, and Rubie Liebman.

A. L. Roseman, chairman of the program committee, will have Morris Haft and Secretary Joseph E. Streibich assisting him. Roseman promises to turn out an attractive and interesting program.

Jack Duffield heads the entertainment committee and as his co-workers he has chosen Ernie Young, Edgar T. Schooley, Roger Listford Jr., and Sam Ward. Plans are under way to secure a score of outstanding acts, and Chairman Duffield promises one of the finest shows the League has ever staged.

Committee which will have charge of the annual memorial service is L. G. Kelley, chairman; Walter P. Driver, George W. Johnson, E. Courtemanche, Max Brantman, John Lemport, Charles H. Hall, and M. M. Webb. Services will be held in the Bal Tabarin at 1 p.m. Sunday, December 1.

On the reception committee are Bernard Mendelsohn and Ned Torti, co-chairmen; L. L. Hall, Al J. Sweeney, Neil Webb, and Sam Ward.

Press committee is Nat Green, chairman; B. L. (Bob) Hickey, Johnny J. Kline, G. L. (Mike) Wright, Frank D. Shean, and P. E. Joerling.



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Additional Draft Serial Numbers

CINCINNATI, Nov. 16.—Herewith is given the third list of names and serial numbers of men engaged in various lines of show business who registered under the Selective Service Act and gave either the home office of *The Billboard* or one of its branches as their permanent address. The first list appeared in the issue of November 2 and the second in last week's issue.

The cards of those who gave *The Billboard's* Cincinnati office (25-27 Opera Place) as their permanent address are on file at Hamilton County Draft Board No. 7, Room 201, Havlin Hotel, Opera Place and Vine Street. Cards of those who used the New York address (1564 Broadway) are on file at Local Board No. 20, Public School 67, 120 West 46th Street. Chicago Draft Board No. 1, 35 S. Dearborn Street, has the cards of those who used the Chicago address (Fourth Floor, Woods Building, Randolph and Dearborn streets), and

Fifth Ward Draft Board, 715½ Chestnut Street, has the cards of those who used the St. Louis address (390 Arcade Building, Eighth and Olive Streets).

To learn one's order or call number it is necessary to check the "master list" of order numbers issued to the draft boards throughout the country. Such a list has also been published in the daily newspapers. Order numbers of those having Selective Service mail at the various offices of *The Billboard* are given on this page.

The additional names and serial numbers follow:

CINCINNATI	
Ferguson, Walter Leon Jr.	4345
CORRECTIONS	
Fleming, Lloyd J.	3703
Havilla, Albert	3043
Shaw, William M.	3661
CHICAGO	
Decco, Fred Lee	2416
ST. LOUIS	
Kirkwood, Eugene	5840

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Nov. 16.—Following are the order and serial numbers of men who have Selective Service mail at *The Billboard's* various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately.

CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Serial No.
Adams, Walter W.	328	3553
Allen, Billy	12	3470
Allen, Claude W.	395	3223
Anderson, James	320	3210
Arbogast, Geo. C.	94	3843
Ashworth, Richard L.	258	3217
Babbs, Louis W.	234	3549
Barfield, Carl C.	178	3122
Beard, Elbert Loyd		
Bickford, Amos L.	371	3472
Borsvold, Arthur E.	369	3571
Bowen, Per J.	248	3029
Bowman, Chas. R.	134	2970
Breece, Dale V.	83	3763
Bright, James H.	142	3471
Brodie, Joe J.	118	3504
Brown, Jim J.	231	3605
Cahill, Joe L.	107	3018
Chandler, Ray	23	3259
Choate, Vernon	242	3018
Conroy, Harry T.	297	2973
Costello, Tom	331	3587
Crowe, Chas. H.	358	3258
Crow, Richard D.	121	3634
Cruz, Duyo	93	3252
De Griseo, Anthony	142	3842
Eckhart, Harry A.	41	3250
Endicott, Ray	267	3335
Eysted, Benjamin A.	57	3522
Fariouss, Paul E.	307	4345
Ferguson, Walter Leon Jr.	307	3705
Fleming, Lloyd J.	125	3107
Ford, John W.	132	3530
Gaverson, Steve J.	149	3445
Gibson, Howard C.	131	2928
Gouldie, Frank C.	190	3604
Grant, Harry L.	257	3673
Greaves, Wm. F.	4	3508
Harper, Marshall T.	26	3526
Hartham, Henry	262	3043
Havilla, Albert	4	3001
Hogg, Mack	282	3040
Jackson, Fred R.	82	3586
Jackson, Robt.	156	3254
Jensen, Ralph P.	63	3063
Jeter, Van Leo	134	3689
Johnson, Mike F.	84	3519
Jones, Harold H.	1125	3566
Jones, James Earl	48	3045
Kealey, Edwin M.	171	3187
Keith, Ferrell E.	151	3103
Kelson, Charles E.	206	3696
Killebrew, Raymond O.	90	3748
King, Henry	289	3008
Knight, Joseph P.	340	3498
Lamb, Buddy	220	3707
Leatherman, Fred L.	237	3033
Lee, Arthur W.	127	3182
Leino, Tony	173	3821
Lewis, LaVerne P.	180	3821
McGuire, Edward L.	281	3798
Madore, Patrick A.	184	3137
Mallory, Richard	66	2974
Marks, Frank	162	3705
Miller, John L.	96	3655
Miller, Orson Augustine	292	3104
Mills, Madison E.	240	3057
Morley, Donald V.	357	3032
Morse, David S.	128	3074
Mullen, Harry J.	101	3320
Myers, Lucky V.	263	3758
Nicholas, Green J.	89	3681
Noller, William H.	157	3173
O'Neil, Patrick J.	114	3469
Oweh, Geo.		
Politte, Leo		
Redinger, George B.		

15 Years Ago

(From The Billboard Dated November 21, 1925)

Heart of America Showmen's Club completed arrangements for its annual Christmas Party and Celebration in Kansas City, Mo., the committee being composed of President W. J. (Doc) Allman; George Howk, chairman; C. F. (Doc) Zeiger, Glen Loomie, J. L. Rammie, P. W. Deem, Louis Heminway, Howard Brandt, Clarke B. Feigar, Robert Clay, Jake Birendine, Charles McMahon, and O. B. Hice. Barney Paige signed with Max Gruberg's Keystone Exposition Shows to again handle the slotdrome in 1926. J. P. Murphy closed contracts to again serve as general manager of the Nat Reiss Shows for 1926.

Formerly of Dodson's World's Fair Shows, W. A. Hallock signed with the John W. Norman Circus for the winter tour. Dalton & Anderson Shows closed the season successfully in McCrory, Ark., and went into quarters there. Waynesboro, Ga., under American Legion Post auspices, proved a winner for Metropolitan Shows. W. K. (Doc) Bushnell, vet outdoor showman and one of the best pit-show talkers, died in Baptist Hospital, Houston, on November 18. After a successful season with Tip Top Shows, Jack V. Lyles went to Tarboro, N. C., for winter. Martin H. Cook was playing vaude dates in Oklahoma after closing with the Lachman-Carson Shows in Tulsa.

Mr. and Mrs. Joe Raffield were wintering in Schenectady, N. Y., after closing with Boyd & Linderman Shows. After a fair season on the C. F. Zeiger Shows, Ma and Pa Slover and daughter, Bonnie, went to Hot Springs, Ark., for a three-week stay before heading for Joplin, Mo., for winter. Among well-known old-timers in the carnival field gathered in Montgomery, Ala., included Rhoda Royal, Spike Hennessy, Irish Jack Lynch, George Cleveland, Arkansas Bill Hopper, Frank Sweeney, Diamond Lew Walker, Jack Allen, Max Kimmmerer, Doc Hartwick, Carl J. Lauther, Cliff Wilson, Eddie and Cliff Kraus, Tom Salmon, Si Perkins, Dan Moggs, Jim Eskew, Lew Rose, Frank S. Reed, and Jim Dunleavy.

Globe Poster Buys Triangle

CHICAGO, Nov. 16.—Phil and Norman I. Shapiro, of Globe Poster Corporation, have incorporated the Globe-Philadelphia Corporation, which has purchased the assets of the Triangle Poster Printing Co., operated in Philadelphia. Norman Shapiro is president of the new company and will continue in charge of the Philadelphia plant, to which additional equipment will be added.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 16.—Plans for the seventh annual meeting of the association are complete and the entire program will be announced in *The Billboard* of November 30.

All sessions will be held in Room 118, Hotel Sherman, Chicago, commencing Monday, December 2, 1940, at 11 p.m., and continuing nightly at the same time and place until the business of the meeting is completed.

We have received word from several more of our members, including Floyd E. Gooding, Gooding Greater Shows, and Clemens F. Schmits, of their intentions to be present at the meeting.

Showfolk Pay Tribute To the Late F. H. Bee Jr.

CUERO, Tex., Nov. 16.—Leonard McClemore, who with David J. Huls purchased the F. H. Bee Shows from the late F. H. Bee Jr. at the conclusion of the 1940 tour and retitled them Bee's Old Reliable Shows, said here that "in F. H. Bee Jr.'s death show business has lost one of its most valued assets. His way of making and holding friends was unlimited. My five years of close association with him were the most pleasant of my more than 25 years in the field."

CARBON HILL, Ala., Nov. 16.—Paying tribute to the late F. H. Bee Jr., L. D. (Bill) Dollar, a former employee of the deceased, said: "The final curtain for F. J. Bee Jr. fell upon one of the outstanding characters of show business. I want to pay tribute to him as a man that I knew and loved. He was deeply religious, a former school teacher who started in show business as a concessionaire and by dint of sheer ability, personality, and character rose to the top of his chosen profession.

"He enjoyed the confidence of patrons and competitors alike and never was known to deny a helping hand to a deserving fellow trouper, and they were many. One of his greatest assets was a loyal and loving wife, who stood by him and carried on during his lengthy illness. The final curtain for F. H. is final in body only. He will live forever as a good Samaritan in the hearts of those who knew him."

Sunny Bernet will be in charge of sales for this, as well as the Chicago and St. Louis plants.

Reilly, James J.	60	3162
Richards, John W.	164	3623
Richardson, Raymond J.	362	3317
Robinson, Ralph J.	303	3517
Rutherford, Claude R.	337	3289
Satterfield, Thomas M.	129	3674
Scotfield, Clifford M.	315	3661
Shaw, Wm. M.	106	3790
Spillman, Don F.	298	3004
Stacey, Michael J.	330	3873
Stanley, Frank	74	3151
Stewart, Blake W.	83	3039
Studebaker, Paul Fred		
Teller, Ralph	182	3482
Thomas, Arthur		
Thomas, Tommy	285	3787
Thompson, John J.	227	3013
Tyski, Walter	193	3658
Van Camp, Arthur J.	219	3446
Wade, Harper P.	344	3682
Wall, Otis L.	153	3046
Washburn Jr., Nelson	118	3462
White, Richard	252	3041
Wilt, Richard H.	190	2924
William, Oscar H.	266	3485
Womack, Curmeck D.	266	3479
Yonko, Spero L.	190	3085
Yost, Arthur M.	212	3330
Young, Howard A.		

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Beaudreaux, Carlisle Albert	146	1428
Benjamin, Chester Everett	130	2544
Kirkwood, Eugene	177	5840

NEW YORK OFFICE, 1564 BROADWAY

Harris, William A.		
McCoy, Michael James		

WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Red Turkey, Tex.
Week ended November 16, 1940.

Dear Editor:
This will be the last Texas date of the season. Rumor has the show jumping back north so as to shorten the bosses' trip to the Chi meeting. The past week found the Century of Profit Show playing in the Wichita Mountains in the southern part of the State. The midway was laid out on a mountain side, the entire lot being surrounded by evergreens. A sight made beautiful by nature was made more so by the master hands of the Ballyhoo brothers. Their object in bringing the show here was to show it off to the fair secretary.

To make the midway outstanding from a standpoint of beauty the office spent thousands of dollars on equipment and trimmings. Orders were given to spare no expense and work started at a feverish pace. All tents were covered with metallic powder and radium. To bring out the beauty and color of the tops a fleet of planes hovered overhead playing powerful searchlights on the canvas during the night. All pine and evergreen trees, as well as shrubbery, were decorated with electric lights of many colors. Blue, green, yellow, and red flares were kept burning here and there to add to the color and lighting effects. A steady stream of fireworks was sent up from the back of the lot from dusk until midnight.

On the peak of the mountain the brothers erected a mammoth mirror, 30 feet high and 2,000 feet long. The reflection of the fireworks, lighted evergreens, midway lights, and searchlights could be seen hundreds of miles away. The old canvas fence that surrounded the lot was junked and replaced with a solid picket neon fence, each picket of a different hue. A row of neon arches was erected at distances of 10 feet apart along the highway and walkways from the town to the lot. Hundreds of modern light towers were placed on every street and alley leading to the Circulating Exposition. The local press dubbed the show, "The Portable Northern Lights Pleasure Trail."

The sun, moon, stars, and fleecy

clouds took on the carnival spirit throughout the entire engagement, making the midway more beautiful than ever by one blending into another. This beautiful sight, the roar of the midway, and the echoes from the mountain awoke and brought out thousands of natives who had never visited a midway before. (The bosses claim that their mighty name and reputation would have alone done the work.) Friday had been set for the arrival and entertainment of the local fair board. The cookhouse was gaily decorated for the occasion. All dummy hams and other grocery-wheel flash were hung on the cross braces overhead. This was done to kill the "They-are-starving-on-that-show" propaganda of our competitors.

The outstanding and most unusual scenic effect was held up for the special fair board day. Early Friday morning the show's engineers switched the course of a mountain stream to bring it rushing over the back gate of the midway. With special freezing equipment the water was changed to ice, depicting Niagara Falls frozen up. One can imagine the visiting fair board's surprise upon arrival. Each lighting effect held them breathless; each beautiful sight awed them beyond all dreams. The bosses were high in their praises of their own and original midway. Their stories regarding next year's building campaign held the fair board spellbound. After the dinner and drinks the board departed. On Saturday a special delivery letter arrived reading: "Sorry to turn your show down for next year's fair. We, the board, have decided to book some money-grossing shows and rides, and not ice, glass, and a big light bill."

MAJOR PRIVILEGE.

UA IN MOBILE BARN

(Continued from page 29)

North Iowa State Fair, Mason City, with Greenwood, Miss., running second.

Poorest week was here, with McComb, Miss., sharing the doubtful honors. Five Sunday dates were played in as many States. Organization was plagued by cold and rainy weather early in the season and later by extremely hot weather. Coming to Mississippi for the first time in several years, shows garnered better business than it had in the North with two or three possible exceptions. There were many truck accidents during the season, including a fatal one near Fredericktown, Mo.; two marriages, one birth, and one death, and much sickness. Mrs. Vernon was called to her home at Bryan, Tex., two days before closing because of the fatal illness of her mother. Oscar C. A. Vernon accompanied her, returning in time to close the show. This is the first time that shows have wintered in Alabama.

Showfolks Scatter

Where they will go: Mr. and Mrs. C. A. Vernon, Bryan, Tex.; Secretary and Mrs. H. P. Ellis, to quarters and then to Corpus Christi, Tex.; Chief Electrician Tiny and Mrs. Gehritz Mobile, and then to Corpus Christi; Mr. and Mrs. Sidney Hoyle, to Texas and then Mobile; Mrs. Mike Davis, Kansas City, Mo.; Danny Darr, San Antonio, where he will clown in a department store until after holidays; Mr. and Mrs. Dick Hyland, New Orleans; Don Roy Johnson, Ocean Springs, Miss.; Mr. and Mrs. Joseph Scott, Little Rock, Ark.; Mr. and Mrs. Roy Coons, Slou City, Ia., and Tommy Grogan, Vicksburg, Miss.

Buck and Laura Tiernan go to quarters; Mr. and Mrs. Huntly and elephant Burma, to a small winter circus and then to Mobile; Mr. and Mrs. T. V. Palmer to quarters; William Biddle, Memphis; Mr. and Mrs. Hightower, Texas; Harry Miller, Beloit, Wis.; W. B. Vanderford, Starkville, Miss.; Mr. and Mrs. Thomas McKinney, Hattiesburg; and then to Des Moines; Mr. and Mrs. Ernest Collins, New Orleans, where they will demonstrate toys in Holmes Department Store; Harry Spencer, Mobile, and then to Florida; Marie De Tour and side show personnel, quarters and then store room shows; Harold Beed and staff, Hattiesburg, and then to Alton, Ill.

Sam Lover, Mobile, then to Hot Springs; George A. Abbott, Hattiesburg, and then to Roanoke, Va.; J. V. Peterson,

Alta, Ia.; Mr. and Mrs. John Eubanks, quarters; Thomas Casey, St. Louis and Mobile; Jerry Singleton, Hattiesburg and quarters; Norman McKenzie to quarters, and then St. Louis; Mr. and Mrs. William Allen and son Jackie, Alexandria, La.; Ray Swanner, Hattiesburg, and then Mobile; J. W. Robinson, J. L. Morris, and E. W. Pevroncha to quarters. Mr. and Mrs. Walter B. Fox will spend a few days in New Orleans and then to Biloxi, where they will remain until after the holidays. Special Agent Bob Fox closed here early and left for his home at Tupelo, where he will winter. Visitors closing week included Newell and Vivian Taylor, Mr. and Mrs. Larry Reese, J. T. Kelly, L. B. Holtkamp, and Ted Rosen.

GOLD MEDAL CLOSES

(Continued from page 29)

N. D., and dates as far north as the Canadian border and as far south as Laurel, Miss., were played. Oscar and Dottie Bloom left for the Gulf Coast to do some fishing before heading for the Chicago meetings. Mabel and Don Pierson went to Carruthersville, Mo.; Paul and Miriam Farris, Kansas, Mo., then to Florida; Mr. and Mrs. Bob Heth, Rochester, Minn.; Bruce and Christiana Duffy, Compton, Calif.; Pete and Marie Christo and the kids, Rubey, Martha, Sonje, Mary, and Carolina, New Orleans; Clayton and Caroline Holt, and Alton and Dora Pierson, Carruthersville, Mo.; Scoup Liger, Chicago; Otto Bryant, Jacksonville, Fla.; Lee Gibson, Biloxi, Miss.; Bill Smithers, Miami; Al Ames, Tampa; Charles and Stella Sullivan, winter quarters; Al Green, Merry-Go-Round foreman, Stuttgart, Ark., then home to Little Rock, Ark.; Larry and Vernelle Kelly, Springfield, Mo.; Harvey and Francis Langmo, Tampa, and Jack Sword, Assam, India.

Frank Duncan will remain in quarters; B. O. (Alabama) Freeman, Forrest, Miss.; Shelton and Iola Buff, Kansas City, Kan.; Ralph and Dorothy Morocco, Macon, Ga.; Roy Roder, Indianapolis; Cliff Miller and family, quarters; Al Leonard, New Orleans; Turk Abraham, Lewisburg, Pa.; Andy and Marie Rasmussen, Fremont, Neb.; Tom Saterfield, quarters; Charles Marble, Danville, Ill.; Tom O'Boyle, Thief River Falls, Minn.; Jeff Coley, Jacksonville, Ill.; Mr. and Mrs. Clyde Biles and Les Liedke, quarters; Mr. and Mrs. James (Red) Lollar, Bisbee, Ariz.; Cliff and Virginia Carpenter, Louisville; Lawrence Rohrer, quarters; Pat Ford, Little Rock; Glenn Edwards, Houston; Paul and Pody Woting,

Little Rock, and then to quarters; Harold and Bessie Lucas, Tampa; Bruce Seitz, Missouri; Maurice, Thelma, and Betty Frenzel, quarters; Clayton, Jeanne, and Freddy Clayton, New Orleans; Marshall Haley, Miami; Ray and Verne Duffy, and Ed Wilson, Miami.

WM FINALE GOOD

(Continued from page 29)

over Monday for the Colored Fair. All exhibits and other fair features were left standing and good attendance and business was recorded.

Ed Willingham, president of the Exchange Club, and members gave good co-operation, as did local papers and radio stations. The shows left here for quarters in Richmond, Va., where they wintered last year.

SCHEDULE IN CHI

(Continued from page 29)

carnival men are interested; Hotel Sherman and Hotel La Salle.

In addition there will be meetings of the American Carnivals Associations, International Melor Contest Association, American Trotting Association, and various fair circuits. For feminine visitors the Ladies' Auxiliary of the Showmen's League will hold open house all week.

Visitors who wish to spend their spare evenings seeing local shows or night clubs will find a complete list of the better shows and spots at *The Billboard's* booth on the mezzanine floor in the Hotel Sherman.

WANTED!

Men To Cash In On These
New Popcorn Machines



These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the popcorn for you. All-electric, full cabinet size. Capacities: \$9.00 to \$20.00 per hour. Low down payments, easy terms.

Write for Catalog!
ADVANCE MFG. CO.
6322 St. Louis Ave.
ST. LOUIS, MO.

Kaus Expo. Warsaw Closer Is Success

WARSAW, N. C., Nov. 16.—Kaus Exposition Shows closed their 1940 tour here on November 11 at an American Legion Post Celebration to good weather and business. Armistice Day produced an excellent crowd, spending was free, and all reported satisfactory business. J. P. Dowdy and J. C. Crews were Asheville, N. C., visitors, while several of the personnel visited members of the John H. Marks and Cetlin & Wilson shows combined midway at Fayetteville, N. C.

Leonard and Harriet Dunlop, of Utica, N. Y., visited friends on the midway, and J. E. Kaus has set up his skating rink in Kinston, N. C. Tom Percival was on the sick list at the finale here. Some of the members gave these destinations for the winter: General Manager A. J. Kaus will attend the fair meetings and then take a brief vacation in Florida; Mr. and Mrs. James Burns and daughter, Marjorie, will vacation in Florida; Business Manager George Whitehead to Miami; Lot Superintendent James Kane and Mrs. Kane, Boston, and then Florida; Mr. and Mrs. A. P. James, a motor trip thru Mexico.

Mr. and Mrs. C. O. Davis and son, George, will take a short vacation in Florida and then return to their home in Tonawanda, N. Y. Willie Lavin and Mr. and Mrs. Harry Hattie will return to their Kansas City, Mo., home; Mr. and Mrs. Ray McWethy, Sarasota, Fla.; Mr. and Mrs. Al Kadel, Miami; J. P. Dowdy, Melbourne, Fla.; Mr. and Mrs. E. A. Allen and Stewart Mohler, Van Wert, O.; Louis Scott and Ooston Club troupe, night club work, and Charles Gramlich, St. Louis.

Mr. and Mrs. Roy Teslina will return to Fall River, Mass. Earl and Estle Drayer, Buffalo, Tom Percival and Otto Hofferker, Philadelphia; Cass Shottis, Amsterdam, N. Y.; Dave Parry, Scranton, Pa.; Otis Towery, Hickory, N. Y.; Leonard Coniglio, Miami, and Lester Kern, Tampa,

THE BIGGEST BALL—OF ALL THE BALLS

LOS ANGELES
HOTEL BILTMORE
GOLD ROOM
TUESDAY NIGHT

DEC. 17

PACIFIC COAST SHOWMEN'S ASSOCIATION

19th Annual

BANQUET and BALL

- 3 BIG NAME BANDS
- HOLLYWOOD STARS
- MARDI GRAS FESTIVITIES
- FLOOR EXTRAVAGANZA
- A BILTMORE FEAST
- DANCING 'TIL DAWN

TICKETS \$5.00 PER PLATE

RESERVATIONS NOW! WRITE Banquet & Ball Committee, Pacific Coast Showmen's Assn., 623 1/2 So. Grand Ave., Los Angeles, Calif.

MAHI SHRINE TEMPLE OF MIAMI, FLORIDA

FAIR AND EXPOSITION

11 DAYS—DECEMBER 4 TO 11 INCLUSIVE

Endy Bros.' Shows, Inc., on the Midway

WANT Silver Streak, Ponies, Funhouse, Unborn, Side Show, Drome, anything not conflicting. All legitimate Concessions open. The largest most outstanding event ever held in Miami. Under the personal direction of DAVID B. ENDY.

All address, ENDY BROS.' SHOWS, INC., MIAMI, FLORIDA.

"TENTS—BANNERS"
NEW TENTS
USED TENTS
NEW BANNERS
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MAY WE SERVE
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603 Hardisty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

J. Shapiro Heads Chi Office
PITTSBURGH, Nov. 16.—The Chicago office of Shapiro Bros., Poster Printing Company, opened to give increased service to customers, will be under the personal supervision of Jake Shapiro, of the Triangle Poster Printing Company of Pittsburgh.

HIGHS FOR LA. FAIR
(Continued from page 3)

\$80,000. The expenditure was borne by the Federal and State governments and the fair association. WPA workers are still engaged in work on improvements at the grounds, the report of the secretary-manager showed, among them drainage and sanitation projects, which, it was pointed out, will mean much to the fair in the future.

N. C. McGowan, newly elected director, was introduced at the meeting, and the resignation of O. L. Biedenharn from the board was announced, the resignation being due to press of other business.

ROUTES

(Continued from page 30)

Randall Sisters (Capitol) Washington, t.
Rando, Barbara (Pinto's) NYC, no.
Rauoulettes (Cat & Fiddle) Cincinnati, t.
Rauqu & Taring (La Coma) Hollywood, no.
Rayve & Margjo (Happy Hour) Minneapolis, no.
Ray, Rita (Misses) Chi. no.
Rayne, Billy (Oriental) Chi. t.
Rayne, Lela (Oriental) Chi. t.
Reyes, Raul & Eva (Buffalo) Buffalo, t.
Reyners, The (Music Hall) NYC, t.
Rhodes, Carol (Coo Hoo) NYC, no.
Rhyan Hooks (Capitol) Washington, D.C. t.
Richman, Jean (Commodore Perry) Toledo, t.
Ridgway, Harry (State) NYC, t.
Rios, Rosita (La Coma) NYC, no.
Roberts & White (Netherlands Plaza) Cincinnati, t.
Roberti (Park Central) NYC, h.
Robinson Twins (Chief Paro) Chi. no.
Rockwell, Charles & Lillian (69th Street Rathskeller) Phila. no.

L & S SHOWS WANT
For Santa, Ga., this week's Greatest next week all 50 town locations: Pish Pond, Mag John, Bell Game, small Cook Home and legitimate Concession. We have four ideas. Write or wire.
MARTIN J. LOZIER & TOMMIE SCOTT
P.O. Box 100, Hay Place or Fred Hendrick, across this ad.

HARRY KELNER & SON, Inc.
50 BOWERY, NEW YORK CITY
One-Half Deposit on All Orders

Ronning Mike	Gr.	\$ 8.00
Mary Tricky Taxi	Gr.	21.00
Hollover Cat	Gr.	24.00
Monkey Corn & Mirror	Gr.	18.00
Original Old Doves	Gr.	8.50
Large Side Seal	Gr.	21.00
U. S. Gyroscopic Tops	Doc.	1.50

Send \$2 for Samples of Best Selling Toys

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE
FOLDED SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$6.95	50,000..\$12.75	80,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10) CENTS

1 ROLL	50c
5 ROLLS	2.50
10 ROLLS	3.50

ART LEWIS SHOWS, INC.
"World's Finest Midway & America's Newest Railroad Show"

For our 1941 Season, we are now open for proposition from reliable Showmen capable of producing money-getting shows. Especially interested in high-class Monkey Circus, also Midlet Show. A-J Producers and Managers of Girl Revues. We can always place legitimate Concessions. For personal interview contact me as follows: November 18-20, Hotel President, New York. December 1 to December 4, Hotel Sherman, Chicago, Ill. After that date, permanent address, Hotel Fairfax, Norfolk, Va.

ART LEWIS, GENERAL MANAGER

OCALA, FLORIDA, FAIR
KINGDOM OF THE SUN FAIR, OCALA, FLORIDA, NOV. 25TH TO 30TH.
STARKE, FLORIDA, FAIR, DEC. 2-7.

Twenty-five thousand workmen building Camp Blanding and thousands of soldiers, two of Florida's best spots. Want Concessions, no exclusives. Use Matadome and one more Hot. B. Place 4th wood Show. We play 15 Fairs in Florida this winter. All address: N. P. ROLAND and GEORGE GOFFAS.

MIGHTY MONARCH SHOWS
WILLISTON, FLORIDA, THIS WEEK

CENTRAL AMUSEMENT COMPANY WANTS

For Pahokee, Florida, Fair and Thanksgiving Festival, November 25-30; Pompano, Cocoa, Titusville, Miami to follow. Ride—One more Flat Ride. Show—Any neatly framed Show that gets money. Legitimate Concessions all open. All address: SHERMAN HUSTED, Manager, Belle Glade, Florida, this week; then as per route.

P.S.: You don't have to buy Florida license plates. We have statewide permit.

WANTED WANTED WANTED
DE SOTO COUNTY FAIR, ARCADIA, FLA.
6 DAYS—6 NIGHTS—6 WEEK DEC. 2.
One of the Best "D" Fairs in Florida.
Want first class Cook House, Eating Stands, Concessions, Pish Tilt Win. Photos, American Bill, Scales, Rat, Fox Race. Anything working for stock and not over 10c. No racket. Independent Shows with own outfit and transportation. We play Clearwater, Fla., week Dec. 9; then 10 Winter Fairs, starting Baiting Green, Fla., week January 20th. Address:
CRESCENT AMUSEMENT CO.
(Wintersquarters) BOWLING GREEN, FLA.

Rosora & Morris (Harry's New Yorker) Chi.
Rollercoaster Trio (Hendrick Hodson) Troy, N. Y. h.
Rooney, Pat (Diamond Horseshoes) NYC, no.
Ross Riders (Edgewater Beach) Chi. h.
Ross, Lanny (Waldorf-Astoria) NYC, h.
Ross & Antonio (Waldorf-Astoria) NYC, h.
Rossiflanos, The (Willage Barn) NYC, no.
Roth, Connie & Al (Sage) (Paramount) NYC, t.
Rutherford, Merle (Mon Paris) NYC, no.
Ryan, Three (Cosmos) Chi. no.

S
St. Clair & Day (Edgewater Beach) Chi. h.
Sandoz, Vera (Le Ruban Noir) NYC, no.
Sandoz, Frances (McCoe's Club 15) Phila. no.
Schubert, Florence (Ivanhoe) Chi. re.
Scott, Hazel (Cafe Society Uptown) NYC, no.
Schantin, John (Music Hall) NYC, t.
Sedler, Roy (Palumbo's) Phila. no.
Sbarzo, Nita (36 Club) Freeport, Ill. no.
Shayne, Betty (608) Chi. no.
Shilly, George (Chez Maurice) Montreal, Que., no.
Sherman, Muriel (Cocoon Grove) Boston, no.
Shields, Ella (Sawdust Trail) NYC, no.
Shore, Willie (Hi Hat) Chi. no.
Smyrebo, Captain (Washington) O. t.
Sillman, June (Brevort) NYC, h.
Silla, Myria (Gaucho) NYC, no.
Slings, Gene (Royce) NYC, t.
Slocum, Red (Paramount) NYC, t.
Sloan, Kate (Jack & Bob's) Trenton, N. J., no.
Smith, Margie (Cadillac Tavern) Phila. no.
Smith, Manny (Qu-Andy's) NYC, re.
Sonny, Ed (Casino Gardens) Detroit, no.
Spaulding, Marie (Fairway Yacht Club) NYC, no.
Spencer, Harry (Latin Quarter) Boston, no.
Stardusters, The (Airport Inn) Lancaster, Pa., no.
Stefansen, Georges (The Yari) Chi. no.
Stevens, Danny (Princess) Newport, Ky., cc.
Stirling & Rubin (Weber's Hofbrau) Phila. no.
Storrs, June (Ambassador West) Chi. h.
Stons, Gary (Palmer House) Chi. h.
Stout, Fred (Capitol) Washington, O. t.
Stump & Stansby (Pal.) Cleveland, t.
Summer, Helen (Ivanhoe) Chi. re.
Swick, Frank (Oriental) Chi. t.

T
Tamura (Chez Paree) Chi. no.
Tanner & Swift (Hollender) Cleveland, h.
Tate, Jerry (Columb) Dayton, O. t.
Toll Sisters (Roosevelt) New Orleans, h.
Terrible Swedes, The (Old Hickory Inn) Chi. re.
Tennis, Eleanor (Piana) NYC, h.
Theater, Sister Rosita (Cafe Society) NYC, no.
Theodores, Danting (Roosevelt) New Orleans, h.
Thomas & James (Jack & Bob's) Trenton, N. J., no.
Thobias, Don & Dancing Debutantes (Zephyr) St. Paul, no.
Titan Trio (Urcia Rio de Janeiro) no.
Tropicale Trio (Clu Club) NYC, no.
Towns, Julian (Algonquin) NYC, h.
Trent, Kathleen (Kelly's) Cincinnati, no.
Turke, Sophie (State) NYC, t.
Tucker, Al (Qu-Andy's) NYC, re.
Turtle, Wm. C. (Joe Young's) Portland, Ore., no.

U
Ulmer, Jack (Dirty Moore's) Chi. no.

V
Valley & Lynne (Solton) Harrisburg, Pa., h.
Vaughn, Grace (Brevort) NYC, h.
Veech, Vera (Columb) Dayton, N. Y. h.
Vernon, Wally (State) NYC, t.
Vilan, Demetrios & Ilea Kevin (Music Hall) NYC, t.
Vocal Act, The (Piccadilly) NYC, h.
Vogue, Charlotte, & Count Boris (Leon & Eddie's) NYC, no.
Von Dell, Cecil (608) Chi. no.

W
Waldron, Jack (Park Central) NYC, h.
Ward, Bill (Jack & Bob's) Trenton, N. J., no.
Warren, Ruth (Stamp's) Phila. c.
Warren, Katherine (Music Hall) NYC, t.
Whalen, Maurice & Betty (Blackhawk) Chi. no.
White, Madeline (608 Club) Chi. no.
White, Jerry (New Yorker) NYC, h.
White, Jack (18 Club) NYC, no.
White, Eddie (Lookout House) Covington, Ky., no.
Willard, Harold (Weylin) NYC, h.
Woods & Bray (Cocoon Grove) Boston, no.
Woodward Sisters, (Park Central) NYC, h.
Woody, Arch (Capitol) Dayton, O. t.
Wynn, Nan (Ambassador East) Chi. h.
Wyse Jr., Ross, & June Ryan (Oriental) Chi. t.

Y
Yarr, Sonya (Stanton) NYC, h.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
Young, Audrey (Oriental) Chi. t.
Youngman, Benny (Hurricane) NYC, no.

Z
Zurke, Bob (Ambassador East) Chi. h.

GRAND-STAND AND FREE ATTRACTIONS
(Routes are for current week when no dates are given)

MISCELLANEOUS

Fisher's, Bob, Fearless Flyers (Fair) Donaldsonville, Ga.

Hebler's, Ray, Bears: Brookville, O., 18-23; Wilmington 25-30.
Brage Bros.' Show: Marshall, Tex., 18-23; Tyler 25-30.
Butchman, John T., Museum: Corpus Christi, Tex., 18-23.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. & A. Am. Co.: Hampton, Ark.
Antique Am. Co.: Hampton, Ark.
B. & H. Am. Co.: Swansboro, S. C.
Brown Family: Rides: Ludowick, Ga.
Bulluck Am. Co.: Beaufort, S. C.; Yemassee 25-30.

Burke, Harry: Maqueimine, La.
Central Am. Co.: Belle Glade, Fla.; (Fair) Pahokee 25-30.
Down East Attrs.: Bataeville, S. C.
Evangeliste: Columbia, La.
Fitzsimms, Maud Cady: Wrightsville, Ga.
Furland: Tabor City, N. C.; Columbia, S. C., 25-30.
Great Eastern: Branchville, S. C.; Edgefield 25-30.
Greater United: Laredo, Tex.
Henry's: Helbert, Okla.
Joyland: Corona, Calif.
Keystone: Thomasville, Ga.
Lank, Dea, FAMOSA: Corpus Christi, Tex., 13-24.
McVinn's United: Marksville, La.
Mighty Monarch: Williston, Fla.; (Fair) Ocala 25-30.
Park Am. Co.: Lake Charles, La.
Rogers & Powell: Pascagoula, Miss.; Lumberton 25-30.
Royal Expo: (Fair) Brunson, S. C.
Shugart, Doc: Kinshasa, Tex.
Sisco's Tybee Show: Keller, Ga.
Snapp Greater: Alexandria, La.
Southern Midway: Meeks, Ga.
Southern States: Donaldsonville, Ga.
Southern United: Caddo, Okla.; Hochstet 25-30.
Texas Kidd: Stanton, Tex.
Texas Longhorn: Albany, Tex.; season ends.
Texas Shows: Kinshasa, Tex.
Tower Am. Co.: (Fair) Cross, S. C.
Walker: Jessup, Ga.; Mendes 25-30.
Ward, John R.: Jeanerette, La.

CIRCUS
ADDITIONAL ROUTES
(Received Too Late for Classification)

Brock, Lew: (Mainliner) Des Moines 18-23.
Brown, Evans: (Hotel Witter) Wisconsin Rapids, Wis., 18-23.
Brucettes: Six Seasonal: (Poles Bergers) Mexico City 18-23.
Burt Bros.' Shows: Clarkton, Mo., 18-23.
Campbell, Janet: (Hilltop Casino) East Dubuque, Ill., 18-23.
Craig Bros.' Show: Portageville, N. Y., 23.
Daniel, B. A. Magician: McElrree, Mo., 21-22.
Emerald Sisters: (Adams Theater) Newark, N. J., 21-27.
Flea, Chas. T., Comedy Co.: High Springs, Fla., 18-20.
Gilbert, Jerry: (Martin's Tavern) Lima, O., 18-23.
Hardy, Ann: (Mainliner) Des Moines, 18-23.
Jaxon Ventriloquist: (Merry-Go-Round) Dayton, O., 18-23.
Kennedy, Bill: (Chateau Malartic Hotel) Malartic, Que., Can., 18-23.
Kent, Aris: (Mainliner) Des Moines 18-23.
Lank & Roubie: (Belvedere Club) Hot Springs, Ark., 18-23.
Overman, Wally: (Grove Theater) Oering, Neb., 22-23; (Toral Theater) Bridgeport 24-25; Morrill 26.
Palge & Jewett: (El Paso Club) Mexico City 18-23.
Rarvin, Hal & Hilda: (Chateau Malartic Hotel) Malartic, Que., Can., 18-23.
Rice City Shows: Sweet Water, Ala., 18-23.
Sherman Bros. & Tessie: (Narragansett) Plainville, Mass., 18-23.
Thorson, Carl: (Chateau Malartic Hotel) Malartic, Que., 18-23.
Vincent, Kenny: (Roxy Theater) Cleveland 18-23.

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COMIC DIPLOMAS 50¢ dist. dec 1940 Gro 10.00
Comic Girls... 80¢
Giant Thumb... 75¢
Mist Harbor... 80¢
Metal Rope Chain... 1.50
For a Sinker... 75¢
Peanut for Xmas... 75¢
Nut Penetrate... 30¢
Nuts For Xmas... 65¢
Nuts For Xmas... 55¢
Nuts For Xmas... 55¢
New Xmas Baby... 1.00
For the Bride... 1.75
55¢ of Xmas Items... 2.00
New Tricks & Jokes... 2.00

SAMPLES
MAGNETRIX NOV. CORP., 126 Park Row, N. Y.

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Nov. 16.—President Frank P. Duffield was in the chair at an interesting meeting November 14. With him at the table were Treasurer Fred H. Kressmann, Secretary Joe Streibich, and also Past Presidents Sam J. Levy and Ernie A. Young. Membership committee presented applications of George W. Kell and Charles Winkley and both were elected to membership. Relief committee reports Brother George Nelson is about ready to leave the hospital. Brothers L. S. (Larry) Hogan and William Caraky are still confined, however, Brothers Jim Murphy and Tom Rankine's condition is about the same. There were no late reports from Jack Lydick. Brother Jack Pritchard is confined at his home. Chairman Sam J. Levy reports arrangements for the banquet and ball are going along nicely. Brother Jack Duffield's entertainment committee assured members entertainment in keeping with the affair, which will do honor to the Golden Anniversary of the International Association of Fairs and Expositions.

Brother Nat Green has arranged for some good radio and newspaper publicity. Late reservations came from Phil Little, Barnes-Carruthers Company, and Gooding Amusement Company. Chairman Ernie A. Young and committee are busy on arrangements for the president's party to be held at Hotel Sherman November 30. Admission will be by card only. In the absence of Chairman L. C. Kelley, Brother Walter P. Driver is handling arrangements for the annual Memorial Service December 1. Leo Bennett, Bob Sugar, A. L. Roseman, Dave Picard, John Hays, Philip Gilson, Sam Solomon, George Terry, Charles Owens, Max Hirsch, James P. Madigan, Ralph Glick, Andy Markham, and William J. Stephens were welcomed back this week.

Brother Harold Paddock, who does League stewardship duty on the Johnny J. Jones Exposition, sent in a swell report with dues totaling \$110. This is in addition to moneys handed the secretary at Louisville. Brother Sam Plenberg came thru with a letter with folding money attached, resulting from his efforts on League's behalf on the Beckmann & Gerety Shows. William Claiborne closed with the Cole Bros' Circus and visited. Frank Winkley left the application of Charles Winkley and then he, Robe Liebman, and Leo Overland departed on a short Florida visit. Brother Oscar Kenyon, while en route west, stopped in for a call. Harry Bert is back in town and visited, as did Irving Grossman, of Des Moines.

Action was taken to transfer the November 21 meeting to November 22. League will hold open house during the convention. Letters have been sent to all who have failed to fulfill their pledge to the Showmen's Home Fund. Most of these pledges were made to extend over a period of three years, 1938-'40. Trustees were, by a special resolution, appointed to hold this office until December 1, 1940, and those in charge are anxious to have a clear slate for the final report.

Late remittances to the fund came from E. C. Velure, C. Groschne, Harry Wingfield, Bruce Chase, Charles De Kree-

(See SLA on page 54)

Missouri Show Women's Club

Maryland Hotel
St. Louis, Mo.

ST. LOUIS, Nov. 16.—Last Thursday night was social night at the club. Various games were played and awards went to Irene Burke, Florence Parker, Edna Arons, and Grace Goss. Nell Allen was hostess and coffee and cake was served. President Anna Jane Pearson went to Hot Springs, Ark., for a three-week vacation. Elizabeth Yearout left for Kansas City, Mo., and Emporia, Kans., after a two-week visit here. She is secretary of Greater Exposition Shows. Ethel Hesse went to Atlanta to visit Mr. Hesse, who is on the Johnny J. Jones Exposition. Millicent Navarro is still in a serious condition in Missouri Baptist Hospital. Secretary Grace Goss reports dues are coming nicely.

Club Activities



National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Nov. 16.—Secretary Sam Rothstein presided at Wednesday's meeting. Banquet Chairman Irving Rosenblatt reported the third annual banquet is getting into full swing and feels the event will have the biggest turnout of all time. Chairman Tom Brady of the speakers' committee reported that his four-star date is complete and will be a satisfactory surprise to all. Knowing Brother Brady's past performances, it is assumed that the event will top any other. Dinner, entertainment, and music of topnotch caliber are already arranged for and members and friends are advised to get their reservations in early. Members are also requested to get after prospective advertisers and turn in copy before November 25, which is the deadline for the souvenir program. Thru the efforts of Brother Johnny Kluse, committee badges for the banquet were received from E. G. Staats & Company.

A letter of thanks was voted and sent to the Showmen's League of America for a check from it in the amount of \$404 as the result of the World's Fair Benefit. Brother Ben Williams was also voted official thanks for his voluntary contribution of \$43, which was left over from money he had collected for another purpose. President Max Linderman's World of Mirrh Shows have piled up an impressive record for money collected for the organization this season, as has Vice-President Art Lewis. Art Lewis Shows. Brother Charles Lewis is still sending in new applications and is sliding in easily into his Life Membership.

Members are reminded that there will be a meeting on November 20 and a special open meeting on November 25, after which there will be open house for members and friends. Refreshments will be served. When the Ladies' Auxiliary was invited into the last meeting President Midge Cohen reported that her members are confident their efforts this year for the banquet would surpass any other.

Now that the season is over many members are seen in the rooms who have been away all summer. Among recent arrivals were Jake Linderman, Bibbe Malang, and Frank Hogan. Brothers Frank Wirth and Sid Goodwalt have just returned from Florida and say the fishing is still as good as ever there.

New applications were received for Irving Newman, Bernie Shapiro, and Eugene Everett (Mickey) Davis, proposed by Charles Lewis; Rudolph Eisenberg (Bobby Whaling), by George A. Hamid, and Louis D. Kling, by Harry Kaplan.

Birthday congratulations to William C. Kaus, November 20; Ben Lewis, Ira Vail, 23; A. C. Hartmann, Samuel Leroy Hewitt, 23; Richard A. Bows, Frank Seliger, 24; Harry G. Traver, Joe Schubert, 25.

Ladies' Auxiliary

New members: Anne Wetsman, proposed by Rose Lange; Florence Meeker, by Bess Hamid; Ethel Weinberg, by Ethel Grossman. Most of our sisters are in from the road and it is a delight to see them sitting in the rooms. Nomination of officers for 1940 is scheduled for November 19. Most dues are in. Are you one of the delinquents? If you are, the secretary is holding your card, which will be sent upon remittance.



Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Nov. 16.—Club's second regular weekly meeting opened with Vice-President Chester I. Levin in the chair. Secretary G. C. McQuinn and Treasurer Harry Althuler also were at the table. Minutes of the last meeting were approved and a communication from Brother L. C. Reynolds, of Reynolds & Wells Shows, was read. William Lee

and (Mickey) Humphrey were admitted to membership. After several members gave some interesting talks, the meeting was adjourned to permit members to partake of a delicious lunch, prepared by the Ladies' Auxiliary.

Brother and Mrs. Glenn Hyder visited en route to Jacksonville, Ill., as did Mr. and Mrs. Ray Martin and Mr. and Mrs. Bill Parsons, of the J. L. Landes Shows. Brother Dave Reese, of Elito Exposition Shows, was here on business. Brother Slim Lindsey, general agent Reynolds & Wells Shows, returned to the shows after visiting his sister, who has been ill.

Joe Weber, of the Bud Anderson Circus, left the South to book his Jessie James one-nighter. Brother George Elser is suffering from an injured knee. Brother Slim Wadsworth, who formerly operated concessions at Krug Park, Omaha, is now in the restaurant business at Fayette, Ark. Brother Shorty Lynn, of the Bud Anderson Circus, attended the meeting. Brother Jimmy Morrissey left on a tour of inspection of the Government Tent Theaters for Baker-Lockwood Company. Brother Dave Stevens is still on the sick list. Brother Frank Ellis has the advance on Ray Marsh Brydon's International Congress of Oddities, which is exhibiting at 1130 Grand Avenue here. Past President and Mrs. W. L. Mellor, of Baker-Lockwood Company, have returned from Roanoke, Va., where they attended the National Tent & Awning Manufacturers' Convention. M. Pellman visited en route to his Minnesota home. Brother John Francis, who has been confined at De Paul's Hospital, St. Louis, is expected to return to his home next week.

Election of officers will be held at the regular weekly meeting on December 6 and all members are requested to attend. The Banquet and Ball Committee reports that the annual event which will be held this year at the Hotel Phillips on New Year's Eve will surpass all previous efforts and there is a steady demand for reservations. Treasurer Harry Althuler revealed that dues are coming in well and many requests for membership applications are being received. Secretary G. C. McQuinn again requests that members advise him of their permanent addresses for the winter. Several committees are at work planning an intensive membership drive during 1941. More interest in the weekly meetings is being

(See HASC on page 52)

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Calif., Nov. 16.—Because the regular meeting night fell on Armistice Day this week, meeting was held Tuesday night. It was called to order by President Dr. Ralph E. Smith, and First Vice-President Joe Glacy and Secretary Al E. Weber also were on the rostrum, with 106 members attending. Brother Harry Rawlings conducted the allegiance to the flag. Brother Weber called the roll and read the minutes of the last gathering. Communications were read from Brothers Joe Chontos, Paul Strum, Bob Clark, and Showmen's League of America to the club's banquet and ball committee. It received a big hand. Application for membership of Charles L. Caviller, brought in by Brother Sam Dolman, was approved and he was introduced to the assembly.

Brother John M. Miller reported for the finance committee, and the auditor's (See PCSA on page 52)

3000 BINGO

Heavyweight cards, black on white. Wood markers printed (two sides). No duplicate cards. Put up in the following size sets and prices:
25 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.
Reserve cards \$5 in sets of 100.
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Per 100, \$9.50.

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Made in 30 sets or 100 cards each. Played in 3 rows across the card—set 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 5 1/2 x 7 1/2. LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be retained or discarded. 2,000, size 5 1/2 x 7 1/2, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker, Real Glass \$12.50
3,000 Jack Pot Slips (strip of 7 numbers), per 1,000 1.25
Lightweight Lipcards, 6 1/2 x 7 1/2, Per 10050
3,000 Small Tote "Greenies" Bingo Sheets, 7 colors, pads of 25, Size 4 1/2 x 7 1/2, per 1,000 1.25
3,000 Featherweight Bingo sheets, 5 1/2 x 7 1/2, per 1,000, \$1.25 per M. Stamped in mass of 25, Per M 1.50
Bingo 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 50¢ C. O. D. fees. No personal checks accepted. Instant delivery.

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From the Lots

Barfield's Cosmopolitan

Bazley, Ga., November 4-11. Auspices, American Legion Post. Business, good. Weather, cold at night.

Shows made the short jump from Vidalia on Sunday and had everything in readiness for Monday's opening. Cold nights early in the week caused crowds to leave the lot early, but despite the weather, business was steady thruout. Armistice Day drew several thousand school children who were admitted free to the grounds following a downtown parade. Warm summer weather helped swell the crowds, and gave shows and rides a good day. Mrs. C. E. Barfield purchased a new Kiddie Ride and truck here, and C. E. (Doc) Barfield, owner-manager, announced spots would be the final one of the season. He leased a huge warehouse here for quarters for the shows. Mr. and Mrs. Barfield will vacation in Florida. The Georgia fair dates were good and shows closed another satisfactory season.

Vidalia, Ga., October 28-November 4. Auspices, Tombs-Montgomery Fair. Business, fair. Weather, fair.

Tombs and Montgomery counties combined forces for the first fair here in several years. Because of the poor condition of the lot, which incidentally was a new location, show did not open Monday night, but a good-sized crowd turned

out from Lyons and Vidalia Tuesday. Business increased steadily during the week and Friday, Children's Day, drew a huge crowd. County Agents J. Carl Daugherty and W. H. Smith Jr. were in charge of the fair. Despite cold weather shows and rides turned in a good week's business. GEORGE MITCHELL.

Mighty Monarch

Gainesville, Fla. Week ended November 3. Location, Alachua County Fair. Auspices, American Legion Post. Business, good. Weather, good.

With an ideal location and co-operation of sponsors, business for the shows started off well and continued all week. Mr. Yasbury joined with Kiddie Ride. Mr. and Mrs. Charlie Faye concluded a successful season and returned to Norfolk, Va., where they will winter. A number of new concessionaires joined here, as did Mr. and Mrs. Keller with their Merry-Go-Round.

MIGGETTE McCLAIN.

Los Angeles

LOS ANGELES, Nov. 16.—Carl Sonitz, after finishing the Shrine Circus, Galveston, Tex., for Pollock Bros. Circus, came here and is assistant to Waldo T. Tupper on the Christmas show for benefit British War Relief. Ted and Mario Lepors closed with Stebrand Bros. Piccadilly Circus at Coolidge, Ariz., on November 9, and are at their home here for the winter. Lawrence Buck, Johnny Pizzo, Jeanette Fern, Jerry Maren, Buster Brodie, Harry Monty, Nona Cooper, George Havens, Victor Wetter, Georgia Buresch, and Buster Resmond are recent additions to the Midget Revue with the British War Relief Show. Tommy Cammero returned and is located at a Hollywood night club. Hilda Long came in from San Francisco for her engagement with the British War Relief Show. Harry Wooding, trainmaster for World's Fair Shows & Goe Bros. Circus, came in for the winter. Mr. and Mrs. George Coo left the fair at Phoenix, Ariz. Tony Struberg has arrived and will winter here.

The Four Queens, aerial act with the Zeiger Shows, are here for the winter, and Hank Carlisle is at Noah's Place near

Yuma, Ariz. Mr. and Mrs. H. J. Brazier, past season with the Zeiger's United Shows, went to Phoenix, Ariz. C. F. (Doc) and Mrs. Zeiger, after putting the shows in quarters at Albuquerque, N. M., left for the Chicago meetings and the Heart of America Banquet and Ball in Kansas City, Mo. Moe Eisman returned for the winter and is located at Bristol Hotel. Frank Ward, general agent Zeiger's Shows, left for Phoenix, Ariz., where Louis Wald is operating concessions. Mr. and Mrs. Frank Forest, of Kreko's West Coast Amusement Company, are back for the winter. Bert Conklin came in from Tulare, Calif., to work the British War Relief Shows. Hugh Bowen was in here for a few days but left to rejoin the Joyland Shows. West Coast Amusement Company closed at Porterville, Calif., and reported a satisfactory season. Mr. and Mrs. Frank Morgan returned from the West Coast Amusement Company.

Walter K. Sibley is handling amusement features here, and Mr. and Mrs. J. Ed Brown left for San Diego, Calif., for a short visit. They will then return to Long Beach, Calif., for a vacation. Harry Taylor, with Clark's Greater Shows playing San Diego, was here for a short stay.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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Coast British Relief Show Contracts for Acts, Rides

BEVERLY HILLS, Calif., Nov. 16.—Final preparations are being made for the Christmas Land Show, to be staged in Miracle Mile area here on November 19-December 27 under auspices of the British War Relief Association of Southern California. Director Manager Waldo T. Tupper has sent 5,000 invitations for the opening.

Recent arrival was Carl H. Sonitz, who will assist Manager Tupper and handle special events and ticket sales. Jack Stratton, who is handling publicity, has been getting good breaks in stalls with art and stories, and the show has been heavily plugged via radio and billboards.

O. N. Crafts Enterprises are furnishing rides and a circus program is being arranged for children. It will include Winston's Equestrian Seals, the Clarke and Velarde Trio, wire, bounding rope, and trapeze. Among clowns contracted are Curley Phillips, producer, and Bernie Griggs and Art Latus. Charles Post's band will play the show.

Big Attraction Program Booked for Charlotte Show

CHARLOTTE, N. C., Nov. 16.—The 15th annual Charlotte Exposition and Food Show got under way on November 6 for an 11-day run with attendance of 4,000, said Manager J. B. Vogler. In 1939 the show set an attendance record of 85,000.

Headlining stage attractions were Dean Hudson and His Florida Clubmen, who played the first two nights and returned for appearances on November 12 and 13. Bo Norris's orchestra played on other nights. Appearing on the vaude program were La Tosca, bounding rope; Canestrellis, unsupported ladders; Harrison and Gordon Irwin, cyclists; Captain Tiebor's seals, Kelly's dog and pony circus, and members of dance schools.

Bingo, directed from the stage, was slated for the last six days, with 12 free games offered during afternoons, and there were to be nightly prize awards, with an automobile to be given away on closing night. Afternoon features on three days were baby contest. Manager Vogler, who is secretary of Home Service Stores, sponsor of the show, has managed it since inception in 1926.

He reported that shows have been getting good results in San Diego, Calif. Ernest Clark, of the Clarkonians, is in Santa Monica Hospital suffering from a heart and stomach ailment. Lucille Zimmerman is operating concessions at Ocean Park, Calif., and Sammy Coomas and George Wiler are making spots with concessions in Southern California. Carl H. Steffens Shows recently closed one of their most successful seasons. Roland Stephon's Superior Shows have gone into quarters at Culver City, Calif.

Mr. and Mrs. J. G. Bruweiler motored in from San Francisco en route to Tampa, Fla. G. T. Fitzmaurice left for St. Petersburg, Fla., and he plans to re-enter the amusement business next year. Unusual warm weather here helped outdoor amusement business here. Crafts Golden State Shows, which closed a fair season, are being stored in quarters at North Hollywood. Orville Crafts and Roy E. Ludington will hold their annual venison dinner for showfolk and friends soon. Wynne Heldoorn reports the Vicorville, Calif., show was not very profitable. B. M. (Doc) Cunningham closed with the West Coast Amusement Company and is booking his small animal unit in stores and at sponsored events.

Bryant Appointed Manager For Three Carolina Shows

GREENVILLE, S. C., Nov. 16.—G. Hodges Bryant reports he has been appointed managing director of three national home shows in North and South Carolina, to be held under auspices and supported by the Federal Housing Administration. First one will be staged six days in Textile Hall here under sponsorship of The Greenville News.

Negotiations are under way for a show to be held in Greensboro, N. C. under auspices of The Greensboro News-Record and Chamber of Commerce and one to be held in Charleston, S. C., under sponsorship of the Realty Board. Co-operation from the FHA is being given and several national exhibitors have shown interest in the series. Plans call for 60 exhibits here. Jimmie Reed's Southernaires have been engaged for the three shows. Each will offer three contests, typical housewife, model home, and quiz, and \$450 in prizes.

Staff includes Mary L. Bryant, office manager; Earl Lenover and Fred S. Rees, booth salesmen; Lynn C. Beran, contest director; Roy Jackson, construction superintendent, and Jacqueline Crawford, publicity.

Elliott Plays Winter Dates

AMHERST, N. S., Nov. 16.—Since close of the Frank J. Elliott Shows in mid-October and return to quarters here, Manager Elliott has been playing week stands in Hinks in Nova Scotia and New Brunswick under auspices. First date was in New Glasgow, N. S., with Truro, N. S., and Moncton, N. B., following. Chief attraction is a wild animal show, in charge of Consuelo Flores. It includes an elephant, seven lions, monkeys, ponies, and dogs.

Endy Booked for Miami

MIAMI, Nov. 16.—Endy Bros.' Shows have been awarded a contract to furnish attractions at the 11-day annual Miami Muhl Shrine Temple Fair and Exposition, reported Sterling S. (Duke) Drakenbrod, who is in charge of advance publicity. President David B. Endy will supervise the promotion and L. (Peasy) Hoffman (See ENDY BOOKED on page 44)

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TOM HASSON, CIRCUS HEADQUARTERS, ELKS' CLUB, COLUMBIA, S. C.

RB Has Draw Of 25,000 at Savannah, Ga.

SAVANNAH, Ga., Nov. 16.—More than 25,000 people viewed the afternoon and night performances of the Ringling-Barnum circus at the fairgrounds here November 8. Officials reported that the afternoon matinee drew about 12,000, and at night 13,000 were seated under the big top.

It was one of the largest crowds to ever witness a circus in Savannah. The response was gratifying as the Coastal Empire Fair had just completed a seven-day run. Perfect circus weather was on hand.

Both performances were completed without a single accident. General admissions were 50 cents and \$1 while reserved seats went for \$1.75 and box seats for \$2.14. The gate was estimated in excess of \$20,000.

The show went from here to Jacksonville, Fla.

Mack's Small Fry Circus Set for Store in Albany

PATERSON, N. J., Nov. 16.—Captain Mack's Small Fry Circus returns to the Montgomery Ward store in Albany, N. Y., November 22 for a five-week run over the holidays. It will be the show's second year there. The store has designed a special setting for the miniature menagerie and an extravagant big-top circus layout for presenting the program, including a tent, seats, ring, and band.

This year the show is launched under a campaign to sponsor aid to European war-torn kiddies, and its publicity approaches have received unanimous reception and preliminary assistance.

Features at Evansville Show

EVANSVILLE, Ind., Nov. 16.—The Hadi Temple Shrine Circus at the Coliseum here will feature Terrell Jacobs and his wild animal act, Gasca Brothers, Billetti Troupe, the O'Neills, and Corinne Deano. Happy Kellans, of this city, will be producing a clown, assisted by LeRoy Thompson and Van Wells. The advance sale is considerably ahead of the same time last year. Del V. Blackburn is chairman of the performance committee.

Manitowoc Act Returns

MANITOWOC, Wis., Nov. 16.—A Manitowoc teeterboard act, trained by Billy Schultz, circus performer, returned home November 9 after closing season with Cole Bros. Circus. The act, which includes Jack Krumdick, Bobby Mauer, John Armstrong, Winifred Pratts, Marie Delebast, Anita Fidler, and H. Haese, plans to continue with the circus next spring.

DUKE DRUKENBROD is in Miami, Fla., where he is assisting on the promotion of a Shrine circus.



TWENTY-SIX of the 33 charter members of the Canton (O.) Showmen's Club. Shown in the group are Mr. and Mrs. George Marlow, Mr. and Mrs. Pete Mardo, Mr. and Mrs. Frank Adams, Mr. and Mrs. Gerald Tritch, Mr. and Mrs. Earl Vardel, George W. Rinehart, Art Hill, Edward Sterling, William Mause, Leo Portman, Ralph Smith, Lucretia S. Laysner, Edythe Siegrist, Sam Strickland, K. C. DeLong, Charles Hill, Robert Schreiber, Roy Wild Bill Green, Earl Riegler, Henry Martin, Robert Pryst, Harry J. Hill, Roy Maughman, Arnold Mauer, William Taylor, Victor Lasser, and Sherlock Evans.

Good Season for Kelley-Miller; McCurtain Best Spot

JOPLIN, Mo., Nov. 16.—The Al G. Kelley-Miller Bros. Circus closed one of its most successful seasons at Smithville, Okla., November 2 and is now in quarters here. Weather at the closing date was ideal in the afternoon, but rather cool at night. Business was fair at the matinee and capacity at night. Capacity houses were also plentiful at nights during the show's Oklahoma run, with McCurtain the banner spot of the season.

Visitors noted the closing week were Roy A. Stamms and A. Morton Smith, of the Gainesville Community Circus; Mr. and Mrs. J. J. Cooley; Mr. and Mrs. Wells, of the Wells Magic Show; Chief and Mrs. Keyes, Vernon Pratt, Frank Darr, Mr. and Mrs. Ben Grady and daughter, Sheila, and Doc and Mrs. Roberts.

On the run from Bethel, Okla., to Smithville, one of the animal trailers upset. The only damage was a slight injury to one of the lions.

Added to the equipment this season were a new Buick passenger car, two new Chevrolet trucks, an electric light plant, several ponies and horses, and a large Canadian bear. Show now has three light plants. When the show leaves quarters here the latter part of April, it will have all new canvas, including a much enlarged big top and side show. It will also have new banners.

The personnel went to various locations: Overt Miller and Dorris and Kelley are at quarters; Homer B. Phillips went to his home in Port Towson, Okla.; Millburne Sisters to the Davenport show in Texas; Frank Dunnigan to Hot Springs and Wichita, Kan.; Mr. and Mrs. Ted La Velda to Shreveport to open their winter show; Frank Darr to Mena, Ark.; John Grady back to theaters for the Griffiths in Hugo, Okla. The Woods Troupe left early in the fall to play fair dates.

Winter Circus Contracted for Rio Grande Valley by Dannelly

DONNA, Tex., Nov. 16.—Altho the Rio Grande Valley has failed to attract a circus so far this season, valley circus lovers will not be deprived of their opportunity to see a circus this winter, according to Frank C. Dannelly, who was press representative for Russell Bros. Circus this season. He has just returned here from Mexico and reports that while there he contracted the Circo Royal, Mexican circus, for an early showing in the Rio Grande Valley.

Headliners among the acts that will be under Dannelly's direction are Manuel King's 15 lions, Morgan's military elephants, King Bros.' ponies, and the Velerie Monkey Circus. Other acts expected to arrive here for the opening November 20 are the Sheelar Family, Fly-

Circus Season in Sweden

STOCKHOLM, Nov. 9.—Sweden is one of the few countries in Europe where amusements are still operating under anything like normal conditions. While dearth of foreign talent and the menace of war cut the number of circuses on tour to about half the usual number the past summer, there were three important circuses in Stockholm and two big ones on the road. The Circus Scott, Circus Mijares-Schreiber, and Circus Jean Houcke played Stockholm for a month; the Houcke show in the indoor arena and the others under canvas.

Circus Scott spent most of the summer on tour, ending with an extended run during September in the arena at Bothenberg. This circus is operated by the two surviving brothers of the well-known quartet, Four Bronettes. With the Danish clown, Madsen-Miche (of the movie team known as Pat and Patachon), they head clown alley. Other acts with the show were Henriquez, contortionist; the Florida-Harlem tap dancers, and the Asgard, acrobats.

The Circus Mijares-Schreiber features the wire-walking Mijares Brothers, the high-school horses of Baptista Schreiber, and the medley of clown, aerial, and tumbling routines of the Charlie Hvels Family.

Jean Houcke presented his horses, a jazz band, and a few vaude acts. As a whole the circus bills were weak but the public is fully aware of the impossibility of obtaining foreign acts under present conditions and accept what is offered.

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of The Billboard.

"The Circus's Turning Point"

By EUGENE WHITMORE

This article in which a great revival in business is foreseen if new presentation ideas spread will be a feature of the

Christmas Number of The Billboard
Watch for it in the issue dated November 30

Woekener's Wife Killed by Auto

CHICAGO, Nov. 16.—Mrs. Inez Woekener, wife of Eddie Woekener, last season bandmaster of Russell Bros. Circus, was struck and fatally injured Tuesday (12) by an automobile on the streets of Peru, Ind. Mrs. Woekener was crossing the street when struck. She was rushed to Dukes Memorial Hospital, where she died in less than an hour. Driver of the car was exonerated from blame.

Mrs. Woekener was well known to circus people. She had been with the Sells-Floto, Hagenbeck-Wallace, and Al G. Barnes circuses as a Wild West rider. The body was taken to Oskaloosa, Ia., for burial Thursday (14).

Evans Unit for Store

MASSILLION, O., Nov. 16.—J. J. Evans Circus Unit has been engaged for the holiday season by Gimbel's Department Store, Pittsburgh, Unit, which includes trained horses, dogs, monkeys, and novelty acts, will be offered for the entertainment of the children in the store's toy department.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Nov. 16.—Many acts and a number of clowns are getting ready for the Christmas season in department stores, a type of show business that continues to grow from year to year and gives employment to many performers. A score of club members leave this week for various cities to work thru the pre-holiday weeks.

The Matthews Duo is building a new rigging for its flying act.

Toby Wells and the writer were in an auto wreck a few days ago en route to play an out-of-town date. Auto was badly wrecked but fortunately no one was seriously hurt.

Joe Madden, juggler, is back in town after an absence of several years.

Bert Lamont and his cockatoos are back from a South American tour.

Paul Loenzo and Victoria report they had the best season in years with their new high act.

Jack Klippel, clown with Cole Bros. Circus, has returned to Chicago and is a frequent visitor at the club.

Several units are rehearsing at the club, and it looks like old times.

Truck and Trailer Legislation

MADISON, Wis., Nov. 16.—The State truck tax law was upheld by the State Supreme Court November 8 when it affirmed a Green Bay municipal court decision in the case of Raymond Aulik, Antigo, Wis., truck driver for a building supply firm, vs. the State. The case was appealed to the high court on the contention that the law was an unfair discrimination against truck owners compared with other users of highways.

Aulik was arrested September 13, 1939, in Green Bay by Percy L. Wilson, inspector for the State motor vehicle department, on a charge of operating a truck on which the tax had not been paid.



SNAPSHOT of troupers known to many showfolk. Left to right: Doc Weddell, Mrs. Gay Markell, Mr. and Mrs. Curly Wilson, Shirley Frances Lyons, and Al Markell.



With the Circus Fans

By THE RINGMASTER
CFA

President
WILLIAM H. JUDD
25 Murray St.
New Britain, Conn.
Secretary
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P. O. Box 4,
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Editor
WALTER HOENADEL
The White Top, care Hohenadel Printing
Company, Rockville, Ill.

ROCHELLE III, Nov. 18.—CFA George H. Barlow III, of Birmingham, N. Y., writes: "Returned last Tuesday from a two weeks' vacation in Puerto Rico and the Dominican Republic. While in those countries tried to look up some circuses, but found they had disappeared for the season. Small one-ring shows, I am told, tour both these islands and present very commendable performances. Some of the shows originate in Cuba and travel throughout the West Indies. While in New York City I saw the rodeo in Madison Square Garden and Joe Cook in *It Happens On Ice*. Also saw Al Johnson in *Hold On to Your Hats*. I went to the World's Fair and saw the Ice Revue, American Jubilee, and Aquascope and numerous other attractions. Renewed acquaintances with numerous showmen, including Gene Graves, son of Mickey Graves, formerly with the Ringling show.

"Stuart M. English is lining up acts for the annual Rotary Charity Circus. Capt. Dan E. Fox saw the rodeo several times in New York City and renewed acquaintances with many old friends, including Gene Autry. Business meeting of the Pat Valdo Tent will be held week-end of December 16 and the annual regional meet will be held late in November or early in December."

F. E. Loxley, CFA of Cranston, R. I., caught the World's Championship Rodeo with Gene Autry at the Boston (Mass.) Garden, afternoon of November 3.

Walter B. Hohenadel, CFA, and Melvin Olson of Rochelle, attended the North-western-Minnesota football game in Chicago.

The October-November issue of *White Tops* has been mailed.

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Nov. 18.—Jim Schomburg, press agent for the Lillian Leitzel Tent, handed the writer a list of the members of the Bradford, Pa., outfit and we were glad to note thereon some of the finest names in this part of the country. As we study them we learn why it is possible for this group of circus lovers to put on their great affairs. . . . At our convention business meeting Benmie Arnold, former national president, bemoaned the fact that Tom Mix had passed to the Greater Show Above or, as a brother member put it, *The Greatest Show Off Earth*, for at every Christmas time Mix would send every member of the Will Rogers Tent a Christmas card. . . . Prexy Harold G. Hoffman will act as toastmaster of Sinner George A. Hamid's National Showmen's Association dinner to be held

15 Years Ago

(From The Billboard Dated
November 21, 1925)

Heavy rains thru the South, coupled with cold weather, had cost showmen thousands of dollars and forced some shows to close. The 101 Ranch Show closed ahead of time at Birmingham, Ala., and the Hagenbeck-Wallace Circus made Memphis, Tenn., its last stand. The Christy show was about ready to call it off when the sun came out. . . . Ed L. Brannan, general agent of Robbins Bros.' Circus, was wintering in Kansas City, Mo. . . . Brazil, Ind., was a mecca for advance agents and circus bill-posters. Those there included J. C. Admire, C. W. Compton, John M. Admire, Thomas Ausley, Harry Harris, Harold Neese, George Caruthers, Virgil Prussell, Bill Leavitt, Ben Snyder, and Ernest Krause. The boys had a club known as the Bucket and Brush, of which John M. Admire was president. . . . Hagenbeck-Wallace Circus, following its closing at Memphis, Tenn., left for quarters at Peru, Ind., arriving November 8. William H. Curtis, of the show, went to his pecan farm near Pass Christian, Miss., and Jimmie Thomas, clown, joined Lee Bros.' Circus at Ennice, La.

Frank E. (Whitey) Brooks, assistant boss hostler with Robbins Bros.' Circus, had arrived in Chicago to have charge of the horses at the American Polo Club.

Georges Karmino, former ballet master of the Hagenbeck-Wallace Circus, was appearing with his dancers in the stars in a prologue to *The Phenomenon of the Opera*. . . . E. E. (Spike) Goodell, who was one of the 24-hour men with the Hagenbeck-Wallace Circus, announced his retirement from the white-top field. . . . O. A. Gilson's band of Robbins Bros.' Circus, was filling a winter engagement at Daytona, Fla. . . . Dell Simmons, who was with two of the Christy shows, joined Walker Bros.' Shows. With that show were the Walker Sisters, swinging ladder and trapeze performers, the Aerial Edwards, and Bob Russell. . . . Paul W. Havrell, one of the best and most popular circus advance car managers, died at St. Olaf's Hospital, Austin, Minn., November 13.

on the night of November 27. . . . The *Coke's American* of October 19 contains a long article by Sinner John J. Miskala, treasurer of the Dexter Fellows Tent. It is printed under the head, *The Town We Live In*, and is reminiscent of Johnny's boyhood days. It is a fine look-back into the years.

We received a letter from that stalwart circus lover, A. L. Chumley, who has been fortunate in adding much to his collection of Circusiana during the past few months. Among other things, he writes: "Early this month I landed a 5 by 7-inch booklet of poems by Max Dillea, a clown. The title of the book is *Reveries of a Clown*, published in 1914. Also picked up two Campbell Bros.' song books, 1905, and a route book 10pp. 5 by 6 1/2 inches for the season of 1900; also some large photos of this show dating back to 1889; also Campbell Bros.' programs of 1905-'06-'08 and '09. I think I have had some good luck in landing many desirable items during the past few weeks. It has been years since I ran across so many items that I could add to my collection."

George K. Handle is doing a splendid job with the membership list of the Dexter Fellows Tent, and Sinner Ben Turner's pictures of the convention, taken in the side show, are still the talk of the town. Reverberations still come in about the last convention, the latest being from Charles A. Somana, of the W. W. Workman Tent, who writes: "I want to compliment you and the boys for the manner in which the delegation was treated at the convention. What particularly impressed me was the reception at the Pennsylvania Station when 100 of the Dexter Fellows Tent members, dressed in the costumes of the city boys, with bands, fireworks, and gold-brick sellers. It's too bad the movie men didn't get that picture."

Certified Public Accountant George Schiller has done a splendid job of systematizing the records of local headquarters of the Dexter Fellows Tent.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

AFTER CLOSING a successful season on the Bud E. Anderson Circus, Jess Morris is back in San Antonio, Tex., playing drums in the Joy Theater.

LLOYD SENTER and Frank and Grace Webb's unit recently closed a successful season of fairs. They are now playing theaters in the South.

BARNEY AND JIMMY ARNESEN, clowns and comedy acrobats, have been set for the W. T. Grant Company Store, Canton, O., for the holiday season.

The hot-stove league will soon be in session.

FRANK GEISER, who was on the No. 2 car of the Ringling-Barnum circus, stopped at Jacksonville, Fla., and visited friends on the Dodson show for a week, en route to his home in Waco, Tex.

THURMAN KNIGHT closed with Cole Bros.' Circus in the elephant department at El Reno, Okla., November 5 and is visiting his family in Charlotte, N. C., before making winter dates.

ROY BARRETT, clown, is again at the Famous-Barr Store in St. Louis, where he has been for the past eight seasons. He opened there November 14 and will close December 24.

WILLIAM (BILL) CONWAY is at his home in Bridgeport, Conn., for a visit, his first one since the Big Show played that city last summer. Bill is renewing old acquaintances.

EARL CORRIELL, of the Corriell family of acrobats, past season with the Bud E. Anderson Circus, has been released from St. Luke's Hospital, Kansas City, Mo., where he underwent an operation. He is resting at Hotel Reid in that city.

W. E. DeBARRIE and his birds are in Detroit, where they recently played the Harper and Colonial theaters. At present they are playing night clubs. DeBarrie expects to go to the West Coast soon.

Life is not so short but that there is always enough for courtesy.

CHARLES SIEGRIST, whose flying act has been playing with carnivals and for sponsored events the past season, is temporarily located at Savannah, Ga. He is planning to spend the winter months in his native city, Canton, O.

BILLY PAPE and Conchita, current feature at the Versailles Club, Boston's swank night spot, enjoyed several evenings with Captain Fox, of the New York State Police. Fox was in the city visiting friends appearing with Gene Autry's rodeo.

HUGHIE FITZ and COMPANY, man, girl, and three tricks dogs, put on their act at Sing Sing prison for the inmates November 3. Act consists of singing, tap, dancing, magic, juggling, acrobatics, and three dogs. There were 10 other acts on the bill. Show was booked by Edgar Benson.

PAULINE B. LORETTA, of Los Angeles, is practicing her single act, steel horizontal bar with traps. Her twin sister, Ora, and her daughter, Mary (Ora and Minerva), playing vaude acts. Ora's boy, who is in Charley Bell's act on the Ringling-Barnum circus, will soon join the act.

THE YOUNG MEN'S Civic Organization of Mount Vernon, Ill., sponsored an indoor circus for the benefit of the Boy Scouts of that city in the Armory October 23-26. No admission was charged, profits being derived from concessions. E. H. Gray furnished the concessions, also decorations.

Let there be harmony around your show, otherwise there will be plenty of grief.

CHARLES ALBERT SMITH, superintendent of animals at the San Diego (Calif.) Zoo, and well known to circus folks, is in the Veterans' Hospital, Ward

27, Room 219, Sawtelle, Calif. He underwent an operation November 4. Some time ago he went to Africa to obtain animals for the zoo. Word from friends will be appreciated.

FLYING ROMAS, after showing at the Arabia Temple Shrine Circus, Houston, Tex., last week, ended their season until early spring, when they will begin their regular indoor season. Among others on the bill at the Houston show were Terrell Jacobs' lions; PeeJay Ringens, bicycle act, and Wallace Bros.' Circus elephants.

ALTEO he operates a grocery store at Zanesville, O. William Harry Martin's job behind the counter of a suburban store does not prevent him from keeping in trim for his top acrobatic tricks. A former circus performer, he still goes on the road for a time each year, appearing at county fairs and celebrations. Martin's specialty is a balancing act upon four loose blocks atop a high ladder. He made his circus debut at 14 and in succeeding years trouped with Renie Bros., Walter L. Main, John Robinson, and the Seils-Plato circuses. He kept his rigging in the back yard when not trouping and practices his routine daily.

It is not the paper that has been ordered that counts—it is the number of sheets that are posted on the billboards before the show arrives.

DOC WADDELL back to the Ohio Masonic Home, at Springfield, after a preaching and speaking tour to Cleveland, Akron, Orrville, Massillon, Canton, and Alliance. At Cleveland he was guest of Shirley Francis Lyons, Al and Gay Markell, Mr. and Mrs. Curly Wilson, and Nat and Marie Mann. Basil McHenry, Doc Kerr, E. J. Waddell, Tom McNew, and Harry Shannon looked after him at Akron, and Walter L. Main came over from Geneva with cheer and good will. At Massillon, K. C. DeLong and "Senior" Jones, veteran sign painters, were on the job. William K. Loos and wife, Eva, known as "The Aerial Looses," were host and hostess at Canton. Dinners and luncheons were served him in the town home of Professor Stanley, and at the country estate of Marie Dorman, at Alliance.

WILLIAM LINDEMANN, former owner and manager of Seils-Storling Circus, returned to his home in Sheboygan, Wis., November 10 after having spent two weeks at Sheboygan Memorial Hospital, where he underwent an operation for the removal of gallstones. He is well on the road to recovery.

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The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

LARRY SUNBROCK'S Rodeo at the Michigan State Fair Coliseum, Detroit, is using some of the heaviest billing in local rodeo history. Contract calls for 7,400 sheets and 2,500 cards, about equal to the normal State Fair billing, and about half the paper used by the Ringling circus, Jack Bell, of United Billposting Company, reports.

THE OKLAHOMA RANCH SHOWS went into winter quarters at Taloga, Okla., October 27. Mrs. Jimmie Ellis left for her home at Paducah, Ky., and a visit to Du Quoin, Ill. Grace White, bronk rider, visited the shows' last week out. Grace is still in a wheel chair at her home in Ringwood, Okla., and would like to hear from friends. Monte Reger also visited the shows recently.

FOR THE FIRST TIME in recent years Fort Worth, Tex., is having an extended rodeo, other than that held each March on the North Side in connection with the Southwestern Exposition and Pat Stock Show, with the first All-American Rodeo and Horse Show, which opened November 15 at the Will Rogers Memorial Coliseum in Arlington Heights for a run of 13 performances, ending November 24. T. E. Robertson is producer-manager. Pete Adams has been named announcer. Pickup men are H. D. Binns and Bev Connors. Timers are Peggy Long and Morris Cooper. Hughie Long is assistant to Fred Alford, arena director and secretary. C. A. Stauder is assistant arena secretary. Judges are Leo Murray and Lonnie Rooney. Leo Carrillo, movie star, was leader of the parade, which included a company of Texas rangers, as well as several hundred queens of the rodeo sent here to take part in the All-American Girl of the Southwest Contest, part of the advance publicity directed by Pat Flynn.

ALL-AMERICAN RODEO held November 6-10 at Louisiana State University Coliseum, Baton Rouge, in conjunction with Fourth Annual Louisiana Livestock Show and Parish Fair, drew 42,000. Rain Saturday night cut patronage to 7,000, but the other four nights and afternoons of the nine performances gave clear skies and moderate temperatures. A special performance for school kids was held Thursday, and 10,000 attended. Event opened Wednesday with a parade thru downtown streets led by Governor Sam Jones. Rodeo queen was chosen Friday, with Joel Roberts, LSU student, named queen. Leo Cramer was producer and arena director. Floyd Peterson, top-money amateur winner, sustained a scalp wound, and C. C. Gandy suffered a deep cut when pitched against the arena wall by bronk. Hershell Ross's 5.3 seconds set a new arena mark in steer wrestling.

Results as announced by Alvin Gordon, arena secretary: Steer Wrestling, Hershell Ross, Louis Brooks, H. D. Binns, Jim Irwin. Calf Roping, Clyde Burk, Buck Bohla, Buck Goodspeed, Leo Brannon. Brahma Bull Riding, Buck Killough, Jimmy Patch, Pouts Marshall, Frank Marion. Bucking Bronk Riding, Bill Stevens, Shirley Hussey, Texas Kidd Jr., Vic Schwartz. Officials included H. M. Akers, assistant arena director; Cy Tallon, announcer; Turk Greenough and Ralph Stanton,

judges; Alvin Gordon, arena secretary; Mrs. Jim Irwin, timer; Ernest Hatley, band director, and Jimmie Nesbitt, clown. Contracted performers were Hardy Murphy and horse, White Eagler, Maudie and Ray, ropers; Pauline Nesbitt, trick rider; Dave and Dolores Nimmo and Buff Brady Jr., riders and ropers; Mary Ken Wilson, trick bronk rider, and Jeff Reavis and horse, Danger. Events were conducted under Southwestern Rodeo Association rules. Purses totaled \$6,000, with entry fees added. Bally for the event included cowboy attire by all newboys and bellboys of leading hotels of the city a week before the show.

New Attendance Mark Is Set at Hub City Rodeo

BOSTON, Nov. 16.—Drawing 149,064 for 16 performances, Boston Garden Rodeo set up a new attendance mark for local rodeos at the 11-day event, which ended here on November 11. More than 35,000 children were admitted at the half rate established this year. Gene Autry proved his drawing power at each show and was credited with doing much toward establishing the new record. In his first appearance each day Autry presented his championship horses, Champion and Champion Jr., while on his second appearance he sang three cowboy songs.

Another new attention-getting feature was the presence of five girl rodeo sponsors, Lois Grubb, Dublin, Tex.; Eleanor Herron, Salinas, Calif.; Rae Skinner, Jordan Valley, Ore.; Cherrise Osborne, Kirkland, Ark.; and Daisy Chambers, of New Mexico. More than 128 cowboys contested, many of whom met disaster on such buckers as Hells Angels, Harry Tracy, Home Brew, and Hell-to-Set. Local observers said show was among the most competitive ever staged in Garden. Near capacity crowds at almost every performance added to contestants' incentive.

Patrons this year seemed to have become acclimated to rodeos and to understand fully the efforts and the methods of marking, following their favorite contestants with as much avidity as any sports fan ever followed an idol. Final winners were: Saddle Bronk Riding, Jackie Cooper; Bareback Bronk Riding, Carl Dossey; Calf Roping, Toots Mansfield; Steer Riding, Gerald Roberts; Steer Wrestling, Lonnie Allen; Cowgirls Bronk Riding, Mary Parks. Pete Grubb was all-around cowboy champion, and Les Stout did a splendid job of publicizing the event. Contestants this year expressed themselves as better pleased than ever before and the division of prize money was such that considerably more profit was garnered by individual riders.

Results

Day money and final winners follow: Bareback Bronk Riding—First Day (Friday night and Saturday matinee and night), Tom Knight, Bob Walden, and Paul Denamore split first, second, and third, \$62.75; Frank Finley, \$22.50. Second Day (Sunday matinee and night and Monday night), Hank Mills, \$90; Smokey Snyder, \$60; Pete Grubb, \$37.50, and Jimmie Hazen and Dick Griffith,

split fourth, \$11.25. Third Day (Tuesday, Wednesday, and Thursday nights), Pete Grubb, \$90; Carl Dossey, \$60; John Pennick, Smokey Snyder, and Frank Finley split fourth and fifth, \$20. Fourth Day (Friday night, Saturday matinee and night), Hoytt Hefner, \$90; George Mills, \$60; Fritz Truan, \$37; Chet McCarty, \$22.50. Fifth Day (Sunday matinee and night, Monday matinee), Frank Finley, \$90; Carl Dossey, \$60; John Pennick, \$37.50; Carl Mendes, Pete Grubb, Bob Walden, and Frank Marshall split fourth, \$5.60. Sixth Day (Monday night), Tom Knight, John Pennick, and Bob Walden split first, second, and third, \$20.80; Chet McCarty and George Mills split fourth, \$3.75. Finals, Carl Dossey, \$124; John Pennick, \$93; George Mills, \$62; Bob Walden, \$31.

Calf Roping

First Day (Friday night, Saturday matinee, and Saturday night and Sunday matinee), Roy Lewis and Toots Mansfield split first and second, \$157.50; Homer Pettigrew, \$90; Sonny Hancock, \$45. Second Day (Sunday, Monday, Tuesday, and Wednesday nights), Dave Campbell, \$180; E. Pardee, \$135; Buckshot Sorrells and Jim Snively split third and fourth, \$67.50. Third Day (Thursday and Friday nights, and Saturday matinee and night), Buckshot Sorrells, \$180; Cleve Kelley, \$135; Roy Matthews, \$90; Jim Snively, \$45. Fourth Day (Sunday matinee and night, and Monday matinee and night), Dee Burk, \$180; Tony Salinas, \$135; Gordon Davis, \$60; Andy Jauregui, \$45. Finals, Toots Mansfield, \$236; Cleve Kelley, \$192; Everett Shaw, \$128; Jim Snively, \$64.

Saddle Bronk Riding

First Day (Friday night, Saturday matinee and night), Pete Grubb and Jackie Cooper split first and second, \$118.10; Bart Clennon and Fritz Truan split third and fourth, \$50.60. Second Day (Sunday matinee and night, Monday night), Pete Grubb and Bill McMacken split first and second, \$118.10; Chet McCarty and Doff Aber split third and fourth, \$50.60. Third Day (Tuesday, Wednesday, and Thursday nights), Jackie Cooper, \$135; Bart Clennon, Gene Praett, and Burel Mulkey split second, third and fourth, \$67.50. Fourth Day (Friday night, Saturday matinee and night), Frank Finley, \$135; Pete Grubb and Bob Walden split second and third, \$84.25; Chet McCarty and Bill McMacken split fourth, \$16.85. Fifth Day (Sunday matinee and night, Monday matinee), Bill McMacken, \$135; Tom Knight, \$101.25; Fritz Truan and Bob Walden split third and fourth, \$50.60. Sixth Day (Monday night), Chet

McCarty, \$45; Jackie Cooper, \$33.75; Bart Clennon, \$22.50; Pete Grubb, \$11.25. Finals, Jackie Cooper, \$168; Pete Grubb, \$126; Chet McCarty, \$84; Bart Clennon, \$42.

Steer Wrestling

First Day (Friday night, Saturday matinee and night), Jack Wade, \$135; Everett Bowman, \$101.25; Jim Whiteman, \$67.50; Buckshot Sorrells, \$33.75. Second Day (Sunday matinee and night, Monday night), Mickey McCrorey, \$118.10; Homer Pettigrew, \$118.10; Buckshot Sorrells, \$67.50; Carlos Green and Mike Fisher split fourth \$16.85. Third Day (Tuesday, Wednesday and Thursday nights), Howard McCrorey, \$135. Bud Spilsbury, \$101.25; Mike Hastings, \$67.50; Carlos Green and Rusty McGinty split fourth \$16.85. Fourth Day (Friday night, Saturday matinee and night), Ernie Ross, \$135; Howard McCrorey, \$101.25; Hugh Bennett, \$67.50; Lonnie Allen, \$33.75. Fifth Day (Sunday matinee and night, and Monday matinee), Homer Pettigrew, \$135; Gene Ross, \$101.25; Hub Whiteman, \$67.50; Dick Herren, \$33.75. Sixth Day (Monday night), Everett Bowman, \$45; Jack Wade, \$33.75; Lonnie Allen, \$22.50; Hugh Bennett and Mike Fisher split fourth, \$5.60. Finals, Lonnie Allen, \$214; Mike Fisher, \$162; Hugh Bennett, \$108; Jack Wade, \$54.

Steer Riding

First Day (Friday night, Saturday matinee), Jim Whiteman, \$90; Smokey Snyder, \$67.50; Ken Hargis, \$45; Kid Fletcher and Jimmie Hazen split fourth, \$11.25. Second Day (Saturday night and Sunday matinee), Smokey Snyder, \$90; Jim Whiteman, \$67.50; Ken Hargis, \$45; Kid Fletcher, \$22.50. Third Day (Sunday night and Monday night), Hoytt Hefner, \$90; Fritz Becker, \$67.50; Smokey Snyder, \$45; Cecil Jones, \$22.50. Fourth Day (Tuesday and Wednesday nights), Hank Mills, \$90; Gerald Roberts, \$67.50; Jimmie Hazen and John Effic split third and fourth, \$33.75. Fifth Day (Thursday and Friday nights), Gerald Roberts, \$90; Carl Mendes, \$67.50; Sandy Guyman and Ken Roberts split third and fourth, \$33.75. Sixth Day (Saturday matinee and night), Dick Griffith, \$90; Ken Roberts, \$67.50; Hubert Sandall, \$45; Ken Hargis, \$22.50. Seventh Day (Sunday matinee and night), Ken Hargis, \$90; Hoytt Hefner, \$67.50; Jim Whiteman, \$45; Dick Griffith and Ken Roberts split fourth, \$11.25. Eighth Day (Monday matinee and night), Kid Roberts, \$90; Ken Roberts, \$67.50; Jim Whiteman, \$45; Hoytt Hefner, \$22.50. Finals, Gerald Roberts, \$88; Hoytt Hefner, \$85; Ken Roberts, \$44; Kid Fletcher, \$22.

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Biographies

The Cincinnati offices of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

NAAPPB Affiliates Coming In

Sections Joining At Chi Conclave

AREA to be heavy in exhibits and NE and PAPA expect large delegations

CHICAGO, Nov. 16.—Members of three affiliates will swell attendance at the 22d annual convention and trade show of the National Association of Amusement Parks, Pools, and Beaches in the Hotel LaSalle here on December 2-6, said Executive Secretary A. R. Hodge in his offices here.

American Recreational Equipment Association, comprising the manufacturing and sales end of the industry, which will hold its annual dinner meeting and program session, starting at 7:30 p.m. on December 2, will be extensively represented among the 100 exhibits which will constitute the annual trade show. Entire 19th floor of the La Salle will be devoted to exhibits.

President John T. Clare, New England Section of the NAAPPB, and Secretary Fred L. Markey are calling upon the entire membership to participate with the parent organization in its activities. Pennsylvania Amusement Parks Association will have heavy representation and, while President F. W. A. Moeller has not announced plans for the meeting, it is expected they will follow the same procedure as the New England group.

Program Chairman Edward L. Schott announced the program complete and that it will be released thru *The Billboard* next week. Paul H. Huedepohl, member of the general committee and chairman of the pool section of the program, announced that in addition to regular pool subjects three round-table discussion periods starting at 12:30 and continuing until 2 p.m. on three days have been arranged and promise to prove the most valuable in history of the organization. Consensus is that attendance of pool operators will be the largest in the experience of the association. Secretary Hodge said all convention plans are practically complete and that reservations for hotel accommodations are pouring in.

WILDWOOD, N. J.—A total of 2,048 persons, comprising 45 groups, required 61 buses for transportation here on outings between June 1 and September 30, it was revealed in a report by W. Court-righ Smith, director of outings and conventions. Compared with the 1939 summer season, this year's bus business for outings had an increase of nine groups with 473 more visitors.

ATLANTIC CITY.—This city's institutional advertising program is far superior to that used by Florida, in the opinion of Theodore R. Nathan, assistant general manager of the Dreier Hotels, New York, who addressed Atlantic City Hotel Sales Managers' Association last week.

Future of Exhibits And War Demands To Occupy AREA

NEW YORK, Nov. 16.—Program for the 16th annual session and second annual dinner of the American Recreational Equipment Association in the East Room of the Hotel LaSalle, Chicago, on December 2 at 7:30 p.m. has been released by Executive Secretary R. S. Uzzell, New York. Meeting will be called to order by President C. V. Starkweather, and address of welcome will be by President Arnold B. Gurtler, National Association of Amusement Parks, Pools, and Beaches.

War Demands on Our Industry is the topic assigned to Secretary A. R. Hodge of the NAAPPB. President Starkweather will then give the annual president's address. At 9:30 p.m. there will be a closed session, only for members of the AREA whose 1940 dues have been paid.

Schedule for this session is: 9:35 p.m., report of membership committee, R. E. Chambers; 9:40, report of fire insurance committee, John L. Campbell; 9:45, report of finance committee, Fred L. Markey; 9:50, report of 1940 convention exhibit committee; 9:55, report of nominating committee, W. F. Mangels; 10, report of treasurer, W. F. Mangels; 10:10, *The Improvement of Our Annual Exhibit*, chairman of discussion, C. D. (Cy) Bond.

Track, Airport Plan of Gravatt On Meadow Site

ATLANTIC CITY, Nov. 16.—From forgotten "boom-town" acres to a \$3,500,000 project combining race track, airport, and airplane base is the transition that may mark a big tract of meadowland covering both sides of Absecon Boulevard, entrance into the resort.

Frank P. Gravatt, head of Steel Pier here and owner of the land, revealed this week that the plan had advanced far beyond the wishful thinking status. He said representatives of the Seashore Jockey Club, in which he is interested, had already met with State and Washington authorities to discuss the three-way project.

The tract, of about 1,000 acres, was purchased by Gravatt in 1923 and developed as Neptune Gardens. Race track feature of the project would include parking area for 20,000 cars, with a modern grandstand seating from 15,000 to 30,000. There would be a mile track. Land is about two miles from the resort proper and railroad facilities are available for unloading passengers at the grandstand.

Hamid Urges AC Easement Deed Settlement To Clear Pier Plans

ATLANTIC CITY, Nov. 16.—George A. Hamid, operator of Hamid's Million-Dollar Pier here, in town this week, urged that the controversy over the easement deed, which made warring camps of ocean piers and beachfront property owners, be settled as soon as possible so that he can proceed with his 1941 pier plans. He pointed out that if it had not been for co-operation of the city commissioners and particularly the efforts of Mayor Thomas D. Taggart Jr. the easement deed controversy on the beachfront would have dragged on indefinitely.

It was Mayor Taggart who first got the warring groups together during the past summer, forestalling litigation, and they promised to continue efforts to reach an amicable agreement after Labor Day. Because of one thing or another, this was not done, Hamid said, and he desires to bring the matter to a head to the advantage of all concerned, including the city. While complaining that nothing had been done since Labor Day, he said he desired to thank city officials and especially the mayor for efforts to

adjust the situation.

However, there appears little likelihood that the controversy will be ended in a hurry. Attempt to procure the 1942 American Legion convention for Atlantic City is now occupying major attention of city officials. This week a group of them, headed by Mayor Taggart and Albert H. Skean, director of the City Publicity and Convention Bureau, will go to Indianapolis to urge selection of Atlantic City by the Legion for its 1941 convention, conferring with the Legion's executive and convention committees. Skean announced that New Jersey Pharmaceutical Association, representing thousands of State druggists, has been bagged for Atlantic City in June, 1941.

DENVER.—Clyde E. Hill, superintendent of City Park Zoo here, who has been appointed to the zoological exhibits committee of the American Institute of Park Executives, has for ten years been a member of the design and construction committee of the National Association of Zoological Parks and Aquariums, an affiliate of the Institute.

Control Board Explains Canadian Money Exchange

Ottawa, Ont., November 12.

Editor *The Billboard*: My attention has been drawn to an article in your issue of October 28 last under the heading of American Recreational Equipment Association by R. S. Uzzell with a Montreal dateline.

In this article this statement is made in the second paragraph: "Exchange is 11 per cent, where authorized by exchange control board, or 16 per cent on checks and 14½ per cent on Canadian money to get any of one's returns home if residing in the States . . . etc."

I presume this refers particularly to theatrical people, but that makes no difference in the board's policy, which is that any non-resident is entitled to U. S. funds at the board's rates for that part of income to be exported after payment of expenses in Canada. The rate at the present time is 11 per cent premium on U. S. funds, and this is equivalent to a discount of slightly under 10 per cent on Canadian money.

Further along the article mentions that J. W. Conklin has obtained permission of the Foreign Exchange to purchase equipment in the United States. This is evidently founded on a mistaken impression that it is necessary to secure a permit before imports are brought into Canada. Such, at least to this point, is not the case. Canada, in fact, is spending more in the United States this year than at any time in history.

I trust this will serve to correct any mistaken impressions you might have received from the article in question. If at any time you require any information dealing with the subject of exchange we will be most happy to hear from you and to provide the answers to your questions.

Yours very truly,

ROSS M. BROWN,

Foreign Exchange Control Board.

Henninger Named Kennywood Pilot

PITTSBURGH, Nov. 16.—A. J. Wyant, manager of Kennywood Park here for 14 years, has resigned to become associated with the Campbell Transportation Company in this city.

Carl E. Henninger, assistant manager of the park, has been promoted to the post of manager, park owners announced.

Jones Beach Catering More To Winter Biz With Sports

FAR ROCKAWAY, L. I., N. Y., Nov. 16.—Jones Beach is giving more emphasis to its plan for winter activities to attract visitors and will place special accent on sports during the frosty days. Long Beach is spending more than \$10,000 to start renovation of its beach front.

Election delayed start of the southern trek of the amusement contingent, many of them remaining to vote.

When the six-mile boardwalk was constructed at Rockaway it was agreed a decade ago that should there be a necessity for it, its 40-foot width would be widened to 60 or 80 feet. Now it looks as tho there may be some need for this, judging from increased crowds each year and a plan to install roller chairs.

Paragon Is Not Affected By Petition of Boat Line

BOSTON, Nov. 16.—Voluntary petition in bankruptcy of Boston & Nantasket Steamship Lines, which has combined for the past several summers with Paragon Park to popularize the boats and the big Nantasket Beach spot, will, it is said, not affect the park.

The steamship lines co-operate in advertising and share in special park stunts arranged. A fleet of seven large excursion steamers is run between Boston and Nantasket Beach. The boats will operate as usual next summer, the petition said to be merely to clear up financial matters resulting from some legal confusion following death of a former executive of the lines.

In 1941 the boats will again offer vaude and other floor attractions.

DETROIT.—John W. Ireland, superintendent of Belle Isle Zoo, with a severe case of arthritis of the knee, has been ordered to bed for several weeks by physicians.

"Parks Versus Concessionaires Legal Decisions"

By LEO T. PARKER

will be a feature of the Christmas Number of The Billboard Watch for it in the issue dated November 30



IMPROVEMENT OF THE ANNUAL EXHIBIT and war demands upon the industry will be leading topics at the 16th annual meeting and second annual dinner of the American Recreational Equipment Association in the East Room of the Hotel LaSalle, Chicago, on December 2 at 7:30 p.m. Among important reports will be those of the finance committee, headed by Fred L. Markey (right) and that of Treasurer W. F. Mangels (left), who also is chairman of the nominating committee.

American Recreational Equipment Association

By R. S. UZZELL

The exhibit of amusement equipment in the Hotel La Salle, Chicago, on December 2-6 is in every way growing bigger. With just a few more exhibits we shall occupy all of the space in the two halls. By the constant efforts of A. H. Hodge and his able secretary plans are being rounded out for an interesting and most helpful convention. The quiz session is going to be a climax. Professor Lambie has devoted days and days to this feature. If a park manager fails to get benefit from this quiz he has no one to blame but himself. Every park manager and all operators should occupy seats in this unique classroom. The questions which have gone to him for answers show the growth of his idea. A man who gets his question answered should help to answer the other fellow's question and be glad to help along this useful feature of the program.

Material Shortage Seen

A. Vaszin, president of National Amusement Device Company, tells us he is running his factory 24 hours per day with four shifts of six hours each on government war orders. He senses the handicap next spring of getting steel, lumber, hardware, and copper for our own particular uses. It behooves amusement operators to place orders now and take deliveries when ready, even if the devices must be stored until spring. However, the major part of erection could be done up until the close of December in all but extreme Northern States, while in the South outside work could proceed all winter. It is heart-breaking to turn down orders, but all of us who went thru war regulations before know that it must be done. It behooves all to let us deliver now while it can be done.

George A. Hambl has supreme confidence that our country will carry on. His elaborate 1941 catalog attests that fact. He has never put out a more artistic job. To see it is to admire it. He will have a booth at Hotel La Salle, Chicago, exhibit and will boost the AREA dinner.

William de L'horbe Jr. has sold the Flying Skooter at the World's Fair to be moved to Willow Grove Park, Philadelphia. Bartoli, who operated some games at the fair, is the purchaser.

Commander Strong, of parachute fame, comes in for a page in the November American Magazine. It shows him in one of the chutes at the fair and emphasizes his services in training aviators in the safe chute from a plane at any height and emergency. A fine contribution of an amusement device to the service of our country!

NYWF Passes for Museum

It seems now assured that the Parachute Jumps will go to Steeplechase, Coney Island, N. Y. Down by the sea it is apt to operate at 25 cents from the beginning. The equipment of the big Coaster goes to Riverside Park, Springfield, Mass., while the little Coaster is supposed to go to Venezuela, S. A.

The Aerial Joy Ride is being dismantled for shipment to Hershey, Pa. Cy Bond is dismantling the two Dodgem rides but up to this date has no destination for them. Murphy and Nunley have the Merry-Go-Round dismantled, ready to truck to their storage quarters at Broad Channel, near Rockaway Beach, N. Y. At present rate of removal work Flushing Flats will soon be stripped of all amusement devices which operated during the greatest of all expositions.

The passes to the fair of all of the amusement concessionaires would add interest to the American Museum of Public Recreation. We have the pass of L. A. Thompson to the St. Louis Exposition. These additions to it would make an exhibit of human interest. Mr. Thompson's picture of that year is on his pass. Your 1939 passes could be given to the museum and you could keep the one for 1940. Director W. F. Mangels could make room in the case for all of your passes where they will be under lock and key and protected from dust.

The Pool Whirl

By NAT A. TOR
(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Open Letter to Myself

Dear Nat: Unaccustomed as I am to writing to myself, you'll have to excuse this week's column if it reads a little wacky. We columnists are always attempting to think up some novel manner in which to present our news and this way seems as unique as any, even tho' it might not be coherent. At any rate, it gives me an opportunity to tell myself what I think of myself, or simply.

First of all, what's the idea of mentioning Paul Huedepohl's name in your column so often? I know he's one of the outstanding men in the pool field, but the way you have been referring to him week in and week out, folks will think you're playing favorites. Moreover, why don't you stop being a mouse and be a man for once—and tell Huedepohl that you're angry with him? Explain that it's impossible for you to use the article he sent you about beach and pool discussions slated for Chicago meetings when he sent the same article to The Billboard direct a week previous. This isn't first time he's done that, so it's about time you told him so.

And Advertising, Too

Also why don't you tell him if you have any suggestions for discussions during the round-table confabs? He invited you to do so. Of course, you're right when you say that there should be some discussions on swim pool advertising. I agree with you. It's all right to talk about pool publicity and promotion, but so many tank operators do not know the first thing about advertising—how to suggest copy ideas, where to advertise, etc. It might be a good idea for pool men who plan to attend the meetings to bring along with them copy of some of the ads they ran last summer. An open discussion on them revealing which ads pulled and which didn't should be very enlightening.

And say, Nat, while on the subject of the NAAAPP convention, why don't you remind Art French, boss man of Brooklyn (N. Y.) Manhattan and Brighton beaches, to be sure to relate at the meetings his experiences this past summer in promoting season locker biz. Art is a past master at selling season swim patronage and even tho' it's not on program, as chairman of first day's event he could surely find time to mention this all-important subject.

A Natural for Miami

So much for convention news. Remember, never to write on one subject too long, for not every reader is interested in same things. If you're so sure that item is legitimate, why not tell readers that Billy Rose will stage his Aquacade show in Miami, Fla., this winter and get a mighty pretty penny from Miami's Chamber of Commerce for doing so? Of course, I know that many elaborate plans of Rose never materialize—but you know and I know that production would be a natural down there. Also go ahead and be first to tell the world that Palm Beach, Fla., will soon be host to one of the most novel estates in the country. You know, that new store that Finchley is opening in December, which will have a bar, music, etc., as a side line to sell suits. And some pool men complain that they don't have activities or facilities other than swimming because they think they don't fit in a natatorium! Sweaters and zombies—what a novel combo!

And you write Gordon Jesso two weeks ago that you'll have something in the column about that new Sea Isle pool and Cabana Club slated to open on December 1 in Miami Beach, Fla., and then you forget all about it. And he looks in The Billboard for two weeks for a write-up. Builders and operators of the new tank are Ben Turchin and Morris Schwinger. Isn't that right? Or wouldn't you know?

Now how about giving a plug for the NSA benefit dance and banquet to be held in the Hotel Astor, New York City, on November 27? Loads of pool folks will be there, especially members of the high-diving and water-performing peeps. All right, put it in the column.

Is it true that some indoor pools have planned two Thanksgiving celebrations

so as to entice extra biz on both nights? Understand New York's Park Central pool is one and I imagine Brooklyn's St. George plunge will follow suit.

But enough of this writing to myself. Keep in touch with me. Don't do anything, Nat, that I'll be sorry for.

War Menace in Late Season Ignored at Swedish Spots

STOCKHOLM, Nov. 9. — Amusement parks in Sweden operated the past summer much as usual despite the menace of war which during the early part of the season resulted in a brief period of nightly blackouts, killing after-dark attendance.

Altho the best known amusement parks are Gröna Lunds Tivoli and Noforsfältet, in Stockholm, and Liseberg, in Gothenberg, practically every town of any size in Sweden has its Folkets Park, all with some form of flesh attraction and many of them small-scale amusement parks. Circus and vaude units, as well as portable rides, tour the country

playing these parks as one-day to two-week stands.

The Stockholm parks and Liseberg in Gothenberg under normal conditions use many American circus, thrill, and vaude acts each season. The past season the parks were forced to rely on Scandinavian talent almost exclusively. Liseberg ended its season on September 28 with a circus-vaude bill of Glover Brothers, acrobats; Dayelma Ballet; Egon Riber and Margrethe Dantzer, dance duo; Lightman, harmonica player, and Hadji Sambalain, magician.

PHILADELPHIA.—Baby-Pet Zoo in Philadelphia Zoo closed for the season on November 10. The three chimpanzees went to winter quarters and other animals in the children's zoo will be cared for elsewhere in the garden. Zoo proper, however, will remain open all winter, animals being in heated buildings. Three lion cubs born on September 30 to Fawsa, her sixth litter in six years, are now being shown to visitors. Recent births bring her total number of cubs born here to 29.

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CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Beaumont, With Top Awards, Displays, Hard Hit by Rains

South Texas State Fair ends in black despite six days of downpours—larger grandstand and construction of a rodeo arena among plans for 1941 annual, says Herring

BEAUMONT, Tex., Nov. 16.—While exhibits and premiums set a new top mark, attendance at South Texas State Fair here on November 1-11 was cut by heavy rains on six days. There were downpours on the opening Friday and on the first Saturday. Weather was threatening on the first Sunday and heavy rains came on Monday, Tuesday and Wednesday. Friday, School Day, also with rain, brought out 4,000 less than a year ago. Fair got a break on closing day when an Armistice program was held under clear skies with attendance about 25,000. L. B. Herring Jr., secretary-manager, said attendance was sharply under that of a year ago but that financially the statement would be in the black. Weather evidently had little effect on the Harvest Club, leased night spot on the midway.

Plans for the 1941 fair include a continuation on a large scale of the chernurgy department but probably on a different plan," Secretary Herring said. The idea of a chernurgy show was introduced in conjunction with officials of the State Fair of Texas, Dallas, which donated \$1,000 to the new department. Another plan for 1941 is for construction of a rodeo arena and larger grandstand, Secretary Herring said, confirmation of such plans being due soon.

Rumors that Secretary Herring was considering leaving the association, of which he has been secretary-manager since 1925, were denied by him. Another Texas fair is said to have been bidding strongly for his services.

Agriculture and livestock exhibits were declared the best in years. Beckmann & Gentry Shows on the midway reported only a fair week with weather hurting. Free act on the plaza was the Three Milos, aerialists.

Weather Runs Okla. City Deficit to 5G

OKLAHOMA CITY, Okla., Nov. 16.—Robert M. Rainey was re-elected president and Ralph T. Hemphill secretary-manager of Oklahoma State Fair Association and 1941 dates were set at the annual stockholders' meeting. Other officers: George A. Davis, John Frank Martin, vice-presidents; J. M. Owen, treasurer; Vera G. McQuilkin, assistant secretary; C. G. Baker, auditor.

Despite the fourth best attendance in its history, the 1940 fair wound up with a \$5,066 loss, Secretary Hemphill reported. Bad weather was blamed, it having cut heavily into night grandstand show and midway revenues.

Attendance was 277,887 with gross income \$119,145. Same figures last year were 270,581 and \$120,647. Permanent plant improvements took \$5,649 this year. Best recent year was 1938 when the fair had \$12,147 profit with 290,436 attendance.

LAFAYETTE, La.—For the beef show of the 1941 South Louisiana Midwinter Fair here premium money has been increased from \$1,720 to \$3,000. Fair is sponsored by the College of Agriculture of Southwestern Louisiana Institute.

"Advertising Ideas for Fairs"

Dealing with printing, lithographing, and advertising that cost a tidy \$5,000,000 a year, this article

By JAMES K. HUTSELL
will be a feature of the

Christmas Number of The Billboard

Watch for it in the issue dated November 30

Neb. Race Body Is Ordered To Explain Holding Funds

LINCOLN, Neb., Nov. 16.—Nebraska Racing Commission, charged by the Nebraska Association of Fair Managers with withholding \$35,000 which should be parceled out to county fairs, must answer, District Court having handed down a mandamus last week, giving the commission until November 19 to pay or to enter proper reasons. Fair men say the statute permitting pari-mutuel betting was passed with the proviso that all revenue of the commission from percentages and breaks at State tracks would be divided equally with the county fairs. Allowance was made for office expenses and salary of Art Cullen, commission secretary. To date no reason for the holdout has been entered by the commission.

Around the Grounds

HILLSDALE, Mich.—An addition to the horse show barn on Hillsdale Fairgrounds is being built to eliminate further showing in tents, reported Fair Secretary H. B. Kelley. He said a swine barn, which was burned recently with estimated loss of \$3,000, partly covered by insurance.

LYNDONVILLE, Vt.—The 1940 Caldonia County Fair here on August 22-24 showed a profit of over \$300, altho no admission was charged. Work was on a co-operative basis and association is free of debt, which aided materially in this year's success.

FORT WORTH, Tex.—The 1941 Southwestern Exposition and Fat Stock Show will offer livestock prizes of \$31,760 for the 45th annual here, said John B. Davis, secretary-manager. This is an in-



HIS FIRST RIDE on a Merry-Go-Round and first visit to a carnival were experienced by Ted H. Taylor, five-month old son of the fair's secretary-manager, G. L. (Ted) Taylor, during the 1940 Tri-State Fair, Amarillo, Tex. He was escorted, as shown in the photo, by General Manager Robert L. Lohmer, Rubin & Cherry Exposition, which provided the midway.

Defense Uses Ohio Grounds

COLUMBUS, O., Nov. 16.—In an effort to speed up airplane orders for defense, State officials made a lease permitting the Curtiss-Wright Corporation use of buildings on Ohio State Fairgrounds here as a training school and temporary factory, pending completion of the proposed \$10,000,000 plant at near-by Port Columbus. Plant officials explained that the fairgrounds would be used for construction of flat airplane parts. A basic rental of \$800 per month has been agreed upon.

crease of \$6,625 over prizes at the show last March. Total cash prizes in all departments will be about \$60,000, including premiums for livestock, poultry, rodeo, and horse show, and prizes and mileage for students' judging contests. D. G. Talbot will again be general superintendent of the livestock show and George T. Habbell, assistant.

NORTH BATTLEFORD, Sask.—North Battleford Agricultural Society had a successful year, treasurer's report showing cash surplus on operations of \$850 and that society is now out of debt.

GREEN BAY, Wis.—Net loss of the 1940 Brown County Fair was \$1,241.77, reported Secretary William S. Klaus, due to cold weather and rain. Grandstand receipts dropped \$2,289.60 over the pre-

(See Around the Grounds on opp. page)

Dickey Estate of About \$75,000 Is Left to His Widow

CLEVELAND, Nov. 16.—Lincoln G. Dickey, former manager of Cleveland Public Hall, who died in New York on October 23, left an estate estimated at \$75,000, according to his will filed on November 12 in Probate Court of Cuyaboga County here.

His widow, Mrs. Helen Dickey, 54, Cleveland, was made sole beneficiary. Three children, Dr. Lincoln G. Dickey, 28; Margaret, 21, and Patricia, 14, are living with their mother.

Dickey was the first manager of Cleveland Public Hall and directed it from 1922 to 1928. In 1936-37 he was the general manager of Great Lakes Exposition, held on the lakesfront here. He formed, after the closing of the exposition, an association with Billy Rose, becoming general manager of Billy Rose Enterprises, which staged the Aquacade at the New York and the San Francisco world's fairs.

A native of Auburn, Ind., Dickey also served in Cleveland as manager of the Cleveland Advertising Club and business manager of Cleveland Symphony Orchestra.

100,000 at Augusta With Big Opposish

AUGUSTA, Ga., Nov. 16.—The paid attendance of over 40,000 and total attendance of more than 100,000 at the Augusta Exchange Club Fair on November 4-9 was somewhat below that of 1939 because of competition from other attractions, the sponsor was pleased with results, reported President Ed L. Willingham Jr.

On successive nights the Ringling-Barnum circus, United States Navy Band, and a football game were counter-attractions.

World of Mirth Shows were on the midway and have been re-signed for 1941. Sponsoring officials said they were pleased with the midway and were especially gratified with lighting effects of shows. The Grotfens, free act booked thru George A. Hamid, won the favor of crowds.

Chattanooga Changes Talked

CHATTANOOGA, Tenn., Nov. 16.—Proposed changes in management and operation of Interstate Fair here were discussed on Wednesday by the agricultural committee of the Chamber of Commerce. Fair has been operated the past three years by Joe Engel, president of Chattanooga Baseball Club, who has a lease for two more years.

Some opposition to present operation of the fair was reported. The fair, as now operated under lease, cannot obtain State funds, it was said. Proposed changes were referred to a special committee, W. H. Letton, Charles McDonald, and J. E. Wasson. Mrs. A. T. Atwood, secretary of the fair, said dates have been set for 1941 and a carnival contract signed. This year's fair on September 16-21 broke records for daily and gross attendance.

Champlain Valley Has Loss

ESSEX JUNCTION, Vt., Nov. 16.—Champlain Valley Exposition here on August 26-31 slipped into the red, the 1940 accounting showing a net loss of \$1,472. It had been expected that a slight profit would be shown because of perfect weather on the first five days. Heavy rain of the sixth day brought the loss, it was reported. Treasurer's report showed income of \$35,156.67 and expenses of \$36,629. Loss of the sixth day, when auto races were to have been held, is considered to have cut off revenue of over \$3,500. An attempt was made to run auto races on Sunday, but rain continued and, after over 1,000 had been turned away at the gate, events were called off. There was one paid admission.

Mich. Meeting Day Longer

HILLSDALE, Mich., Nov. 16.—The annual meeting of Michigan Association of Fairs, to be held on January 21-23 in the Fort Shelby Hotel, Detroit, will run one day longer than the usual State meetings so as to give more time for attractions' representatives to contact officials of fairs, said Secretary H. B. Kelley, Hillsdale.



MANY OF THOSE WHO SAW IT are still talking about the kick they got out of the publicity stunts staged on Lucky Teter Day, October 16, at Southern States Fair, Charlotte, N. C., when Teter (left) went into the big cage with Clyde Beatty and his lions and tigers and Beatty went for a ride with Teter thru a tunnel of planks loaded with explosives, a part of the Hell Drivers' performance. The stunts were crowd pullers as evidenced by capacity in the big grandstand despite cold weather and threatened rain.

A "P. S." on the Flushing Front

By LEONARD TRAUPE

NEW YORK, Nov. 16.—Bill de L'horbe, of Bisch-Rocco, has sold Flying Scooters to George Bertoli, who will install it in Willow Grove Park, Philly. Price is \$9,000, with moving from the World's Fair and re-erection at purchaser's expense. Demolition of ride is progressing rapidly.

Gilbert (Gallery) Noon is finishing up his WF affairs and set to go back to Chicago. Quite a few of the boys are leaving for Cleveland to participate in Al Shaffer's World's Fair Highlights in the muni and.

Rene Zouary is converting Ripley's dark Odditorium on Broadway into "World's Fair Bazaar" with two or three floors of concessions-attractions.

Demolition of the Comet is under direction of Herman Bakerman, acting for J. B. Villegas in Caracas, Venezuela. Harry Illinois appeared to "steal a march" on demolition hurdles by dismantling almost overnight. Ditto Charles Cagney. Tear-down in general is being done at a snail's pace. New Jersey's pavilion was sold to New York City for a buck. Park Commish Moses intends to use it as a barracks for Flushing Meadows Park police. It's a replica of the barracks erected by the British in Trenton and used by Hessians during the Revolutionary War.

Exhib Booking and Advance Sales on for Florida Fete

WINTER HAVEN, Fla., Nov. 16.—Almond R. Shaffer, general manager of Florida Orange Festival here, said offices have been opened since November 1 and committees have been in the field securing exhibits and selling advance season tickets for the 1941 annual. Manager Shaffer, who was producer-manager of Winter Wonderland at the 1940 New York World's Fair, is also managing World's Fair High Lights, opening in the Public Auditorium, Cleveland, on November 19, and going from there to Detroit, Milwaukee, and other cities. He is keeping close watch on activities here.

George Clements, veteran publicity man, who has handled press and radio relations for Florida State Exhibits at exhibitions since 1933 in Chicago, represents Manager Shaffer here. He has been with Shaffer every winter since the latter took over the management of the festival.

Negotiations are under way with the Boral American Shows for appearance of the complete show here, and Manager Shaffer has booked stellar free acts.

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Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.



Fair Meetings

International Association of Fairs and Expositions, December 2-4, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Middle-West Fair Circuit, December 2, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

Fair Managers' Association of Iowa, December 9-11, Savery Hotel, Des Moines. E. W. Wulstama, secretary, Manchester.

Western Fairs Association, December 11-14, Palace Hotel, San Francisco. Terry Paine, secretary, Sacramento, Calif.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Rocky Mountain Association of Fairs, January (dates to be set), Rainbow Hotel, Great Falls, Mont. Jack M. Suckstroff, secretary, Sidney, Mont.

Kansas Fairs Association, January 7 and 8, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Wisconsin Association of Fairs, January 9-10, Hotel Schroeder, Milwaukee. J. F. Maljone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 15 and 16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Western Canada Fairs Association, January 20-22, Port Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitors, January 20-22, Port Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Michigan Association of Fairs, January 21-23, Port Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Fair Elections

ESSEX JUNCTION, Vt.—Champlain Valley Exposition elected as president James S. Grow, who has been treasurer the past two years, to succeed Paul D. Raine; R. H. Spear, vice-president; Ed A. Denmore, treasurer; Harris K. Drury, manager.

LYNDONVILLE, Vt.—Caledonia County Fair Association elected C. E. Willoughby, president; W. S. Wright, vice-president; L. D. Shonyo, secretary; L. B. Wood, treasurer; Archie E. Donahue, race secretary.

NORTH BATTLEFORD, Sask.—North Battleford Agricultural Society elected H. S. Clarke, president, succeeding W. R. Meir, who served six years; J. English and A. J. Bator, vice-presidents, and F. Wright, secretary-treasurer and board manager.

MARIETTA, O.—Grant Drennen was re-elected president of Washington County Junior Fair board. Helen Fulmer,

For 46 Years . . .

The Billboard has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession.

It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business. It has published for years a Letter List, Routes of transient shows and people, Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of The Billboard's service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

former secretary, was named vice-president, and Flossie Heddlston, secretary.

YOUNGSTOWN, O.—Fred Moherman was elected president of Mahoning County Agricultural Society; Vernon Crouse, vice-president; E. R. Zieger, secretary; J. S. Harding, treasurer.

Central Alabama in Black

MONTGOMERY, Ala., Nov. 16.—The fourth annual Central Alabama State Fair here on October 14-26 was a financial success, reported Manager Mort L. Bixler. Gold Medal Shows, midway attraction, were the subject of much favorable comment and have been re-engaged for 1941. Fair is the successor to the State Fair of Alabama, organized in 1924 by Manager Bixler and managed by him for three years.

AROUND THE GROUNDS

(Continued from opposite page) vicus year; gates, \$2,604.32, and concessions, \$937.14. Total cash receipts were \$12,292.94, with an additional \$4,300 anticipated in State aid. With \$132.50 collectible on the premium book, total income is expected to reach \$16,725.24. To reduce the loss, directors waived salaries, and additional loss was prevented by generous refunds and reductions of some bills and elimination of some expense.

YOUNGSTOWN, O.—Annual report of Mahoning County Agricultural Society showed that the 1940 fair held in Canfield closed in the black, attendance being largest in history of the annual.

DOVER, O.—Insurance claim of Tuscarawas County Commissioners on a fire which swept a building used as National Guard barracks on the fairgrounds here on October 9 has been settled for \$3,273.59. Fair directors will meet soon to plan for replacing the building, one of the largest on the grounds.

NACOGDOCHES, Tex., Nov. 16.—Weather jinx bounded the third annual Nacogdoches County Fair and Livestock Exposition here on November 4-6 and prospects for an attendance record faded with an all-day closing-day rain. Rain fell on four days. Attendance, estimated at 25,000, increased by several thousand over last year.

Grandstand Shows

AMONG attractions at Orangeburg (S. C.) Fair on October 28-November 2 were Great Tarzan, Miss Sylvia's Pets, and Rodney Kaffer, emcee.

ELLIS O'LEARY, billed as O'Leary the Great, reports he recently finished 30 weeks in the South, including 10 fair dates, for F. Paisley Davis, doing a flying trapeze number and upside-down walking. With him was Bozo, Hollywood clown.

FREE-ACT program, in charge of John Cowden, at Greenville (S. C.) Fair October 28-November 2, reported Mrs. John Cowden, were Kirk Adams' Dogs and Ponies; Jack and Almee, revolving ladders; Tudor Sisters and Avery, ringed Marshall and Helen, tight wire; Aerial Cowden, double trapeze; Paul Script, high pole; Crash Bollet, motorcyclist, and Jayde the Great, aerialist.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

BERNIE FURMAN, organist in Scott's Airdrome Roller Rink, Buffalo, during the past summer, has been engaged for Campus Roller Palace, Akron, O., reported Manager Peter J. Shea. Furman, who is also a singer and emcee, got together a program of patriotic songs for the occasion. Novelty night on October 23 was successful, boxes of candy being

awarded winners of a sack race and couple races for men and women. Halloween party on October 31 drew a big crowd and prizes were awarded winners of a costume contest. Thanksgiving party, with a turkey as door prize, scheduled, but the date has not been set. Official photographer has been appointed and special prizes are offered patrons who wish to have a picture taken. Thrift cards were recently issued, patrons saving 75 cents by purchasing a \$2.25 card.

ROLLER CLUB at Mile Hi Rink, Denver, now has about 200 members and Manager Carl Johnson reported business increasing, with heavy patronage from soldiers quartered in the area. Dance classes every Sunday morning and Monday, Wednesday and Thursday night are proving popular. Military party was staged on Armistice Day with a special rate to soldiers. Roy Churchill, organist, got together a program of patriotic songs for the occasion. Novelty night on October 23 was successful, boxes of candy being

VICTOR AND RUTH appeared recently at the Little Rathskeller, Philadelphia. Black-Eyed Peas, roller skater, opened recently at Jack and Bob's, Trenton, New Jersey.

WHITE HORSE Roller Rink, Watson-town, N. J., staged a roller round-up on November 10, with skaters from New Jersey, New York, Pennsylvania, Maryland, and Delaware attending. Waltz, swing, and two-step contests were featured.

PARTY in connection with the second anniversary celebration of Skateland, Saginaw, Mich., was slated for November 16. Manager Wally E. Kiefer arranged a special program for club members, who number over 1,200, and demonstrations of figure and skate-dancing were on the bill. Annual turkey hunt will be held on Thanksgiving Eve. Two skate-dance classes will be conducted weekly this year. Prizes were awarded for costumes at a Halloween party on October 31.

W. S. ANTONIO recently opened his Blue Bonnet portable roller rink to fair business on Government Street Loop in the residential section of Mobile, Ala. He went from Texas, where he operated to good business during the summer, and plans to remain in Mobile for the winter. Fixtures have been repaired and repainted. Bill Thornton is floorman.

REMODELED Alhambra Roller Rink, Syracuse, N. Y., is drawing crowds and parties are booked ahead, reported Manager Jack Wytke. New lighting fixtures and Venetian blinds have been installed and a neon sign has been erected in front of the building. Floor of a 30-by-60-foot room has been resurfaced and it will be devoted to instruction of beginners. Award of prizes and distribution of souvenirs drew a large crowd to a Halloween party on October 30. New

"Speed Skating—What of Its Future?"

By CAP SEFFERINO
will be a feature of the
Christmas Number of The Billboard
Watch for it in the issue dated November 30

club is being organized. Manager Wytke recently visited Arena Rink, Rochester, N. Y., and Edward J. Scott, who opened his new Skateland Rink in Buffalo on November 9.

GUEST Organization Night is being used successfully to build early week attendance at Fred A. Martin's Arena Gardens Roller Rink, Detroit. Bookings are under management of Jess Bell and allow an organization to sponsor a night. Under a profit-sharing plan, using regular admission rates, a percentage of the gate goes to the organization. Most Tuesday nights have been booked for the season.

FOR the first time in months new members were admitted to Fred H. Freeman Figure-Skating Club at Winter Garden Rollerway, Boston, on November 17. Before admittance applicants were required to pass tests in the Spread Eagle Waltz, Type A; Two-Step Promenade, Straight Waltz, and Barn Dance. Annual figure-skating club banquet will be held in March, following selection of rink champions and preceding national championships at Cleveland.

HAPPY HOURS Roller Rink, formerly Culp Rink, Canton, O., has been opened with sessions scheduled nightly. Floor has been refinished and new equipment has been installed. Canton now has two downtown rinks, the other being Land o' Dance, operated by Mrs. Pauline Mayntner.

MANY congratulatory telegrams and floral pieces were received on November 8, opening night of Edward Scott's new Skateland, Buffalo, when an estimated 750 attended. Ten-year lease on the building has been signed and over \$40,000 was spent in alterations. It has a 22,000-foot soundproof skating floor, fluorescent lighting, Chicago skates, and an electric organ. There will be nightly sessions, Saturday children's matinees, and afternoon programs on Sundays and holidays. Staff includes Bud Johnson, floor manager; Freddie Sizs, Howard Nix, Fred Nickelson, and Irene Rodler, instructors; Tony Collins, skateroom; Don Thompson, organist; Ebel Reeve and Patti Cameron, refreshments; Harold Langus, Harry Sandell, and Bill Schaffer, skate boys.

JOHN BALAZS, "The Flying Shoemaker," Los Angeles, who is skating around the nation, stopped in Scranton, Pa., on November 7 after covering 13,000 miles. He was skating down the main street when a reporter spotted him and took him to a photographer. His picture and a story were carried in The Sunday Scrantonian dated November 10. Balazs, former speed skater, said he has worn out 194 rollers since leaving Los Angeles. He covers 50 miles a day. Trip is financed by sale of postal cards and exhibitions in rinks.

MANAGEMENT of Middletown (N. Y.) Roller-drome is staging a popularity contest among men, voting to continue until December 24, when winners will be given a trophy and prize, reported Fred (Doe) DeGeorge.

50G Spot for Albany, N. Y.
ALBANY, N. Y., Nov. 16.—Construction work is progressing rapidly on the new \$50,000 roller rink on the Albany-Schenectady Road near here. It is expected that the structure will be completed in about a month, making the second modern skating establishment in the area. Charles W. Hoffman is owner.

ENDY BOOKED
(Continued from page 36)
has been placed in charge of citrus and manufacturers' exhibits. C. Fredericks will direct the auto show and Joe Manheimer is handling banners. There will be an auto giveaway.

Hasson Directs S. C. Show
COLUMBIA, S. C., Nov. 16.—Tom Hasson, outdoor showman, recently signed to produce a nine-day indoor circus and charity bazaar under auspices of the Sika's Club here, reported Jack Perry, publicity director. An executive staff of 12 and press staff of seven have been established and the sponsoring membership is giving good support.

Acts for Mobile Home Show
MOBILE, Ala., Nov. 16.—Six vaudeville acts will be booked for the six-day National Home Show here under auspices of the Real Estate Board, reported Secretary J. R. Walton. Edwin N. Williams, of Federal Production Company, has been signed as director and to furnish booth equipment. There will be 60 booths, operated by local dealers, and a five-room home is to be erected in the Auditorium as a centerpiece, with three landscaped gardens.

W. F. Exhibit in Cleveland
CLEVELAND, Nov. 16.—Plans have been prepared for the 16-day Cleveland International Exhibition in Public Auditorium, where New York World's Fair foreign exhibits will be displayed under auspices of the Come-to-Cleveland Committee of Cleveland Advertising Club, according to George J. Buchler, finance chairman. Art treasures, and historic documents, and relics, and contemporary products will be on display. Non-profit corporation has been chartered to carry forward plans. An underwriting of at least \$30,000 is to be raised to assure exhibitors that transportation charges will be paid. Admissions will be 10 cents for children and 25 cents for adults at matinees and 35 cents at night.

AL WHALEN'S Jamboree of 1940 at Eka's Auditorium, Camden, N. J., on November 16 under sponsorship of Camp Happiness, rehabilitation center for the blind, had a cast of 50, augmented by Elaine Jernee's Debutantes of Rhythm, singers and dancers.

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Week's Issue

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LATE RELEASES — STOCK, REPERTOIRE, Circle, Low royalties. A.B.C. THEATRICAL EXCHANGE, 102 E. 13th St., Kansas City, Mo. People all lines.

MUSIC DEALERS—"THERE'S ALWAYS A Sock for Every Old Shoe." MISS G. LIGHTY, Box 411, McComb, Miss.

AGENTS AND DISTRIBUTORS WANTED

AGENTS! HEADQUARTERS! — SPICY CHRISTMAS Cards, Cartoons, Photos, Books, Novelties, Jokes, Specialties, Salescard Deals, Carded Items. Lists, 13c. "NATIONAL," Gunter'sville, Ala. x

BELTS, SUSPENDERS! — MAKE AND SELL 'EM. Dandy gifts. No tools required. Sample Belt 23c. ARTVA LEATHER, 400 Joseph Ave., Rochester, N. Y.

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. no30x

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

JUST OUT! — UNITED STATES PATENT Trouser-Guards protects men's pants from fraying and wear on bottoms of cuffs. Sensational! Retail 25c! Details, free! NATIONAL TROUSER-GUARD, 222 Simon Bldg., Shreveport, La. no50

KENTUCKY WANTS SHEET-WRITERS! — Tobacco markets open all winter. 100% Out-line, experience first letter. KENTUCKY FARMERS HOME JOURNAL, 407-B McDowell Bldg., Louisville, Ky. x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 De-graw St., Brooklyn, N. Y. no23x

SELL CHRISTMAS, SCRIPTURALS, CHANGE-ables—Improved 9x11", 4 1/2x11" Signs. Tremendous unlimited market. Big quick profits. Write. —KOEHLERS, 335 Goetz, St. Louis, Mo. no30x

SELL TO FILLING STATIONS—100% PROFIT. Commission on repeats. Saleable sample 25c starts you, refunded first order, LEADER, Friend, Neb.

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

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD S. PUBLISHERS, 1107 Broadway, New York. de7x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. de7x

ANIMALS, BIRDS & PETS

ANIMALS, SNAKES AND BIRDS FOR SHOW Folks—Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Browns-ville, Tex. de28x

FOR SALE — GOAT, 36 INCHES HIGH, WEIGHS 200 pounds; trained to drive to wagon. Also other Goats trained to wagon. EDDIE POTTS, Owassa, Ala.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps; Novelties. APELT ARMADILLO FARM, Comfort, Tex. de28x

PONIES — POLMINOS, SILVER CHESTNUTS (light manes and tails). Snow white, spots, and solids. Registered stock. Also larger and Hackney Stock and Pony Mules. COL. LEON ROBINSON, Dunkirk, O.

TAME YOUNG HYENA—\$75; TAME MALE Sloth Bear, \$100; Female Himalayan Bear, \$90; Ringtail Monkeys, \$17; South American Ostriches, \$75; Large Boa Constrictors, \$35. All on hand for immediate delivery. WHIP-POORWILL HILL GAME FARM, Rockville, Md.

WRITE FOR OUR 1940 CATALOGUE — Largest, most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oskosh, Wis. no30x

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.

AC SEVEN JACKPOT BELLS—\$44.50; PACE All-Star Comets, \$24.50; Q. T.'s and Vest Pockets, \$27.50; phonograph bargains galore. COLEMAN NOVELTY, Rockford, Ill.

A COMPLETE STOCK OF REBUILT 5c SELEC-tive Candy Bar Machines—All kinds. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

BALL GUM, 3/4" FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. de19x

FIFTY WURLITZER PHONOGRAPHS — IN EX-celent condition. Style 500, like new. \$150.00; 600, \$125.00; 24, \$100.00; 6'6, per-fect, \$50.00; 412, illuminated Grill, \$35.00; three for \$100.00; 312 and 400, \$30.00; P-12, illuminated Grill, \$27.50; four for \$100.00. V. deposit, balance C. O. D. C. L. WHITE-HEAD, 1205 Market, Wilmington, N. C. no23x

FLASHERS, DELUXE, BREAKNESS, FAIR-grounds, Spolite, Fair Park, Tanfaran, choice \$15.00; Dewey, Chuckalette, Galloping Domino, Big Six, Q.T.'s, Peerless Color, choice, \$25.00; King Six, Mysterious Eye, Reliance Dice, Deby's Golden Wheel, Carom, choice, \$5.00. ROCK-PORT NOVELTY CO., Rockport, Tex.

FOR SALE — A REAL BARGAIN. FIVE BALLY Beverage Venders and Central Blending Unit or Carbonator, as good as new. Machines in perfect shape mechanically. Operator does not have sufficient time to devote to this business. Will sell one at \$300.00, or entire lot of six pieces for cash at \$1,650.00. F. O. B. Wichita, Kan. Write or wire RAMSEY VENDING CO., 638 N. Green, Wichita, Kan. no23x

FOR SALE — ALL KINDS FREE PLAY PIN Tables, Slots, Chicken Sams, Mills Free Play Jumbos. All as good as new, priced right and guaranteed. COLBERT COIN MACHINE CO., Nebraska City, Neb.

FOR SALE — GOLD CUP CONSOLE, \$49.50; Turf Champs, Zetta, Bulls Eye, Airway, \$5.00. THE MUSIC MACHINE CO., Brunswick, Ga.

FREE PARTS AND SUPPLIES CATALOG NO. B17 for all Coin Machines—Write on letter-head or send business card. BLOCK, 1527 Fair-mount, Philadelphia. x

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNNIES CORP., 593 10th Ave., New York. tltx

COODBODY HAS A MESSAGE FOR EVERY OP-erator reading this advertisement. Send in your name and address at once. JOHN COOD-BODY, 1824 E. Main, Rochester, N. Y. de7

KEENEY ANTI AIRCRAFT, LATE MODELS, perfect, \$59.50; late Tom Thumb Fortuna Telling Wafing Scales, \$45.00; Gofflieb Double Grippers, \$4.50; APT Skill Targets, \$7.50. Send deposit, immediate shipment. MIAMI SCALE CORP., 172 N. E. 96th St., Miami, Fla. x

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

(25 Opera Place)

Thursday for Following

Week's Issue

Name

Street

City and State

Your count of words

Amount enclosed \$

Classification preferred

Classified Ad Sells \$112.50 Worth of Merchandise

It may interest you to know that my small classified ad in The Billboard has already enabled me to dispose of \$112.50 worth of show prop-erty and replies are still coming in.

MACK LANESBURG

(Name and Address Must Be Included in Copy)

LIQUIDATING—600s, \$134.50; 24s, \$79.50; 61s, \$74.50; 51s, \$44.50; Columbus, O. T. C. Vestpockets, \$27.50. Bargain list free. **COLLEMAN NOVELTY**, Rockford, Ill.

MILLS DANCE MASTER 17 RECORD—Columbia Fruit Records, two Jackpots, \$25.00. Mills Vest Pockets, \$25.00; O. T., one cent and five cent play, two Jackpots, \$25.00. Shipman Stamp Machines \$15.00. **O'BRIEN**, 89 Thames, Newport R. I.

MILLS VEST POCKET BELLS \$19.75. **BALLY** Fleetwoods, \$15.00. Cebece Hot Peanut Vendors, like brand new \$13.50. Ice Snacks, \$7.50; Pace Series, \$18.50. Waiting Tom Thumbs Fortune Scales like new \$6.00. We need Used Peanut Vendors and/or generous traders-in on Columbia Machines. Also want to buy Used Steel Floor Stands for Vendors. **E. O. LICKENS**, 924 Fifth St., N. W., Washington, D. C.

SPECIAL — 10 ELECTRO HOISTS, in A-1 condition, @ \$10.00; 1 Mutoscope Black Cabinet @ \$15.00. 1/2 deposit, balance C. O. D. **DOVER NOVELTY CO.**, 237 W. Front St., Dover, Ohio.

WILL PAY CASH FOR SEEBURG REX AND Gem Phonographs. Give cash price in first letter. **MIDWEST NOVELTY**, 1315 Simon Ave., Carroll, Ia.

WILL TRADE FOR 5c BLUE FRONTS — FOUR Wurlitzer Victrolas, 616 Models; Evarg Race Horse, Carnival Wheel, two Paces Races, one Rays Track, one 50c Denway. In first class shape. **LAZ LIND**, Azle, Tex.

WURLITZER PHONOGRAPHS—PERFECT CONDITION. Model 412, \$32.50; Model 616, \$54.50. **D. ROBBINS & CO.**, 11418 DeKalb Ave., Brooklyn, N. Y.

WURLITZER 500—\$147.50; 616A, \$49.50; Mills, \$167.50; Bally Bull's Eye, \$69.00; Vest Pocket Bells, \$32.50; A-1, **CHIC CRABTREE**, Edinburg, Ind.

4 ROCK-OLA, 16 RECORDS, \$49.50; 2 ROCK-OLA Imperials, \$59.50; 12 Seeburg, Model K, 15 records, \$49.50; 10 Symphonias, 12 records, \$29.50; 4 Wurlitzer P-12, \$29.50; 8 Wurlitzer P-12, \$19.50; 4 Seeburg Jailbirds, \$69.50; 4 Seeburg Chickens-Thiefs, \$59.50. In perfect condition. 1/2 cash, with order. **WOMBLE VENDING MACHINE CO.**, 230 S. Tarboro St., Wilson, N. C.

5 TEN STRIKES—CHICKEN SAM, \$34.50 each, or will trade for free play games. **PASTIME**, 100 Bolfin St., Dayton, O.

5,000 PHONOGRAPH RECORDS, \$150.00; TEN Refinished Grotches, Columbus Cigarette Reels, \$200.00. **ARKANSAS NOVELTY CO.**, Magnolia, Ark.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs. Bargains. **CONLEY**, 310 W. 47th, New York.

FORMULAS

MONEY-MAKING FORMULAS — THOUSANDS of new "make-it-yourself" trade secrets and compounds. Illustrated circulars free. **O. WARREN**, 15 Park Row, New York. no30x

FOR SALE SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES—Guaranteed. Heavy Aluminum Geared Popping Kettles, \$7.50 each. **CARMEL KORN EQUIPMENT**, 122 S. Halsted, Chicago.

COMPLETE VAN WYCK LOOP-LOOP RIGGING for sale, \$20.00 cash. Can be shipped C.O.D. **EVA MAY LEWIS**, General Delivery, Peru, Ind.

POPCORN MACHINES — BURCH, STAR, Cretor, Long-Bakins, Dunbar, Geared Popping Kettles, Caramel-Corn Outfits. Lowest prices. **NORTHSIDE MFG. CO.**, Indiana, Iowa. de28x

SHORT RANGE SHOOTING GALLERY — 4 Guns and 5,000 Targets. Cash and carry, \$150.00. 611 S. Main St., Fall River, Mass.

150 PAIRS OF RICHARDSON SKATES—GOOD condition, \$1.45 pair. 21 Merry-Go-Round horses. **C. F. RINARD**, Bethwood, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — WALTZER IN FIRST CLASS condition. Can be seen now before dismantling. First \$1,250.00 takes it. This ride must be seen to be appreciated. **J. STANLEY TUNNEY**, Seaside Heights, N. J.

FOR SALE—20 x 30 and 16 x 16 COMPLETE Lens for Goldfish Illusion. Spot lamp, banners. Address **E. T. RAMSEY**, Society Hill, S. C.

TRAILER SOUND CAR — 4-WHEEL FOUR Trumpet, 60 Watt. Excellent operating condition, money maker. Photos, Cash, \$300.00. **HARRY CARMEN**, Elkhart, Ind.

2,000 BLEACHER SEATS — **F. G. BURK**, 5004 Ventnor Ave., Ventnor, N. J. no23x

HELP WANTED

AGENT THAT CAN BOOK STAGE CIRCUS IN Theaters, etc., in the South. Unit now in the South. **F. W. BURNS**, 415 N. Main, Greenville, S. C.

COLORADO MEDICINE PERFORMERS OF ALL kinds. Singers, dancers, comedians, musicians, piano players. For all winter's work in store room. No bosses. Sure pay. **J. C. MILES** Super Drugs, 1108 7th St., N. W., Washington, D. C.

GIRL TEAM — PIANO AND ACCORDION. Long engagement, good climate for winter. Write stating salary; also when can report. **THREE DEUCES LOUNGE**, 222 Bourbon St., New Orleans, La.

HOTEL ACTS AND ORCHESTRAS WANTED and furnished for all occasions. Send photos, etc. **PAUL SPOR ENTERTAINMENT AGENCY**, Ohio Bldg., Toledo, O. no30

WANT PALMIST TO DEMONSTRATE HAND Charts in chain stores. Speedy and personally. Salary \$18.00 week and transportation. **CAMPBELL ENTERPRISES**, 6511 Ellis Ave., Chicago, Ill.

WANTED — JUVENILE MAN WITH FEATURE Specialties. Dancing preferred. Two weeks circle. **CHICK BOYES PLAYERS**, Sidney, Neb.

WANTED IMMEDIATELY — GIRL MUSICIANS. Three Saxes, one Trumpet, one Piano. Position 6 nights per year round. Fair pay with meals. State qualifications, experience and include photo. Must be union musicians. **BOB COVONI**, 64 S. Boulevard, West Springfield, Mass.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, SPIRIT EFFECTS, MAGIC, HOROSCOPES, FORECASTS, BUDDHA, FUTURE PHOTOS, CRYSTALS, LUCKY PICTURES, PALMISTRY, GRAPHOLOGY CHARTS AND BOOKS. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, New Address, 336 S. High, Columbus, O. no30x

CHRISTMAS TREE PRODUCTION—FIVE FEET high, decorated and illuminated; complete sensation; used one holiday season; bargain, sell, exchange. **RALSTON MAGICIAN**, Billboard, 1564 Broadway, New York.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. de7x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF TRICKS, BOOKS, SUPPLIES, VENTRILOQUAL FIGURES, ETC., 25c. **KANTER'S**, 1311 Walnut, Philadelphia, Pa. no30x

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINKY**, 1261 North Well St., Chicago. Illustrated folder free.

VENTRILOQUIST FIGURES — LIKE NEW, eight of them; Photos, cheap for quick action; Punch Outfit. Reason, enlivening. **DON LAMAR**, Elwood, Kan.

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of ten Novelty Jokes, postpaid, \$1.00. **KANT NOVELTIES**, 323 Third Ave., Pittsburgh, Pa. no23x

WANTED—ADDRESS OF ANY TATTOO ARTIST residing within 75 mile radius of Cincinnati, Ohio. Address BOX C-614, Billboard, Cincinnati, O.

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

"ALL-AROUND" REFLECTOR COMPANY'S new Motion Picture Reflector, guaranteed to increase screen illumination 40%. **BOX 1967-K**, Cleveland, O. no23x

AMBITIOUS?—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$155.00. **ROSHON**, 521 E. State Theatre Bldg., Pittsburgh.

ASK FOR LIST — 16MM. SCHOOL AND ROADSHOW FILMS, Equipment, and grand new Advertising Setup. **SWANK**, 5861 Plymouth, St. Louis, Mo. de7x

ATTENTION, ROADSHOWMEN! — ONLY TEN dollars per week for a complete 16MM. Sound Movie Show. Large selection. Perfect prints. Send for our Roadshowmen's Special today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560 Broadway, New York City.

ATTENTION, CAMERAMEN—WILL SELL NEW P.D.O. Camera and Accessories complete for \$50.00 value, \$67.00. First come, served. **BOX 341**, Vernon, Tex.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereo optics, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO.**, 1318 Wabash, Chicago. de7x

BUSSA FILM EXCHANGE NEW WINTER CATALOGUE Ready—Any type Roadshow Attraction you want, from \$10.00 to \$300.00; also, Serials, Westerns, Color Cartoons, Comedies, Action Dramas, Gangster, 35MM only. **FRIENDSHIP**, no23x

16MM. SILENT AND SOUND FILM SOLD; Exchanged—Also, 8MM, 100 Ft. 16MM, Reversal Film—Processed, \$1.98. **CINE FILM MART**, 110 W. 34th, New York. x

35MM. SOUND FILMS — COMPLETE SUBJECTS, \$2.35; Features, \$10.00; Odd Reels, \$1.25. **LIT. 5c. BEDNER FILM SERVICE**, 5300 S. Talman, Chicago. x

MUSICAL INSTRUMENTS, ACCESSORIES

\$500.00 CASH WILL DELIVER BLOWER TYPE Calliope. Beautiful Chariot flash unit. Used very little; job in over and need the cash. Everything perfect. Self-contained unit, with good trailer hitch. Ready to go. Write or **FRED RUCKER**, Box 281, Montgomery, Alabama.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles" never before shown in America. Address: **J. PIATEAU**, 1122 Tulane Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/2 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new mental precision enlarger-reducer. **MARKS & FULLER, INC.**, Dept. BC540, Rochester, N. Y. no30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. no23

DIREX DIRECT POSITIVE PAPER — NO FADING. Best gradation, highest speed. The **POSITIVE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. mh1x

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at
5c a Word—FIRST LINE. IN THIS STYLE TYPE
2c a Word—FIRST LINE IN THIS STYLE TYPE.
1c a Word—ENTIRE AD in this style type.

Minimum 25c Cash With Copy

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.

AT LIBERTY AGENTS AND MANAGERS

AVAILABLE FOR COMING SEASON—Carnival executive, any capacity. **JACK CHAMPION**, 495 Tibbury Road, Birmingham, Mich. no30

AT LIBERTY BANDS AND ORCHESTRAS

COCKTAIL DANCE COMBO — SAXOPHONE, Piano, Guitar, Bass Fiddle doubling instruments and vocals. Young. Available December 1. **CECIL KRISTAL**, Casa Madrid, Sarasota, Fla.

EXCEPTIONAL 4 TO 6 PIECE DANCE AND ENTERTAINING ORCHESTRA—GO ANYWHERE; South preferred. Doubles, vocals, novelties, features. Dependable and thoroughly experienced. 2999 Winthrop, Indianapolis, Ind.

WELL KNOWN MID-WESTERN NAME BAND—Featuring original musical style and entertainment. Twelve people, including exceptional City Vocalist. For details please write **BOX C-567**, Billboard, Cincinnati. de14

WELL KNOWN MIDWESTERN TERRITORY Band — Ten men and a girl. Communicate with me no matter what your offer is. All correspondence will be answered. **ORCHESTRA**, 247 S. 8th St., Murphysboro, Ill. no23

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMER'S STUDIO**, Unionville, Mo. de14x

SALESMEN WANTED

EVERY BUSINESS MUST BUY — PRINTING, Advertising Specialties, Book Matches, etc. Take orders for the pioneer line; 1,000 necessity items at 50% price saving. Free deals, 40% advanced commission, bonus. Experience unnecessary. Outfit free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. 511, Chicago. x

PLAYING CARD GAME—WITH NEW NOVELTY trump reference items. Over 100% Profit direct customer sales. **P. O. BOX 842**, Denver, Colo. de7x

SCENERY AND BANNERS

SCENERY, CYCLOGRAMS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. **SCHILL SCENIC STUDIO**, Columbus, O. x

THEATRICAL PRINTING

WINDOW CARDS—14x22 ONE COLOR, 100, \$12.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Wintory, Penn. x

1,000 LETTERHEADS, 1,000 ENVELOPES, \$5.00; Cards, Circulars, Stationery made to order. Estimates free for all printing needs. **AMERICAN PRESS**, 59 South Capitol, Battle Creek, Mich.

WANTED TO BUY

HIGH ACT RIGGING — GIVE ALL DETAILS, price, etc. Address **DOROTHY WILSON**, 497 Carter St., Rochester, N. Y.

I AM INTERESTED IN LEASING OR BUYING a Movie Theater in North Carolina or Southern Virginia. Address **BOX C-609**, The Billboard, Cincinnati, O. no23

PIPE ORGAN FOR SMALL CHURCH SEATING 350 — Write age, make, condition. Low price for cash. **MRS. HARRY OTT**, Box 97, Lakemore, O.

At Liberty November 20 — A Twelve Piece Tenor Lead Orchestra. We play soft, sweet and hot swing arrangements. Have all essentials. Everything considered, clubs, ballrooms, our location or location. For more information write **Manager, P. O. Box 1, Kensington Station, Brooklyn, N. Y.**

Available At Once — High Powered Ten Piece Band, styled to suit your needs. We have 100% reliable arrangements, photos. Priority of double in band, including vocalists. Girl singer optional. Will take anything. Let us know what you have. We're ready to go. Contact **John Fines**, 605 E. 8th St., Brooklyn, N. Y.

Ten Piece Orchestra — Available for engagements in New York and neighboring States. Featuring sweet and hot swing. Plenty of doubles and vocalists in band. Will take anything. Write **Box 192**, one Billboard, 1564 Broadway, New York City.

AT LIBERTY CIRCUS AND CARNIVAL

QUALIFIED MAN WISHES TO CONNECT WITH a good Side Show or Museum for the winter. Give salary, room and board if furnished. Have transportation. **MAURICE PIERCE**, 618 Glencoe St., Winston-Salem, N. C. no30

AT LIBERTY DRAMATIC ARTISTS

JAY BEE FLESNER — AT LIBERTY NOV. 16 for Leads or General Business. Excellent wardrobe, good specialties, A-1 director. Sober and reliable. Have car. Go anywhere. **JAY BEE FLESNER**, Henning, Tenn.

At Liberty — David Ripman, General Business, Double Piano and Specialties. All essential. Top or circle. Absolutely sober, reliable, and experienced. All offers considered. Please state all. Can job; all money. **David Ripman**, 14 W. Harrison St., Jett, Okla. x

Young Team — Frankie Dwayne, Josephine, Leggs, on road; five foot eleven, 145 pounds. **Conan Matthews**, Dwayne, Lewis blonde, five feet ten, 104 pounds. **Boys**, piano and violin. **Whiggle and Double Hoop** and dancing specialties. Address **813 Brazo**, Amarillo, Tex.

**AT LIBERTY
MAGICIANS**

High Class Magicians—Straight and Comedy. Small effects. Experience and ability. Sober and reliable. Change for two weeks if desired. No second ticket. Harry Hamilton, Greentown, Ind. no30

**AT LIBERTY
M. P. OPERATORS**

Professional — Age thirty, single, twelve years' experience. Licensed Electrician. Can do wiring and lighting. Any standard equipment. Will manage and operate for straight salary or commission. P. W. Edwards, Charleston, Tenn.

**AT LIBERTY
MUSICIANS**

DRUMMER — MODERN, varied experience, read excellent. Rudimental, \$600.00 outfit. Young, appearance, dependable. Ineligible draft. Available immediately. State full particulars. Consider all. RALPH KESTER, 116 E. Sixth, Mishawaka, Ind.

ORGANIST — SKATING
Rink. Union. Young man. Personality, appearance. Five years' experience. R.S.R.O.A. Society. Silver Dancer. Also plays Novachord. References. BOX C-591, Billboard, Cincinnati. no30

ACCORDIONIST — FOURTEEN YEARS' EXPERIENCE all lines. Fast reader, neat and sober. Prefer work with small unit playing lounges or small clubs. Go anywhere. Must have two weeks. All letters answered. LOU HERMAN, General Delivery, Hazelton, Tex.

ALTO, BARITONE, CLARINET, ARRANGER with complete library of special arrangements. Union, age 28. Fine take off Clarinet. Only reliable leaders answer. Prefer South but will go anywhere. Contact MUSICIAN, 420 N. Lincoln St., Bloomington, Ind.

ALTO SAX-CLARINET—GOOD READER, MODERN go on both, good tone. Join immediately. Prefer location. Wire or MUSICIAN, General Delivery, Green Bay, Wis.

ARTIST ALTO SAX-CLARINET—READ, HOT take-off, competent, old time or swing. Sing tenor. No draft for year. Reliable call. Write JOHN KIDWELL, Crittenden, Ky. no23

AT LIBERTY — DRUMMER, BAND OR OR-chestra. Address ROLLIE HYDE, Greenville, Ohio. de7

DRUMMER — 19, EXPERIENCED, LOOKING for change and inspiration. Natural sense of rhythm, musical personality, creative. Rudimental. Willing to work. Good appearance. Consider all offers. Good references. No pearl drums. ARN SALMON, Stockham, Neb. no30

DRUMMER—EXPERIENCE, READ AND FAKE, new equipment. Desire work in commercial band in East. Now working. Wire or write. BOB HUNT, 1315 Central Ave., Ashland, Ky. de14

HAMMOND ORGANIST — PLAY ORGAN AND Piano simultaneously. Own instruments. Union. Past engagements, Blackstone, Fort Worth; Seebach, Louisville. DANNY DANIEL, 1324 Third St., Louisville, Ky. no23

HAMMOND ORGANIST — EXPERIENCED HO-tel, Restaurant, Tavern. Sober, congenial, dependable. Appealing dinner music with many novel effects. Irresistible swing and easy dance tempo; community singing and the use of "Crowd Psychology." Guarantees satisfied patrons. Now working but will go anywhere if you have something worth-while. Write in first. Address BOX C-615, care The Billboard, Cincinnati. no30

STRING BASS — MODERN, EXPERIENCED; 2 years' staff. Read, fake, pick, bow. Fine instrument, plenty depth, 25, married, sober, reliable. Want styled commercial band or organized hotel combo. Any playing proposition considered. Own violin; trumpet use at own risk. Must give two weeks. ROY CAMPBELL, 408 10th, Sturrock, N. D. no2

STRING BASS DOUBLING VIOLIN — THOR-oughly experienced in all types dance and concert work. Solid tone and rhythm, accurate intonation. Two years on last job. Union. WALLY PELLETIER, Erie, Ill.

STRING BASS — YOUNG, MODERN, SOLID, thoroughly experienced, reliable. State all. BILL LEEK, Athens, N. Y.

TENOR SAX-CLARINET — UNION; THEATER union. Write ART MYERS, General Delivery, Alexandria, Va., Phone AL 9281.

TROMBONE — READ WELL AND JAM, FEATURING Singer and double Trumpet. Prefer location, but will consider any offer. State all. ART WEITE, Wells, Minn. no30

TROMBONIST — DOUBLE VOCALS AND AR-range. Good section man, fake off. Young, experienced, reliable. Union. Travel or locate. State all in first letter. Join on wire. BOB ROPER, General Delivery, Pittsburg, Kan.

TROMBONIST, DRUMMER — BOTH EXPERI-enced dance and show. Union. DRUMMER, 4 Union Ave., Danbury, Conn. no23

TROMBONIST — PROFESSIONAL DRESSER, equipment, sober. Join on wire. BING HARRIS, 202 Christian Bldg., South Bend, Ind.

Show Family Album



MEMBERS of the Spence Theater Company, snapped in 1911 by Harry Johns, company manager. Standing, left to right, are Monty Meyers, Ethel Lorraine; Lulu Nethaway, now living in Wahoo, Neb., and Effie Dalrymple, deceased. Left to right, in the lower row, are Norvin Mayo, Frank Redner, Herman Hunn, and the late James Bavis.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be accepted. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

TRUMPET PLAYER DOUBLING SAX, CLARINET and Arrange—Semi-name experience, age 23, all essentials. BOX C-613, Billboard, Cincinnati, O. de7

VIOLIN DOUBLING STRING BASS—SOUTH only. BOX C-616, Billboard, Cincinnati, O.

J TENOR SAX SECTION—TWO ARRANGERS and Vocalist. Transpose and double Clarinets. Real mickie style and tone. All union, young, and single with no habits. Two cars. State all particulars in first. Must give notice. SKEE ELDER, care of Reid, 4 N. Winooki, Burlington, Vt. no23

Guitarist — Available immediately, experienced in dance work, striking combinations, lumbrows, etc. Calson. Read, fake, rhythm, solos, etc. Good all-around guitarist in anybody's band. Single, sober, neat, person. Consider any reliable offer. New electric Spanish Gibson. Funks, lams, no habits. Wire, write John Foster, Hickory, N. C. no30

Hammond Organist—Nonunion, reliable, experienced. Large library. Skating rink, restaurant or cocktail bar. Do not own instrument. Grand, 221 Lexington Ave., Buffalo, N. Y. no23

String Bass — Age 20, one of the best, Available after 20th, Union. Walter Schumann, 1418 6th St., Alexandria, La.

Trumpet — Read, fake, go, Young, State all in first. Henry Alberts, 53 N. W. I St., Washington, D. C.

**AT LIBERTY
PARKS AND FAIRS**

FLYING ACT — BOB FISHER'S FEARLESS FLYERS, 845 43d Ave. N., St. Petersburg, Fla. no30

Available for Circus Shows, Fall Celebrations—Comedy, stunts, wire act and tramp jumping act. Cecil Woods, Box 613, Poplar Bluff, Mo. de14

Charles La Croix—Outstanding Novelty Tramp Act. Available for indoor events. Can erect my attractive triple related tent, covers the under mood, any low or high ceilings. Large advertising posters free. Original act. Dazzling cost. Price reasonable. Address Charles La Croix, 1204 S. Anthony Blvd., Fort Wayne, Ind.

Destruction Circus—Dogs, cats, monkey, Two dia-lect acts. New, original, different from all others, for any show. 40 acrobats. Thirteen circus. Cincinnati, O. no30

The Ditheries — Four Different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Rotatory and Double Trapeze. Lady and Gentleman's warlike. Jeannette. Care The Billboard, Cincinnati, O. no30

**AT LIBERTY
PIANO PLAYERS**

MODERN PIANO MAN, ARRANGER — ALL references. JERRY ASBELL, 926 I St., Bedford, Ind.

PIANIST — READ, TRANSPOSE; RELIABLE. Small show, act, unit. BOX C-585, care Billboard, Cincinnati, O.

PIANO MAN—READ ANY SCORE, SOLID rhythm, jam and arrange. Will go anywhere. Write or wire TED COX, 228 Crawford St., Dothan, Ala.

RHYTHM PIANIST — NAME BAND EXPERI-ence. Not terrific, but good commercial man. Married. BOB ANDERSON, 301 W. 4th, Fairmont, Minn.

Pianist — Read, fake, arrange. Some singing. Week alone or with band, no any place. Dave Stutz, 231 York St., Quilico, Ill.

**AT LIBERTY
VAUDEVILLE ARTISTS**

AT LIBERTY—EDUCATED HORSE AND COACH Dog. One hour act. Sound truck. Performs anywhere. Tops for rifle spots and store shows. Routing East. Write or wire quick. Permanent address: P. O. BOX 1694, Hollywood, Calif. de7

EDUCATED PONY AVAILABLE FOR VAUDE-vile stage, theaters, and department stores. Good recommendations. Write DELORES WICKS, Bouton, Ia. no30

Amateur Female Comedian Has Good Song—Smash Hit at Lee's Uptown and Columbus theaters, New York. Write, don't phone. 2108 Saratoga, 124 W. 98th St., New York. no23

At Liberty for Holiday Season—A neat Oriental Novelty offering, introducing Novelty instrument, Paper designing and balancing. Available for Department Stores, Children's Entertainments, Theaters, Clubs, etc. Frank Van, Box 122, Lawrence County, Glasgow, Pa.

Attention, Tent and Hall Show Managers—I want work for winter. Do Cheering, Magic, Ventri-logic, Second Comedy or Straight in read, acts, Punch and Joke, Make openings and announcements. Age 40, no bad habits, have driver's license. Work for small, even salary. You name it. Ray Jensen, Glen Burnie, Md. de7

Calvert's Society Puppets—(Modern Punch and Judy). A positive novelty success. For clubs, parties, department stores, theaters (on units, etc., going south after Christmas). Calvert, 226 W. 50th St., New York City. no23

Doris Dandy Dog and Monkey Circus for schools, for departments, theaters, vaudeville. Flash, clever, cheap. Presented by man and woman. Bud Hawkins, 2320 Drakewood Drive, Cincinnati, O. no23

Pennsylvania's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Marches. Presented by the only original Pro. Pennsylvania. Address Circus Headquarters, Box 2, Roberts, Manager, 3504 N. 4th St., Philadelphia, Pa. Sponsors 5236.

LONDON BUSINESS SHOT

(Continued from page 3)
to fair business. Matinee performances of Ailsa Well. That Ends Well at the Vaudeville are not doing too badly, but Donald Woldt's lunch-hour excerpts from Shakespeare have been attracting only about 100 people to the Strand each day. At the little Arts Theater Club the experiment of a midday hour of ballet with snacks has proved so successful that additional sessions are being given. Wyndham's Theater is reopening with afternoon performances of a diversion which appears to be a sort of high-brow vaude. Cast is headed by Edith Evans from legit. Formerly at the Duke of York's, the farce, High Temperature, is

being revived at the Comedy. Two shows a day are scheduled, the first starting at 1:10 p.m. and the second at 2:50, with final curtain falling at 4:15. Philip Ridgeway is running a version of his Late Jags, a concoction of revue bits, in a West End basement, the show starting at 7:30.

The few six houses which carried on with stagelights now having cut them out, vaude is not to be found anywhere in London proper. As for the outskirts, revues and road shows have taken the place of rep at Harrow Coliseum. Some outer six houses try vaude now and again, but not always with profitable results. At the Capitol, Wembley, a program of six acts and two six week of October 14 drew up to the Thursday night only some \$200.

Provinces Gain

London's loss has been the provinces' gain, for stars of both vaude and legit whose bookings would have precluded anything in the nature of a tour are now doing the rounds. In some cases more or less resident revue companies have been installed, an example being the Brighton Hippodrome, where George Black has Max Miller heading a company in weekly selections from his revues. Provincial business on the average is not too bad, tho of Liverpool's six legit and vaude houses only one remains open. This is attributable to intensive air raiding in the district. At Birkenhead the Argyle was recently gutted by fire, the result of incendiary bombing. Altho small, this house was for 90 years or so the best-known cradle of British vaude. Plans have been made for rebuilding in original form after the war; meantime, the old skittle alley underneath the building is to be converted into a "Shelter Theater" seating 400.

In London more theaters have suffered damage from air action. One vaude house, at which has appeared practically every American artist playing Britain during recent years, had a bomb thru its roof over the stage. Some of the managerial staff were in the front of the building at the time but were saved from blast effects by the circle. Another theater, possessed by royal privileges and famed for its drama and spectacles, has been damaged for the second time. As a result of the changed situation, most of the better-placed vaude performers have migrated to Blackpool. Here, too, will be found producers, technicians, and executives; but beyond one or two agents there has so far been no general exodus of 10 per centers.

ORCHESTRA ROUTES

- (Continued from page 14)
- U**
Unell, Dave: (Alabama) Chi, no.
- V**
Valero Blister: (Monte Carlo) NYC, no.
Varel, Walter: (President) Atlantic City, h.
Varel, Tommy: (Club Bala) Brooklyn, no.
Vera, Joe: (Congress) Chi, h.
Verree, Danny: (College Inn) Phila, no.
Verran, Eddie: (St. Moritz) NYC, no.
Viera, Pete: (Casa Loma) Flint, Mich., no.
Vierra, Al: (Ivanhoe) Chi, re.
- W**
Wald, Jerry: (Child's Spanish Gardens) NYC, no.
Wald, Jean: (Fort Hayes) Columbus, O., h.
Wall, Jimmie: (Bell's Corner) Phila, c.
Walker, Pat: (Sherman) Chi, h.
Walkers, Leo: (Blue Lantern) Detroit, no.
Waxson, Hal: (Plantation) Grand Rapids, Mich., h.
Watson, Leo: (Oxyx) NYC, no.
Webber, Jack: (Libby's Club Era) Chi, no.
Weeks, Frank: (Marilyn) Boston, no.
Weir, Lawrence: (Aragon) Chi, h.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., no.
Williams, Chick: (Gay '90s Cafe) Phila, no.
Williams, Clem: (Spread-Eagle Inn) Stafford, Pa., no.
Williams, Griff: (Stevens) Chi, h.
Williams, Bill: (Manalawny Log Cabin) Erieville, Pa., no.
Williams, Bander: (Astor) NYC, h.
Willis, Forrest: (Emerald Inn) Albany, N. Y., no23
Wilson, Teddy: (Cafe Society Uptown) NYC, no.
Wilson, Dick: (Mon Paris) NYC, no.
Winton, Barry: (Rainbow Grill) NYC, no.
Woods, Howard: (Tansilla Gardens) Richmond, Va., h.
Wright, Charlie: (Club Cuba) NYC, no.
- Y**
Yancey, Buddy: (Harlequin) Grand Junction, Colo. h.
Young, Roland: (Lombard's) Bridgeport, Conn.
- Z**
Zahler, Al: (Log Cabin) Trenton, N. J., no.
Zanello, Doc: (Brooklyn's) Albany, N. Y., no.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place
Parcel Post
Amos, Karl, 2c
Beltow, Dick, 5c

Women
Ackerman, Mrs. Carl
Ackerly, Ora

Allen, Joan
Allen, Mrs. Kate
Allen, Mrs. Mabel

Amos, Mrs. John
Allman, Lillian
Andrews, Maudie

Amos, Mrs. John
Allman, Lillian
Andrews, Maudie

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Allman, Lillian
Andrews, Maudie

Lakin, Miss Terry
Lacy, Mrs. Mary
Lake, Mrs. Bernice

Lambert, Mrs. Marion
Lamberton, Charlotte

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Lamberton, Charlotte



NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Yarnell, Patric Ann
Yarnell, Mrs. Paul
Yarnell, Mrs. Paul
Yarnell, Mrs. Paul

Notice, Selective Service Men!
The names of men in this list who have Selective Service mail at The Billboard office in Cincinnati are set in capital letters.

Reddy, Miss Diana
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Reddy, Miss Diana

Richardson, Elsie
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Richardson, Elsie

Richter, Mrs.
Richter, Mrs.
Richter, Mrs.

Rosen, Hattie
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Brown, N. D.
Brown, Pete
Brown, Rex W.

Brown, Rex W.
Brown, Wheeler
Brown, W. C.

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Wooden Items Claim Popularity on Eve of Holiday Buying

NEW YORK, Nov. 18.—Wooden items are proving money-makers, wholesale merchandise supply houses report. With Christmas trade creating growing demand for the line, large shipments are being made to allow those in the trade ample opportunity to take advantage of the turnover and profit it affords.

Items that are claiming attention include wooden bread and card trays, book ends, serving trays, and cigarette containers. The cigarette containers are designed so that by pulling a drawer a bird, also made of wood, picks up the cigarette with its beak. Another cigarette server of similar design has a segmented roller top.

A representative of a local supply house said that a larger demand for hand-carved bread trays is evident this year. They are in various shapes and sizes, making them adaptable as prizes for almost any occasion. Some are in natural wood, while others, especially those with leaf designs, are stained and varnished.

In view of the large demand, those in the trade anticipate a banner year for wooden items.

Demonstrators Line Up Items For Christmas Spending Spree

NEW YORK, Nov. 18.—With the public soon to embark on its annual Christmas spending spree, demonstrators are getting set to do land-office business. Stores that never before went in for demonstration lines are reported making arrangements to secure men with good items to increase sales. Merchants who use this method of selling only at Christmas time are also preparing to start campaigns the latter part of the month.

Safety Razors Back

According to information gleaned from wholesalers, safety razors will again command a place in the spotlight. Among dry shavers being shipped in large quantities is the Underwood De Luxe, which features an ivory case and rubber sleeve. It is available in simulated pigskin pouch and four-color

lithographed box. Prices are said to be the lowest in recent years, affording prize users an opportunity for sizable profit margins. Stress is being put on packaging this Christmas, with the result that items in attractive cartons will be out in front. Edgin and Royal shavers are also reported in demand.

Mrs. Offer Lines

Demonstrators have become an American institution, and the public looks forward to seeing them in stores. Manufacturers have also noted the power of that type of selling, and items specially designed for the field have been put on the market. A good item with a good spell always nets those in the trade large profits.

Among other items that will be pushed are electric pants pressers and tie pressers. The pants presser has been improved, a new handle that fits the hand now being used. The handle is made of Oregon pine. Presser may be used also for sleeves, pleated skirts, hat brims, and hems. Tie pressers may be used on AC or DC current. They heat in 30 seconds. Designed along the latest lines, they may be used quickly and in such a way that the seam impression will not show thru the tie face. The tie is pressed by the dry-cleaning method.

Presser Claims Sales

One of the outstanding workers in the pants presser line is Jerry Burns, who sold 15,000 of them during a Christmas season.

Demonstrators' work will not be confined to items that may be used for gifts. Items which make the Christmas dinner easier to prepare will come in for a share of the trade. They include the Vitex-Glas corer and juicer and glass knives that will not crumble cake or pies because of vents that prevent a vacuum during slicing.

Construction Field Adds To Scope of The Camp Workers

NEW YORK, Nov. 16.—Magnitude of the opportunity offered training-camp workers with patriotic items was shown this past week in news stories on the defense program. A story carried by the Associated Press stated that selective service headquarters had announced that possibly 1,200,000 men annually would undergo physical examinations. From Wrightstown, N. J., where Fort Dix is located, another story said that 700 men would return to work on the barracks as soon as weather permitted. The latter situation broadens the field, as these workmen are located in the town in addition to soldiers.

At Hattiesburg, Miss., site of Camp Shelby, so many men are needed for construction work that carpenters are being hired from Natchez, 140 miles away. Problem of getting skilled workers is typical over the nation, say reports. Salesboard men who work factory sites are declared eyeing such projects with the view of increasing their takes.

Among top items are the new studded flag pin and lapel ornaments sold by Imperial Merchandise Company and the plaques and decals handled by the Abbot Company. The flag pins are studded with rhinestones and bear the phrase "God Bless America." The plaques have a large blue star and red and white stripes. Across the top is written "A Member of This Family Is Serving His Country." Decals are available in the same design.

Bigger Demand Seen For Miniature Items

CHICAGO, Nov. 16.—That miniature items will click solidly as Christmas gifts was revealed here by wholesale supply house representatives, who reported larger shipments in such lines. Solving the problem of giving something novel yet serviceable, prize users are seen turning to minnies in a big way.

Among items said to be getting big play are miniature vases and pitchers, included in the American Dresden bric-a-brac line recently announced by Leo Kaul Importing Agency. Available in rich colors, both pitchers and vases are decorated with bric-a-brac flowers, exact reproductions of natural flowers in shape and color and in high relief. Firms also has the miniature black cat, which is made of Pyrex glass. Despite the fact that it is only one inch high, it is perfect in every detail, having white paws, tail tip, and whiskers.

Wooden wall plaques, also distributed by the firm, are made of figured gum wood five inches square, with realistic looking fruit made of composition material and hand colored. Fruit is in high relief, some as high as an inch from the background, and contrasts with the grained but monochromed background. Plaques are boxed in pairs.

Quantity orders for the miniature table and chairs have also been received. Set consists of table, 5 by 3½ inches, and four chairs, 2½ inches high. Tea set in oxidized silver finish is also available and is said to be proving one of the best items on the market. Also in the bric-a-brac line are the new hand-blown glass perfume bottles decorated with delicately colored flowers in relief against a glass background.

Demand for miniatures has exceeded all expectations. Since the items are packed in attractive boxes, they fit in with the Christmas buying scheme.

turn down the appeal to play bingo and win a prize, and at the same time aid a worthy cause."

LAST WEEK information was given on the new Aero Bingo Blower recently announced by Morris Mandell. Thru a set-up that has just been devised by the firm it is possible for jobbers to sell the item on a deferred payment plan which should fit in well with plans of operators who are starting new games. They can get up-to-the-minute equipment without the outlay of a large amount of capital.

OPERATORS are decorating halls for Thanksgiving games. Seventeen States will observe the holiday November 28. (See BINGO BUSINESS on page 52)

DEALS

A Column for OPERATORS • DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Look like the old legit deal is making a comeback. A number of operators have told us they have done well with such deals lately and it may be worth the while of others to give them the once over.

The legit deal has appeal in that the purchaser receives something with each purchase. The card is small and the turnover is rapid when the deal clicks. Purchases are either at 5 or 10 cents straight, or from 1 to 25 or 30 cents, and the merchandise offered is all of equal value.

We have a report that Max Polachek, of U. S. Merchandise, is about ready to announce a new item which he believes will have as good a run as the extremely successful Dunhill Lighter.

King Sales has completed its test on the Round the World Clock and returns have been so good that the item will be given a real play. As the name implies, the clock tells time around the world at a glance, is multi-colored, self-starting electric, and is about eight inches high and four inches wide. It is being offered on a small card.

Avon Products is also working on a new item which it believes will prove a natural on a 1 to 30-cent card.

Requests for a copy of Salesboard ABC's are still pouring in.

F. G. Scranton, Pa., writes: "Is it better to offer cash or a premium to the seller of a card?" Our answer to this question is still the same. In getting an individual to run off a deal it is much better to offer him one of the major awards rather than cash. The major award is usually worth more to the individual. That is, he would have to pay more for it if he had to buy it than the amount of cash you would be able to hand out in its place. If proper care is used in the selection of merchandise, the worker's desire to obtain one of the major awards for himself will be incentive enough for him to complete the deal.

HAPPY LANDING.

"The Increasing Demand for American-Made Mechanical Toys"

By GEORGE KELNER
will be a feature of the

Christmas Number of The Billboard
Watch for it in the issue dated November 30

BINGO BUSINESS

By JOHN CARY

DURING THE PAST few weeks we've been stressing the fact that Christmas is just around the corner. This means that if bingo operators are to take advantage of the public's annual buying spree they will have to get busy to get their share of the receipts.

FROM CHICAGO comes this report: "The thought of Christmas being just a few weeks in the offing seems to have prompted bingo operators to exert extra effort in promoting dolls for prize use. With the public definitely in the mood for holiday gift suggestions, operators are getting some early season cash that would ordinarily go elsewhere.

"REPORTS from several of the important wholesalers reveal that while boudoir dolls are getting lively Christmas demand, the current favorite is a 30-inch Miss U. S. A. in patriotic costume. When placed on bingo stands its red, white, and blue attire makes an exceptionally flashy display. As an eye-catcher, those in the trade report, they haven't had anything in recent months to equal its drawing power.

"OTHER NUMBERS in the merchandise line that are popular include comic character dolls, policemen, firemen, sailors, drum majors, and Santa Clauses. Liberal quantity orders are being placed by operators in anticipation of stepped-up demand for doll prizes during the pre-Christmas buying period."

ALSO FROM CHICAGO is this report: "Bingo is being used this season more frequently than ever by churches, lodges, and societies in their efforts at fundraising to carry on extensive relief programs.

"DEMAND for Christmas baskets and toys for the needy is always a severe strain on the resources of most organizations. However, the double incentive of attractive merchandise gifts appropriate for Christmas-giving and the poor relief aim offered by bingo has supplied a most satisfactory solution to many a worried committee. Few persons can

FREE XMAS CATALOG

Here's extra Xmas profits for you! Send for special FREE Xmas Catalog. Hundreds of outstanding premiums and gifts at sensational low prices. Electric appliances, sporting goods, toys, games, household items, luggage, radios. A complete gift selection at tremendous savings. Write NOW!

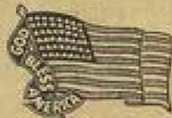
Evans Novelty Co.
800 Washington, Chicago, Ill.

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.

Studded Flag Pins

Imperial Merchandise Company reports that streetmen are earning a pretty penny with the new studded flag pins. Pins are approximately an inch across and about three-quarters of an inch in height. The flagstaff bears the words, "God Bless America." Firm is offering a 10-number assortment of patriotic, hand-painted, etched, and rhinestone pins and lapel ornaments. Those in the trade are ordering in large quantities to reap the turnover profits, the firm reports.



Revolving Display

Roto-Sho is the name of an electric turntable that is garnering good profits for agents. General Die & Stamping Corporation reports. It is made of 18-gauge steel and operates on 110 volts AC. The table is 16 inches in diameter and will carry a 150-pound balanced load or 200-pound centered load. Electrically welded at joints and bends, the Roto-Sho, which enables merchants to attract attention to their windows by movable displays, has two ballbearing thrusts, with the foundation reinforced with steel ribs. Finished in black enamel it weighs 14 pounds when packed for shipping. Dimensions or height overall is 8 1/4 inches, with a turntable

GET YOUR XMAS BANKROLL NOW!

Be sure and get Levin's Latest Catalog and Supplement for a very complete line of—
**SILVERWARE — RADIOS
JEWELRY — WATCHES
LEATHER GOODS — TOY
GUNS — DRESSER SETS —
ETC.**

BOARD OPERATORS!
HAVE YOU GOT OUR LATEST SALES-BOARD CATALOG?
Be Sure and Write for Yours Today.

MECHANICAL TOYS!

- BN 4240—O-U-DOG WITH SOCK, Small.
- BN 4242—O-U-DOG WITH SOCK, Large.
- BN 7456—O-U-DOG WITH SOCK, Jumbo.
- BN 7457—WACKY GONKEY
- BN 4203—TUMBLING CLOWN.
- BN 7440—CONCEITED MONKEY, Large.
- BN 7441—DANCING COUPLE, Large.
- BN 7442—DANCING COUPLE, Small.
- BN 8752—MULA DANCER, Large.
- BN 3383—CRAWLING BABY.
- BN 3380—STUNT FLYER (Airplane).
- BN 5111—KONGO MONKEY, Large.
- BN 4305—WALKING PENGUIN.

A Sample of Each Above for \$1.75 Postpaid.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

SANTA With ELEC. EYES

No. 9457—Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed.

Dozen Lots, \$33.00--Sample \$3.00

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

WIS. DELUXE CORP. 1902 No. Third St. MILWAUKEE, WIS.



Extra Value! **\$2.25 EACH**
5 for \$10.50

5 for \$10.50

No. 55 9533—Ladies' Bracelet Watch. Exclusively styled 12 1/2 L. Chrome Case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazing 1 1/2 value and whitening premium item. Save money NOW by ordering five watches for \$10.50.

DEALERS: Write for Catalog.
ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

LEADING SELLERS IN **FUR COATS**

Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, class. Nothing was spared to obtain the most superior styles and quality. Satisfaction guaranteed or money refunded in 30 days. Prompt deliveries. Write for NEW FREE CATALOG!

LOWEST! H. M. J. FUR CO.
150-B West 28th St., N. Y. C.

Fastest Selling Item To-Day
CHRISTMAS CORSAGES
Also Patriotic Corsages
Price to you: \$6.00 100;
\$5.50 1000
25% dep. with order, bal. C.O.D.
Assorted Samples
Postpaid 25c

AMERICAN FLORAL CO.
Importers and Manufacturers
921 MARKET ST., PHILADELPHIA, PA.

BINGO CARDS
100 to 3000 CARD SETS

Heavyweight — Lightweight
Blowers — Equipment
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

ELGIN, WALTHAM, BULOVA

Renowned Guaranteed **STARTS AT \$2.95**
MEN'S WRIST AND POCKET WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

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3 Pcs. FAMILY COMB SETS

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LIMITED NUMBER AVAILABLE AT THIS \$9.95 LOW PRICE SAMPLE
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WE LEAD FOR PRICE AND QUALITY
Wrist & Pocket Watches FOR LADIES AND GENTS Record-Book. Guaranteed Like New. 1941 Styles now available. Write for Free Catalog.

NOVELTY CLOCK CLOSEOUT



SAMPLE \$1.25 Each POSTPAID

This popular American-made Bird House Clock has a walnut colored composition case, fitted with a thirty-hour movement. Bird holes in and out white clock in running. White hands and numerals. Swinging pendulum. Melody 7 5/16 inches. Width: 6 1/2 inches. Weight: 3 lbs. Individually boxed.

No. B3201—Sample postpaid, \$1.25. Dozen lots, each 95¢; 3 dozen lots, each 92¢.

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200 Wallet Deals, containing 9 Wallets, each mounted on beautiful set up. Complete with 1000 hole Salesboard. Deal takes in net \$37.50. Lots of 10 or more, \$2.25 each; less than 10, \$2.75 each. Half deposit required by certified check or money order. Balance shipped C. O. D. Also 10 Penny Mercantiles, like new, \$15 each.

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OUR BIG NEW CATALOG No. B135
1228 Pages Just Loaded With Super-Values.
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When writing state business you are in, as we do not sell consumers.

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New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

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." Burky, 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."

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 7 MINUTE. NO EXPERIENCE REQUIRED

NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TYPED. Big attraction. Watch photos develop in daylight in one minute.

Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE.

About \$50 starts you in this interesting, BIG MONEY business. TAKE DIME photos—anywhere—indoors or outdoors. You will make BIG MONEY with the P. D. Q. A real "Portable Photo Studio." Write or wire.

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BINGO GAMES AND SUPPLIES
CARNIVAL SUPPLIES..... PREMIUMS
NOISEMAKERS..... HATS..... BALLOONS
WRITE FOR OUR NEW No 50 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

base height of 3 5/16 inches by 8 inches square. Extra steel, wooden, or mirror tops are available. A special low price is offered on this American-made item to introduce it to the trade, the firm reports.

Pop-Up Greetings

Agents handling Christmas greeting cards are getting set to make large profits with the new High Ball Christmas card, S. S. Adams Company reports. Item consists of a folder approximately 8 by 4 1/2 inches, with a typical Christmas scene 5 by 3 1/2 inches printed on the front along with "Up Pops the Holiday Spirit, May It Be Eternally Yours." When opened, out pops a large red crepe paper ball eight inches in diameter. Ball has a metal base which facilitates replacing it in the folder. Item is unique and shows promise of becoming one of the top items of the Christmas buying season, the firm reports.

Living Flower Perfume

Agents, operators of novelty stores, and general prize users are finding growing demand for Living Flower Perfume. Le Mar Laboratories report. Bottles contain 4 ounces of perfume and are individually packed in an attractive display box. Firm also has 1 1/4-dram out glass bottles with bakelite cap containing gardenia, sweet pea, Rose, Blue Passion, and Du Orient perfumes, which are made similarly to an imported brand. Le Mar also carries a complete line of bulk colognes and perfumes ready for bottling. With the Christmas trade getting into full swing the line is seen as one of the most popular on the market, the firm reports.

Christmas Bulb Tester

The Magic Christmas Tree Bulb Tester, introduced by the Russell Manufacturing Company, is seen as a fast-moving profit maker for the pre-holiday season. The gadget is a compact horseshoe shaped piece of metal with a toothed contact bar. By pressing it together on wires in back of each socket until the lights go on, it is easy to find bad bulbs and connections without removing bulbs. Testers are stapled onto individual colorful cards and are offered at prices that allow workers profit, the firm reports.

LETTER LIST
(Continued from page 49)

Ragan, Mr. & Mrs. Southard, Earl
Geo. Stanley, Charles
St. Louis, Mr. & Mrs. Bert
Reynolds, Mr. Mrs. Geo.
Rosen, Nelson
Shannon, Hunter
Sanson, W. L.
Sheehan, Jack
(Ice Wee)
Smith, Bert

MAIL ON HAND AT ST. LOUIS OFFICE
300 Arcade Bldg.

Women

Allen, Mrs. Rose
Bacon, Mrs. Jean
Ballard, Mrs. Pete
Barnes, Mrs. H. H.
Bauschard, Mrs. Thos. A.
Bayer, Mrs. Bill
Candell, Alvera
Clifton, Mrs. Trudy
Clevens, Mrs. Louise
Cook, Fannie
Cook, Virginia
Dakoff, Mrs. Joann
Davidson, Mrs. G. E.
Davis, Mrs. Rita
Devine, Ann
Doris, Betty Lee
Dorothea, Lady
Duffy, Fern
Garr, Helen

Reeves, Mrs. Lavereta
Roidis, Mrs. Myrtle
Schneider, Mrs. E. J.
Smith, Betty
Stanley, Dorothy

Men

Hamilton, Jack
Hanna, Jimmie
Hesse, Elmer
Hays, Cliff and Del
Husted, Ed
Johnson, Sailor
Johnson, J. E.
Johnson, John F.
Jones, Paul
Jensen, Carlisle
Kingston, Osa
Kirkwood, Bill
Kraepf, Walter H.
Kraepf, H. Frank
Laford, Harry
Lashbrook, Arthur
McCarthy, Dan
Malone, J. E.
Marion, Tom (Jimmy)
Marrett, Albert
Miller, Henry P.
Moorhead, Merle
Moss, M.
Mortlock, H. W.
Moser, Win.
(A. C. Joe)
Norvell, Bill
O'Brien, Joseph
O'Connor, T. J.

Pallomo, Frank
Pike, Bill
Poling, Charles H.
Pratt, Fred
Rusby, Charles J.
Roberts, Bill
Rosa, Prof.
Roberts, Joanne
Rufford, Society
Saxena, Henry A.
Schroeder, Wendell L.
Schultz, Capt. John
Shelby, Hank
Shapiro, Earl
Shelton, Lloyd
Shiner, Jay
South, Marvin
Stuart, Leo Roy
Stanley, Lee
Stuart, Tyr Ben
St. Clair, Bob C.
Strode, Bill
Thomas, Clair
Thompson, Charlie
Thompson, C. C.
Thompson, C. E.
Tosson, Charles
Vibbard, Paul L.
Vinson, Roy
Wahler, William H.
Wahls, Thomas H.
Walker, W. B.
Wald, Edna
Wibbelsman, Ted
Willard, Harry
Wilson, Dick
Wilson, William M.
Wise, R. K.
Wright, Edna
Young, Raymond A.

BINGO BUSINESS
(Continued from page 50)

They are Arkansas, Connecticut, Florida, Kansas, Kentucky, Maine, Massachusetts, Nebraska, Nevada, New Hampshire, North Carolina, Pennsylvania, Oklahoma, Rhode Island, Tennessee, Wisconsin, and Vermont. In the remaining 31 States Thanksgiving will be observed November 21. Some new decoration lines have been announced and it is said that ornaments are being offered at exceptionally low prices.

HASC
(Continued from page 35)

manifested this year, and it is planned to continue the luncheons and some form of entertainment during the winter.

Ladies' Auxiliary

Club held its regular meeting last Friday with Mrs. C. W. Parker, president, presiding. Because of the number of birthdays among members the president asked Jess Nathan to play Happy Birthday on the piano and a march to the penny box began, with Elizabeth Yearout, Freda Hyder, Lucille Heminway, Myrtle Duncan, Mae Wilson, Trixie Clark, Martha Walters, and Mrs. C. W. Parker donating the correct number of pennies for each year. During the meeting Jean Martin, Judith Solomon, and Laura May Anderson were elected to membership and the last named was introduced to members.

It was voted to give a banquet on December 19 and 20. All members were requested to send in articles for it. Hatlie Hawk was made chairman. Night's award went to Ruth Spallo. Books sent out by Viola Fairly are coming in nicely and a report on them will be made soon. At adjournment members were invited into the men's clubrooms, where sandwiches, salad, and coffee were served.

PCSA
(Continued from page 35)

report revealed everything was in tip-top shape, with Brother Ross B. Davis concluding with treasury reports. Bills were ordered paid. Other committees reporting included Brother Pat Armstrong, sick and relief; Brother Ed Brown, public relations; Brother Leo Haggerty, house committee; Brother Bill Hobday, membership and banquet and ball committees. Hobday again urged that everyone make an effort to attend the banquet and ball in the Hotel Biltmore on December 17 and make reservations now because they are going fast.

Brother Harold (Pop) Ludwig reported on the funeral services of John West, 64-year-old retired showman, who lived at Long Beach, Calif. A big crowd of showfolk, including many members of the club, turned out for the funeral, funds for which were raised by several club members. Brother Ed Brown spoke on a special burial fund for showmen who are not members, and matter was put up to the membership for future discussion. The lights were lowered in solemn observance of West's death, and Brother Capt. David Barnett rendered a swell eulogy to his friend of some 35 years.

Brother Joe Glacy explained the various technicalities pertaining to the vari-

ous funds, which are governed by the membership. Many members who recently returned from the road were introduced. They included W. Lee Brandon; Brothers Nate Miller, Ed Brown, S. L. Cronin, Roy E. Ludington, and Tommy Meyers. After much discussion on the annual PCSA memorial services at Showmen's Rest, Evergreen Cemetery, Los Angeles, membership set December 15 as the date, two days before the annual banquet and ball. Brother Ted Le Fors was appointed chairman. Meeting adjourned at 10 p.m. and lunch and refreshments were served by Brothers Ben Beno and Jack Bigelow.

Xmas Comit Cards

COMIC GLOVE CHRISTMAS CARDS

12 kinds, all new, 2 fold, printed in 3 colors. Each to envelope. Part 1st selling Gross, \$5.50. Sample Order Attached, 50¢

JOBBERS: WRITE FOR SPECIAL QUANTITY PRICE.

SEND FOR FREE XMAS CATALOG

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

WAXED FLOWERS

Best Quality, A New Style, Beautiful Colors.

No. 3—Georgine, \$23.00 per 1000, \$2.75 per 100.
No. 7—Dahlia, \$2.50 per 1000, \$3.00 per 100.
No. 16—American Beauty Rose, \$18.00 per 1000, \$2.00 per 100.

Complete Sample Line of all Flowers with new Holiday Price List sent postpaid for \$1.00.

Mountain Laurel, 15c Lb.
25% Discount, Bal. C. O. D.

FRANK CALLO
Importer and Manufacturer
1429 LOCUST ST., ST. LOUIS, MO.

WALTHAM-ELGIN

Xmas coming—Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
163 Canal St., Dept. A, N.Y.C.N.Y.

CHEVILLE BED SPREADS

Unusual \$2.95 retail value, 69x102 in., colored grounds, \$22.80 dozen, 3 samples \$8.00. F. O. B. Nelson. 25% cash, balance C. O. D. Satisfaction guaranteed.

G. A. BED SPREAD CO., B-G, Nelson, Ga.

ELGIN--WALTHAM
GRUEN--BULOVA--HAMILTON

Wrist and Pocket Watches. **\$2.95** PRICES START

GUARANTEED LIKE NEW. Write for Catalog.

BIG NEW 1941 CATALOG JUST OUT!

JOSEPH BROS., Inc.
59 E. MADISON STREET, CHICAGO

med reader there . . . Cal Davis was in Kingman, Ariz., after making the gold miners' convention at Elly, Nev. The following sheet writers also made that convention: A. C. Moore, P. G. Murphy, Hot-Shot Cole, Pocatello Shorty, John Daly, Blackie Foster, Al Holmes, Cross, Humphreys, China Bob, and Whitey Walton. . . . Eugene Clark, colored med show comedian, died in Indianapool, . . . Bert Gray was in San Francisco on the sheet. Other boys there were Dave Diamond and Walter Hale, the latter with his ossified man and turtle races. . . . John Swisher found his only fair in Charleston, W. Va. . . . After four weeks of bloomers in West Virginia, Virginia, and North Carolina, Virginia Thibault finally hit a red one at the National Corn Husking Contest at Newport, Ind. . . . Earl Davis and Al C. Rice were clicking there with blades and watches, as was I. Chet Chapp. . . . Rickton found Tazewell, Ga., a mop-up. The fall season was the best he had

Events for Two Weeks

- November 18-23
- CALIF.**—Hemet, Utility Turkey Show, 21-24. Los Angeles, Western States Coin Machine Show, 18-20.
- GA.**—Donalsonville, Harvest Jubilee, 18-23. Macon, Al Bibah Shrine Circus, 18-23. Wrightsville, Fall Festival, 18-23.
- IND.**—Evansville, Hadl Shrine Circus, 18-23. Garrett, Muck Crop Show, 22-23. La Porte, Dog Show, 24.
- IA.**—Waterloo, Dog Show, 22-23.
- MICH.**—Bronson, Community Fair, 21-22. Detroit, Rodeo at Coburn, 17-24.
- November 23-28
- ILL.**—Chicago, Dog Show, 30-Dec. 1. O.—Bellevue, Logan County Corn Show, 25-28.
- S. D.**—Sioux Falls, Auto Show, 23-Dec. 1.

ever had. . . . John H. Jones was in New Orleans and reported that Joe Morris, with tie forms, was top man there. Jack Young was there with transierine. . . . Prof. H. Harris and his med show were playing the Wisconsin sticks to good biz. . . . H. Bob Russell was showing schools and halls in North Georgia. He had pictures and a vaude act, featuring Rusty, the "dog with the radio mind." . . . The Texas Billy Show was playing Tennessee territory and headed south for the winter. Oklahoma Tony rejoined the show. . . . That's all.

RESULTS can be obtained only when the cooperation of all is forthcoming.

SLA (Continued from page 35)
 ko, John Lavin, and Globe Poster Company.
 Dues were received during the week from E. C. Velare, Ainsley Lambert, H. A. Russell, H. P. Fellows, Jack Cooney, E. L. Richardson, H. A. Zinner, C. D. Owens Jr., Harry E. Thurston, George Gavis, Ernest Dellabate, Ward M. Setzer, Floyd Hesse, Harry Lewiston, Paul Kleider, John Ogilore, James L. Smith, J. Lee Cuddy, William T. Keys, Julius Wagner, Frank Winkler, Thomas J. Cooper, Max Cohen, R. N. Adams, Peter Pinder, Frank Ehlers, H. N. Reeves, Hymie Shrelfer, J. P. Madigan, Leo Sennett, Sam Solomon, Harry Mamosh, William Glickman, Harry Berk, Dave Russell, Chickie Miller, David Bloom, Charles and S. De Kreko.

Harry Mamosh is back from a West Coast trip. William B. Naylor visited and William Glickman arrived from the East. Brother Joe Bolner is confined to the hospital under care of the National Showmen's Association, New York.

Ladies' Auxiliary
 Club held its regular bi-weekly meeting on November 14 in the clubrooms at the Hotel Sherman, with President Mrs. Ida M. Chase presiding. After adjournment cake, donated by President Chase, and coffee were served. Many out-of-town members and friends have indicated they are anticipating joining the festivities to be held during convention week. Fannie Plaister donated a beautiful bedspread to be awarded during the week. Several other prizes are to be donated and further data will be given regarding the many events being planned. Myrtle Hutt; Edith Bullock, secretary Ladies' Auxiliary of the Pacific Coast Showmen's Association, and Ruby Francis are recuperating at home after a siege of illness. Dues, which are now due and payable, have been coming in nicely.

SUGAR'S DOMINO (Continued from page 4)
 keep it out. You ought to know for a certainty that *The Billboard's* never permits advertisers or the prospect of advertisements to influence its news or review columns in any way. Or that *The Billboard* never permits the resistance offered by those solicited for advertising to affect its reviewing activities in any way. If you don't know it I'm telling you now and I hope for your sake that it sticks.
 You also know beyond the shadow of a doubt that the review that appeared in *The Billboard* on the unit that played Loew's State Theater was not influenced in any way by the activities of our advertising department backstage at the theater. As a matter of fact, Miss Parsons, you were not even approached by a representative of *The Billboard's* advertising department before, during, or after your Loew's State engagement.
 I'd rather not go into the reasons for the "neglect." That's a deep trade secret.

You have been a good deal more unfair towards *The Billboard* than any paper, including *The Billboard*, has been towards you. You probably have a collection of the reviews that appeared in various papers on your unit while it held forth at the State. Tell me—but frankly and honestly this time—wasn't *The Billboard* review among the more matter-of-fact and more charitable ones? Of course, I wouldn't expect you to express any gratitude for that, because the stuff that appears in *The Billboard's* news and review columns is not written with the idea of earning any gratitude. You see, Miss Parsons, our task is to serve readers primarily, and we are sure we do a good job of it.
 You must have some peculiar ideas about trade papers. It is not for me to hazard a guess as to how you got them. I think you ought to know, however, that a real trade paper does not prostitute its reviews to the whims and demands of advertisers or would-be advertisers. *The Billboard* is a real trade paper, but I don't go so far as to say that it is alone in this respect. Maybe on the basis of results you ought to make the same charge against a trade paper that began its review of your unit this way:

There's no question that Loew's Parsons' galaxy of film names has plenty of box office, but in talent it's a story with a different ending. As for Lolly herself, she offers clear-cut evidence that it isn't her ability as an actress or a personality that makes possible a lucrative stage tour every year.
 How's that for a beginning, Miss Parsons? And how's this for a wind-up: It might not be a bad idea for the State to make a special announcement after every performance of the stage show, to wit: If you want talent come

Next Issue LIST NUMBER

Will Feature the Following Lists:
WINTER FAIRS
COMING EVENTS
CONVENTIONS
FRONTIER CONTESTS
DOG SHOWS
POULTRY SHOWS

Order a copy from your news-dealer **NOW** or mail 15c in postage or cash to

The Billboard
 Circulation Dept.,
 25 Opera Place
 Cincinnati, Ohio

next week to see Sophie Tucker, Harry Richman, Joe E. Lewis, and the Chandrakaly Dancers.
 I have no way of telling whether the trade paper from which I have quoted here solicited you while you were appearing at the State, but I can bet you a fan picture of Ruth-Tin-Tin that the reviewer was not influenced by any advertising considerations.

Incidentally, I wonder if you read the delightful ribbing handed out to you by Cecelia Ager, the little lady who does film reviews for *PM*, the very young New York daily. Oh, I'm sure you read it, but I'm not so sure that you realize that *PM* not only refrains from running theatrical advertising, but it runs no advertising at all. So you can't very well say the same thing about *PM* as you say about *The Billboard*. I mean say it and get away with it except when the one you say it to decides to send it to us.
 I think you owe me an apology, but I shall not ask for it because now that I have about finished with this epistolary masterpiece I feel very much better. In fact, I feel fine and I don't think an apology will make me feel any better.
 So next time you are reviewed as an actress or unit sponsor by trade papers—and particularly by *The Billboard*—it might be a good idea to accept whatever is said about you in good grace. Just as the biggies you write about in your syndicated column are supposed to do.
 I hope you will have a very merry Christmas, and that Santa Claus will be very good to you. By the way, Miss Ager tells us that you dance on the stage. Well, that's fine. Here's to more and better dancing. No offense meant, of course.

Fraternally yours,
 (You know, newspaper people and all that)
ELIAS E. SUGARMAN.

"CONQUEST IN APRIL"

(Continued from page 15)

mander as a former actor who was her schoolgirl "crush."
 The second act opens with the Nazi military court being cruel to the conquered. A typically unbelievable bit is that of Matthew Hofberg, who hands over his property to the Nazis with accompanying wisecracks which the conquerors fail to punish. Suddenly the author whisks away all but the colonel, and Kathy enters for the anticipated love scene.
 The play writes itself from here in. Next there's the party at which the Colonel reverts to his Shakespearean self. In the last act there is a scene of regrets which might as well have ended the whole affair, but an added scene is tacked on for the colonel's suicide and a hasty retreat by film star and party back to dear old MGM.

When the rescuing soldiers arrive, it seems strange that the press photographers are not among them.
 The final spasm has departing German soldiers and arriving British lads (how did they get there?) asking Kathy for her autograph!
 The play, expensively produced, has well-made sets and colorful costumes. It will be a decorative addition to Cain's Warehouse.
 There are 34 programmed speaking parts, providing much talk which adds up to practically nothing.
 Henry L. Shoely.

Lowest Prices Always

CHRISTMAS FOLDERS, Good Assortment, 10 Sets, Boxed, Any Quantity, Box **\$0.06**

CHRISTMAS FOLDERS, Good Assortment, 21 Sets, Boxed, Any Quantity, Box **.13**

DOUBLE EDGE BLADES, Pack of 100, 1.95
 50, Cello Wrapped, 1000 Blades, **3.45**

SINGLE EDGE BLADES—Packed 50, Cello Wrapped, 1000 Blades

ALL AMERICAN ELECTRIC RAZOR, Has double shaving head, Quality motor, Individually boxed, Any quantity, **.45**

NEW
FIRST AID BANDAGES—8 in a handy window front package, very fast seller, Gross Package **1.65**

FIRST AID KITS—In Metal Container with Mirror, First \$1.00 seller, Dozen **6.00**

MEN'S COTTON Hosiery—Fitted, Assorted Colors, Dozen Pair **.65**

LADIES' HOSIERY—Fitted, Assorted Colors, Dozen Pairs, 1000 Other Items, Free Catalog, Deposit With All Orders.

MILLS SALES CO.

901 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALES

ELGIN & WALTHAM—Second-Hand Watches as Low as **\$1.85**

DIAMOND RINGS—Solid Gold Mountings as Low as **\$2.40**

Send for Descriptive Circular
H. SPARBER & CO.
 108 North 7th St., St. Louis, Mo.

MONEY MAKING **SMASH** **BARGAIN VALUES!**

FREE! 96 Page Wholesale Catalog, 4000 Fast Selling Items. **FREE!** XMAS Check Full of Money Makers **FREE!** CATALOG

BOTH CATALOGS SENT ON REQUEST TO DEALERS AND AGENTS ONLY

New 21 Card Xmas Box at 12c, Each **12c**
 Cigarette Punch Boards, 1000 Holes, Each **50c**
 Men's Hosiery, Assorted Colors, Dozen Pair, **45c**
 Toddle Baskets, Octagonal, U. S., Doz. **35c**
 First Aid Strips, 8 to Folder, Gross **\$1.50**
 Gauze Bandages, Beaded 1 1/2 Yds. Gross **1.30**
 Wash Cloths, Assorted Colors, Doz. **85c**

ROSS PRODUCTS, Dept. X8, 69 West 23d St., NEW YORK CITY
 "America's Biggest Wholesale Values!"

YOUR NAME

In Coral Colored Letters on a Genuine Tropical

SEA SHELL

(FLASH) BROOCH (COLOR)

Fitchies, Demonstrators, Badge Board Workers, here's your winter bankroll. Your name on California Redwood was big. This is tremendous. Beautiful Tropical Shell and Coral Letters knocks them cold. Sample 25c with any name, postpaid; price list, Shell, \$1.25 hundred; \$10.00 a thousand; Coral Letters, 60c pound; Jeweler's Brooch Pins, \$1.50 gross; Cold Safety Pins, 20c hundred; Printed Cards, \$4.00 thousand. Ship same day order received. 50% cash, balance C. O. D.

J. A. WHYTE AND SON
6307 N. E. 2ND AVENUE, MIAMI, FLA.

NEW LOW PRICES!
MECHANICAL TOYS

CLOSING OUT—ALL FAST SELLING ITEMS.
 ALL STOCK PERFECT QUALITY.

No. 2300—Small O. U. Dog, Each in Box **Gr. \$ 7.20**
 No. 2301—Large O. U. Dog, Each in Box **Gr. 12.00**
 No. 2302—Dancing Couple **Gr. 6.00**
 No. 2303—Monkey with Comb & Mirror, large size **Gr. 15.00**
 No. 2304—Large Animal Box in Tree **Gr. 14.40**
 No. 2305—Large Donkey with Fly **Gr. 12.00**
 No. 2306—New Running Mike, Diamond Eyes, Plush Body **Gr. 6.50**

Send \$1.00 for complete samples prepaid
 50% DEPOSIT—BALANCE C. O. D.
GOLDFARB NOVELTY CO., 20 WEST 23RD ST., NEW YORK CITY

Out in the Open



Leonard Traube

The Whirl of Today

WE, FOR one, were happy to see the parkmen's association eliminate the \$2 fee for admission to the exhibit hall at the coming convention in Chicago. But we hope this was done on the basis of good business judgment rather than to counteract the showmen's exhibit at an opposition hotel. When the park show was held in New York last year and two bucks a copy asked for the display section, a good deal of criticism was directed at the practice. This publication turned its news lead of the convention on that particular issue, whereupon NAAPB officialdom assumed a holier-than-thou attitude and complained of destructive treatment of the convention, or words to that effect.

It could not have been destructive, and was, in fact, highly beneficial. The parkmen's organization has proved this itself by deciding to call off the dogs in the form of the two-buck tab. You just can't charge a highly concentrated trade public—potential buyers, live prospects—a fee for their inspection of attraction wares and expect them to take it sitting down. The National Association of Amusement Parks, Pools, and Beaches has done the only logical thing it could do, and from that point of view has shown a flexibility which it has lacked on some points in recent years.

Aside to Milton Danniger, Eastern States Exposition, Springfield, Mass.: It appears we always do things after the boat sailed. We bon voyaged you last Saturday when you embarked on the S. S. America for the West Indies. The communication was returned because—the boat had sailed. See you in Chicago. Unless we miss the bus. (Which we probably will.)

Edward L. Conroy has a swell piece on the transportation of embalmed whales in the December issue of Railroad Magazine. Conroy's first view of one of these monsters was at the Shreveport (La.) Fair in 1929. He says the exhibit grossed \$20,000. Sounds like a lot of money, but the captive Moby Dicks were comparatively new then. There was an even better take at the Dallas fair. One of the leading companies then was the Pacific Whaling. Conroy joined out with a Kansas City unit as press agent in 1930 and relates the itineraries. His conclusion is right up the magazine's alley, but it's interesting by itself because few non-whale showmen think about that phase, namely, "It was a triumph of showmanship, exhibiting those whales to curious throngs a few years ago, and it never could have been done without the railroads."

Sure, and look at the carnivals. They can't do without the railroads either. And some midway moguls wish they had never heard of railroads, flat cars, tongues, poles, chalks, and wagons, with or without gilded scrolls. And talk about your hot boxes! As the Pennay railroad says, "Everybody rides us, but everybody rides us."

Contemplated improvements to Luna Park in Coney Island for 1941 constitute a program of such wide scope, at least on paper, as to make competition keen in and around Greater New York. For the last decade or so Conroy's Steeplechase has had practically its own way in the Brooklyn sector, with Palisades claiming the No. 1 spot for Manhattan Jersey. If half of Luna's promises come thru, both of them will have to look to their laurels. Hooked up with 10-year-lessee Milton Sheen is Will Morrissey, since Jumbo in the production-idea department of Billy Rose. It will be most interesting to watch Luna movements as they develop. Perhaps Coney Island, not to mention Luna, is due for that long-expected revival after all. . . . Clown Ed Goldstein post cards from Honolulu, where he is with E. K. Fernandez Circus. Doing turnaway biz, says Abe. . . . Nate

Hartmann's Broadcast

WHEN Nellie Dutton and William McK. Bausman, of Dutton Circus note, sailed for Africa over four years ago to join Pagel's Circus they had no idea they would be in that country for such a long period. It was their intention to return ere this, but circumstances altered their plans. They are still touring Africa, or were on October 8, when an epistle to us from "Baus" from Johannesburg, Transvaal, was dated. "Baus" and Nellie both like Africa and can see great possibilities in it for a good show, but not at present with a war on their necks. The territory now available is limited by war-time regulations to the Union of South Africa, cutting out the Rhodesias (two very profitable colonies) and the Southwest Africa territory, where the Pagel show was always able to get about six weeks of profitable business each year. Business around the raising districts in the Union goes on much the same, and business for the show goes with it, but as "Baus" puts it, one can't play the same territory forever.

During the presentation of the large show, the Olympic Circus, which Pagel arranged for theater presentation, Nellie and "Baus" invested their money in the show, about 1,000 pounds (\$5,000), and just as they began to get on a paying basis along came the war, so they are still hanging on and plugging to make it up. The territory which they were playing at the time "Baus" wrote included all the gold mining centers of the Johannesburg District, known as the Rand. They were showing to an average of 65 to 70 pounds a night, which struck them as all right for a show with a daily net of about 45 pounds. What made things more difficult for them was the death of Madam Pagel, who left a very mixed-up estate, with the obligation falling on the only asset the estate had, a going circus concern.

When Nellie and "Baus" opened with the Pagel show there were several other American acts in it, but they are the only ones from this country who are still in the program. "Baus" said that at present he wouldn't advise anyone to leave the U. S. for Africa or any other foreign country. The show is composed of the following acts: Leotards, casting, iron jaw, swinging ladders, and one clown; Malers (two), jockey and principal riding (on the Dutton horses); Pintores, chimpanzees and single juggling (woman); Ryko (Jaroschek), frog and clowning; Miller, Liberty horses, ponies, and elephants (also wild animals in Pagel's absence, and can also work camels and seals if necessary); Steffin, high school horse (can also work camels and seals); Anderson (Little Ken), midge-rod clown (very essential to a circus in Africa); Jan Havenga, a local strong man filling in for the sake of native business. The natives associate circuses with strong men and feel cheated if they don't see one. Pagel himself started in show business as a strong man. Nellie and "Baus" have the Dutton act, also wire act and loop, swinging ladders and mechanic (riding) act. Nellie works the elephants regularly and sometimes rides a high school horse. The show owns Pagel's lions and tigers (14), a five-camel act, two school horses, and a two-seal act that can be worked by several people, including "Baus," who still carries on as treasurer and ticket sales director. The casting act is a family of Belgians.

"Baus" recently cabled an order to the Donaldson Lithographing Company for new paper, it having been proven, he said, that American paper can't be beat.

Another circus in Africa is the Boswell Circus, which early in October toured the South, around Capetown. It is a small company, said "Baus," and has with it an American chap named Carl Fischer, formerly of Benson's Animal Farm, Nashua, N. H. He left the show

(Midget) Eagle says that from Miami Beach that he may go into business there. We hope it's nothing illibitigant. . . . Henry (Animalist) Trefflich got a full page of himself and products in PM.

for awhile during which he was married. He is working a four-elephant act.

The carnival field in the Union of South Africa is rather limited. There are three such shows and all have been getting along pretty well, according to "Baus." One of the shows is sort of subsidized by the African Theaters under the official title of African Amusement Company. They have been playing up the benefit side of the business, getting some good spots hitherto unavailable by way of war fund benefits, etc. The direct-auspices angle has never been touched in that country, but the war is producing a number of societies and associations that are soon expected to serve as influential auspices.

"We will be back some of these days," said "Baus" in winding up his letter.

Notes From the Crossroads

By NAT GREEN

THE icy blasts that engulfed this Michigan shores metropolis during the last week didn't receive a cordial welcome from the show boys who have just returned from Southern climes and most of them have been keeping close to their igloos. A drop from shirt-sleeve to overcoat weather hits the toughest of 'em! But a fair quota reports on the Maple Carpet daily and in the evening contributes to the din—and profit—of the Bering-Byfield bistro, where Eddie and his liling lassies sing sentimental songs to susceptible sophisticates—or reasonable facsimiles of same. There, under the benign influence of the king in Maxfield Parrish's historic painting, Sing a Song of Six Pence, gather more of the show and sporting fraternity than can be found in any other one spot. Even the rangy raconteur and dean of dramatic critics, Ashton Stevens, occasionally graces its pebbled precincts with his presence, altho he prefers that sanctuary of swank, the Pump Room, where prominent products of publicity preen, pose, and promenade.

Next week, and the week following, the impresario of outdoor amusements will hold the spotlight in this crossroads center of show biz. Most of 'em know their way around from long experience, but any newcomers who happen to be in doubt can get full and authentic info, with blueprints, from the Showmen's League registration booth in the lobby or at the mezzanine floor booth of The Billboard.

Earl Kurtze, formerly prominent here in outdoor booking circles and later connected with the WLS Artists' Bureau, was in town for several days conferring with WLS execs. Earl is now head of Artists' Bureau, Inc., of Hollywood, and he has plans afoot to introduce the Barn Dance idea to West Coast radio listeners. So far he's had a tough time trying to convince Hollywood biggies that there is a Barn Dance audience on the West Coast. But he has some convincing evidence that should turn the trick. A little research revealed to Kurtze that in Los Angeles County alone there are 72,000 people from Illinois, and from 25,000 to 42,000 each from Iowa, Wisconsin, Indiana, Kansas, and other Middle Western States. Which is prima facie evidence that the hillbilly type of air entertainment should have a tremendous audience in California.

Omer J. Kenyon, of the Hamid-Morton Circus, came in from Baltimore the other day in distinguished company—no other than Mrs. Eleanor Roosevelt. . . . Edith Sterling, who had the Indians on the Tim McCoy show, is in town arranging Midwest bookings for her redskins, and Abe Tavlin has booked some of them for his State Street department store holiday show. Abe is busy collecting election bets. . . . M. J. Doolan joined Edward A. Hoek and other outdoor boys at Hot Springs last week for a rest preliminary to his strenuous convention duties. . . . William B. Naylor, Beckmann & Gerety Shows' press man, in from the South. . . . Sam Stratton, formerly with the Royal American Shows, is ahead of the road company of Hellaspoppin and writes from Toronto that the first few

More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of The Billboard.

stands were very good. He's headin' west and hopes to greet the boys here during convention week. . . . Irving Grossman, of Des Moines, Ia., in town looking for talent for his road units. . . . Word comes from Des Moines that Art Basatin, manager of the Savery, is busy with preparations for the annual convention of the Fair Managers' Association of Iowa, and that everything will be ready for the influx of showmen and fair men the second week in December. . . . I. C. Kelley has left on a scouting trip, destination undisclosed. . . . Johnnie Boselli is now located in Lincoln, Neb. . . . Earl Chapin May, writer on circus topics, in Chi gathering material for magazine articles. . . . M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, off on a business trip to New York. F. A. Boudinot, Ringling car manager, has completed the season and returned to his home in Chicago Thursday (14).

CHI CLUB DATES SOAR

(Continued from page 4)

shows. Still another percenter feels that committees knew that live entertainment attracted small towners to the conventions. He also thought that lecturers and films were less evident at conventions this year.

Leading club bookers are David P. O'Malley, Consolidated Radio Artists, Music Corporation of America, and Reginald Voorhees. Others are William Morris, Nadel Orchestras and Amusements, Henshel Amusement Booking Enterprises, Kenneway Corporation, Alma Clausen, and Spamer & Associates.

Voorhees says that by the end of September his bookings had totaled 10 per cent more than the entire year of 1939. By the end of the year he anticipates from a 30 to 40 per cent higher gross than last year. He is being joined by Bob Peary and Herbie Mintz, who resigned from CRA this week. Peary will probably handle fairs and Mintz theaters.

The O'Malley office also shows an increase of 20 or 30 per cent. Music Corporation of America figures less prominently in the booking of acts but continues to sell a goodly number of bands. Because few conventions can afford name bands, MCA suffers. CRA, whose local office is practically supported by the club department, continues to hold its own.

Talent Budgets

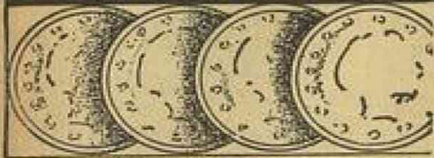
Conventions spent from \$100 to \$4,000 on talent. Among the big ones, the rolling division of the Carnegie Illinois Steel Company spent around \$4,000 at its banquet, November 12, at the Shoreland Hotel. Convention of the Institute of American Meat Packers, held October 22 at the Drake, shelled out around \$2,500. Latter show used name acts, including Pat O'Malley and Alec Tompkins, Eddie Peabody, Trixie, the Debonairs, and the Abbott Dancers. However, name acts are generally shunned by conventions due to prohibitive cost. Some bookers try to add freshness to their shows by hiring acts that aren't known locally.

The Stevens Hotel still maintains its reputation as the biggest convention hostelry here. John Bowman supervises convention affairs there. Tops among other hotels are the Sherman, LaSalle, Palmer House, Drake, and Morrison. The Edgewater Beach has doubled its convention business in the last two years, largely because of better exploitation.

David P. O'Malley, who often supplies acts for out-of-town bookers, says Midwest bookers are reporting favorable increases. Such reports have come from Rust Best, Cincinnati; Kay Kaiser, Indianapolis; Frank Sembe and Clint Noble, Cleveland; Corinne Muir, Detroit; Chuck Smith, of KSTP, and Al Enehan, of WCCO, Minneapolis; Dutch Schmidt, Des Moines, and Bobby Meeker, St. Louis.

Chi bookers, however, complain of increasing cutthroat competition. Little, apparently, can be done about it. The Entertainment Managers' Association attempts to apply moral suasion to offending agents, but no effective punishment has been devised as yet.

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Reason --

Musicians and Phonograph Operators Join in Hopes That Continued Co-Operation Will Prevail in Trade

Human-interest stories in newspapers and magazines have created widespread interest in the coin-operated phonographs seen in many small establishments all over the land. The phonograph industry has had a remarkable growth since 1934 and it is to the credit of publications that they have been alert to publish accounts designed to arouse popular interest.

It is the exceptional that makes news, however, and for that reason false impressions have been given concerning the small business men who make up the rank and file of the music box business. There are exceptional establishments in which coin-operated phonographs make exceptional earnings and these special cases form the basis of human-interest stories.

With stories of exceptional earnings widely circulated, there began a move by various agencies to get as much of this new-found "source of wealth" as possible.

Taxing bodies made an early move to grab some of this supposedly big money. But the facts soon became known that the coin-operated phonograph was a lifesaver for thousands of small establishments all over the nation and that the operator-owners of these machines who were supposed to be getting rich were only making a living. An examination of the accounts of these men in buying new machines revealed the facts about their earnings. They were not getting rich at all; they were merely managing to live and stay in business.

Moreover, their music boxes were making a vital contribution to maintaining small establishments and to reviving the great market for popular music in the United States. These facts constituted a mighty appeal to reason and to consideration for the music box business.

Music organizations have also made moves to get a big share of the supposedly big earnings in the music box field.

One of these moves that now is getting attention in the news is a series of test cases filed in Philadelphia by the National Association of Performing Artists. The suits are admittedly test cases and have been filed against operators of phonographs and also an establishment in which a phonograph is located. The music organization (NAPA) is said to have about 600 members, artists, orchestra leaders, and musicians who make recordings. NAPA's complaint is that the records which its members have made for home use are used in the music boxes and that they should have a share of the money earned by these phonographs.

A close examination of the situation indicates that the hundreds of individual members of this music organization have not really considered the import of such test suits against operators of music boxes and how destructive such proceedings could be against an industry that has meant so much in building the market for popular music.

The big majority of these musicians and artists, as individuals, have co-operated with the phonograph industry and have found it very profitable to do so. Accordingly, the operators of music boxes have welcomed the co-operation of members of the music world and many instances of such co-operation can be cited. While the official complaint filed in Philadelphia says that the music box trade

has "caused and will continue to cause injury and damage" to orchestras and artists who make records, it has been common knowledge all along that both groups profited by real co-operation.

The national copyright law, of course, excepts phonograph records played on music boxes from paying any more than the standard fees. The test cases are designed to defeat this exception and to then assess unspecified fees upon the music boxes or the use of records in them.

That there is considerable misunderstanding about the music box business may be seen by a statement in the complaint filed, which says that the operators of phonographs have "enjoyed great profits."

Orchestra leaders themselves will readily understand how this misconception can come about, for they are sometimes the victims of human-interest publicity. To a person not in the orchestra field the pay which orchestras sometimes get for an engagement sounds rather fabulous. But the facts tell an entirely different story. There may be exceptions in the orchestra field, just as there are a few exceptions in the phonograph field, but the rank and file in both fields have to keep up a struggle to get along.

Most of the musicians have now had enough contacts with the music box trade to appreciate fully the facts concerning it. They have some knowledge of the work and expense of maintaining the thousands of music boxes over the country and of the costs of buying new machines and records.

But regardless of the co-operation and friendly relations that have existed up to now between the music world and the phonograph business, the real point for musicians and orchestras to consider is the value of having their records in thousands of small establishments day in and day out and what the friendship of these small establishments will mean to the future of popular music. Already locations are taking an organized part in the copyright situation, which means that they will appreciate co-operation and that they will resent unreasonable demands upon them.

The interests of musicians go still farther than that and reach into the home. The automatic phonograph is given due credit for making the people record conscious and for bringing phonographs back into the home. The music box is doing still more than that. Just now there is a big trend to selling record-changer phonographs to the home. This will prove the greatest boon to record sales in history, for when people have record changers they must buy records in quantity. To the music boxes must be given credit for introducing these record changers, thereby giving a new and unusual stimulus to music sales of all kinds.

Thus, the mutual interests which bind all parts of the music world together are very evident. All fees assessed on music boxes will tend to decrease the number of records used and finally to reduce the friendliness and respect which thousands of small business establishments have for all people in the music business.

Actually, the big majority of musicians want to give the music box trade a fair deal and will favor continued co-operation rather than cause for ill will.



EXHIBIT SUPPLY COMPANY'S New York distributor, Tony Gasparro, of Weston Distributors, Inc., signs a large order for Zombis, Exhibit's newest game, while John Chrest, Exhibit sales manager, looks on.

Sam May Gets New Distributorship

SAN ANTONIO, Tex., Nov. 16.—Recent announcements from both Sam May and the Bally Manufacturing Company, Chicago, stated that May's firm would assume distributorship in the San Antonio area for the Chicago firm.

"It's like going back home to be in the Bally line-up again," said May. "In recent years territorial conditions have been such that there was no point in having such a distributorship. However, equipment now available, as well as changed conditions, have brought my firm back into the picture and we expect to do a great job in distributing these machines."

"In addition, I have inspected and learned of plans which will enable me to successfully conduct a profitable distributorship. New equipment, we believe, will make our line one of the most sought after, not only in Texas but in every part of the country."

Tell Features Of Genco Metro

CHICAGO, Nov. 16.—Genco and Metro, the manufacturer and the game, are a great combination, is the consensus of opinion of the country's comment. It is said, Metro is Genco's newest game and is said to be chalking up records in every territory.

"Metro's sensational appeal is based on three great features," declare Genco officials. "These are the play-pulling build-up feature of extra free games and high score awards, the always-come-close A-B-C feature, and the proven come-on of the 1-to-5 rotation idea."

Bert Lane, of Seaboard Sales, New York, reports that he has been bombarding the Chicago factory for bigger shipments. "It's the biggest Genco game to date," he says.

Dave Gensburg, Genco official, re-

ported that even with stepped-up production his firm has been unable to meet the demand. "The demand for Metro has kept the factory humming at top speed. We are sorry that some deliveries have been delayed, but assure all operators that we shall shortly fill every order. Already Metro has set a new sales record," he continued, "even tho it has been on the market only a short time . . . and it's going stronger every day."

Miraben's Phono Unit Popular

CHICAGO, Nov. 16.—"Phonograph operators who have viewed or used the new Miraben transformation job are evidently very much impressed with Miraben's new creation," says officials of the Miraben Company.

"If sales continue in the way they have in the past few weeks," said one Miraben official, "I predict that almost every phonograph of this model will be modernized with Miraben materials. This new job is especially popular because, with it, outdated phonographs of this particular model can be designed to become beautiful. Operators have even commented that the new dome and side plastics transform machines in such a manner that there is nothing on the market to compare with it."

"Of course, this statement was made in the height of enthusiasm, but we feel that every operator who operates these phonographs can impart new glamour to his machines thru the use of this new Miraben unit."

"The dome for our new job is made of thick marbette plastic. When this dome is lit up it glows with a rich, translucent beauty. The side plastics are made in two colors and also light up. The dome and the side plastics are housed in highly polished aluminum castings. All necessary sockets, screws, wiring, and accessories accompany the unit and the entire transformation can be accomplished by the operator himself quickly and easily."

Roosevelt Still Active in Films

CHICAGO, Nov. 16.—Altho James Roosevelt has relinquished his salaried position as president of the Soundies Distributing Corporation, he has not severed connections with the new enterprise, according to firm officials. Gordon Mills, vice-president of the film firm, is now pinch-hitting as president.

Roosevelt declared that he was still a stockholder and director in the Soundies Distributing Corporation and that his company, Globe Production, Inc., of which he remains president, is hard at work on production of 40 new subjects.

It was further explained that the Soundies company, whose presidency Roosevelt resigned, is strictly a distributing and film rental organization. Roosevelt resigned the Soundies presidency when he assumed his post and title as captain in the U. S. Marine Corps.

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 - King's Horses . . . 3.50
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 - Maple Clock . . . 5.00
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 - Mercury, 5¢ . . . 18.50
 - Millwheel, Baldy . . . 6.50
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 - Real 21 5.00
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MUSIC MERCHANDISING

Ballads, Not Boogie-Woogie, Best in Philly Negro Spots, City-Wide Survey Discloses

PHILADELPHIA, Nov. 16.—Fill up a music box in a Negro location with swing records of the hottest and most raucous type with a few race records of the blues variety mixed in may be the accepted formula to keep collections at a high peak in most parts of the country—but pursuit of such a policy here would be disastrous, for it's the sweet sentimental ballad that Negro patrons demand here. A city-wide check with operators and 100 location owners in the six different sections of this city where the large part of the colored population is quartered reveals that less than 30 per cent of the records in boxes are of the swing type. On the contrary, it is the popular songs of the day that are in the majority, and records with a vocal solo take preference over the straight dance arrangement.

The prime reason for this taste, according to the operators and location owners queried, is attributable to the popularity of the Ink Spots, who started the ball rolling with their hit *I Didn't Care*. And it's the Ink Spots' recordings of sentimental ballads and love songs that predominate in every machine. Moreover, the favorable nod to such song singing isn't limited to the Negro artists alone. Bing Crosby is a long-standing favorite and one or two of his selections are found in practically every machine.

Sentimental Trend

The sentimental trend started by the Ink Spots is also carried over to the dance bands. While the Negro bands predominate, it is not unusual to find one or two white bands represented in the machines. Recordings used, however, are invariably on the sweet side. A check of the location owners found that Tommy Dorsey's *I'll Never Smile Again* was as popular at the Negro locations as any current Ink Spots' record. However, it is interesting to note that the *Never Smile Again* music is now getting a new lease on Negro locations because of an Ink Spots' recording that is fast supplanting Dorsey's rendition.

As for the dance bands, Negro bands most popular in white locations apparently are not as popular on the Negro locations. In that connection Pats Waller records were almost completely absent on the machines. Even the Duke Ellington are few and far between. In any single Negro band is to be singled out, it's the Erskine Hawkins' recordings that get the biggest play in these machines. And that's directly attributable to the fact that Erskine Hawkins' *Tuxedo Junction* was a big hit in Negro locations here long before the number "caught on" in boxes throughout the land. The partiality to Hawkins has been carried over to his *Dolomite* and *Pise o'Clock Whistle*. It's not uncommon to find from three to as many as eight Hawkins' recordings in a single machine here. Apart from those recording artists named already, others used to a great extent in these machines are Earl Hines, Jimmie Lunceford, Billie Holiday, with a smattering of Glenn Miller and Will Bradley records. Count Basie and Ella Fitzgerald are also standards in such locations.

Another interesting note is the almost complete absence of Charlie Barnet's recordings in the locations studied. It was only a year ago or so that Barnet's *Cherokee* was going as big as any Negro band recording on these locations. This popularity was due to the fact that Barnet sounded so much like Duke Ellington. So much so that there existed for a time a popular belief that the Barnet band was Negro. Barnet's successor now seems to be Will Bradley, chiefly because of his *Beat Me Daddy* record, which is music in the true Negro tradition. This switch shows that while the fans at Negro locations are loyal to leaders of their own race, they are just as fickle in their tastes as the white folks who flit from one band or singer to another.

One other single significant observa-

tion is that race records, made primarily for the Negro trade since they feature only the native Negro type of music and are made by Negro artists who are known only thru such recordings, are seldom used on machines in these metropolitan locations. While they may go great guns in the southern and rural areas, these race records appeal little to the city patrons of music boxes. Here these records seem to find greater favor among the record collectors and swing fans of the Caucasian race. It's their folk music in natural form, but the Negro here passes it up almost entirely.

In fact, there has been only one race record to cause any excitement in the machines this year and that was a number made recently by the Gats and the Fiddle, a vocal and instrumental group, offering *I Miss You So*, which is more of the type of song the Ink Spots are accustomed to offer rather than that typical of those generally offered on the race record lists.

Hammond Blasts His Best Friend

PHILADELPHIA, Nov. 16.—Almost coincident with an appeal for the moral support of *The Billboard* to help Philadelphia operators came a blast from Frank Hammond, business manager of an association there, against the publication.

In a bulletin to phonograph operators Hammond said, among other things:

"Reminder—If you have to give information on our association activities to reporters for trade magazines, do so with care and insist that same be printed only as given out."

"In the November 2 issue of *The Billboard* (page 61) yours truly was quoted as having made a certain statement.

Eddie Lane To Appear On NBC Network Program

NEW YORK, Nov. 16.—Eddie Lane, songwriting brother of Seaboard Sales' Bert Lane and copywriter at Byrde, Richard, & Pound advertising agency, is set to appear on the *Song of Your Life* program to be broadcast on Saturday, November 23, at 9 p.m., over Station WJZ and the NBC Blue network.

The program will dramatize the story of how and why Eddie wrote his latest hit, *Let's Dream This One Out*, and he'll be featured in the interview.

Just to make everything clear in advance, Eddie will be using his pen name, Edward F. Lanning, on the broadcast. All citizens are asked to tune in to hear one of colodim's own lads mount another rung in the ladder of success.

It has always been a policy with me not to give *The Billboard* any interviews or information regarding our association activities, as that particular magazine has done your business lots of harm due to its being on sale to the public, and therefore purchased by many of your location owners.

"The low prices and big depreciation on your phones is due, in large measure, to *The Billboard* carrying ads with prices on these machines. Many of your locations bought their own phones thru these ads and the gyp buyers buy them to resell to your locations from people who advertise in *The Billboard*.

"Should we therefore co-operate with the magazine?"

More Considerate

The news report about which Hammond commented gave details about a membership drive in Philadelphia and quoted in part from a membership letter sent out by Hammond.

The Philadelphia Phonograph Operators' Association elected new officers at a recent meeting and its officers and its members have long been very co-operative with *The Billboard*. As they face serious problems at present, *The Billboard* has offered its services in every way possible. A news report of the election of officers appears in *The Billboard*, November 16, page 70.

Six N. Y. Towns Go Wet; Provide Phono Locations

NEW YORK, Nov. 16.—Six New York towns will assume a new status of allowing liquor sales as a result of the recent general election. Opening of these new areas to taverns and liquor stores will provide locations for coin machines, especially automatic phonographs.

The State Liquor Authority reports that of 17 local option contests, besides the seven who turn to the wet column, three voted to remain wet, while six voted to remain dry.

The six towns who voted to allow liquor sales are: Andes, in Delaware County; Burke, Franklin County; De Ruyter, Madison County; Sandy Creek, Oswego County; Laurens, Otsego County, and Ithaca, Tompkins County.

The three towns which will continue to allow sale of liquor and beer are: Wellsville, Allegany County; Stamford, Delaware County, and Fabius, Onondaga County.

Acme Reports S. A. Biz on Upswing

NEW YORK, Nov. 16.—A surprising number of orders from South American countries have been received at the offices of Acme Sales Company here during the past week, according to Sam Sachs, president of the firm. Orders received have been both for completely remodeled phonographs as well as for parts with which operators can do their own remodeling.

"For some time we've been trying to develop the South American market," Sachs revealed, "and now it looks as tho our efforts are finally going to bring forth the results we've been looking forward to all this time. Everyone knows how music-conscious the South American people are; and it is our firm belief that it won't be long before phonos in the countries south of the equator will be almost as numerous as they are here."

Buffalo

BUFFALO, Nov. 16.—Business conditions in the Queen City show marked improvement and coin machine row is abuzz with activity. Sales are brisk and operators are busy with new equipment and various new locations.

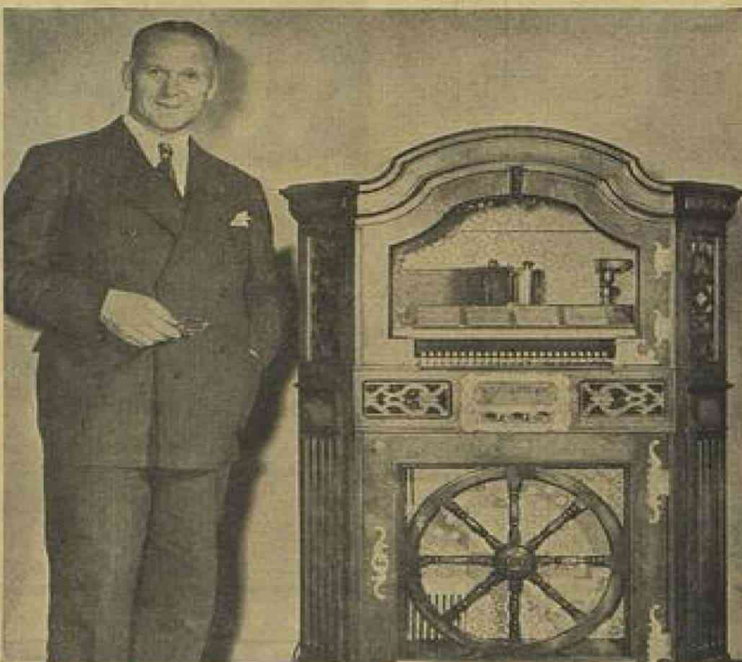
J. H. Winfield Company, distributor of Wurlitzer music machines, had an informal showing of the new Colonial model last week. Harry Winfield reports several sales to operators for newly acquired locations here. He voiced great confidence that it would be easy to open new high-class locations with this phonograph.

James Blakeslee, Iroquois Amusement Company, reports the purchase of several new games for some of his recently opened locations. He praised Bally's Crossline, Gottlieb's Goldstar, and Genco's Big Chief as the best money-makers among the new games.

Lou Wolfe, Rex Amusement Company, Rock-Ola distributor, reports several installations of the new telephone music set-ups here, with more sales pending decisions this week. Promising new games, according to Wolfe, are Exhibit's Zombis, Baker's Line-up, and Stoner's Anabel.

Meyer Brothers and Norman Steitke, Buffalo operators, have each set up one unit of Rock-Ola's control station system, and are anxious to see results. Chippewa Amusement Company is on the verge of also setting up a 10-location unit of the system here.

Royal Operating Company headed by Alfred Bergman, reports the installation of Seeburg's central control station system in 10 downtown locations this week, and is anxiously waiting for the ticks to come a-rolling. Bergman has just added Charles Bucco to his staff of service men to handle phonograph routes.



WURLITZER DESIGNER PAUL FULLER and his latest creation, the Colonial Model. On November 9 distributors all over the country were hosts to operators at a special showing of the new model, which was highly received. The Colonial model is expressly designed for locations which do not desire the regular commercial model. It is designed to fit in with the conservative beauty of appointments in distinctive locations.

Baltimore

BALTIMORE, Nov. 16.—The recent opening of the Homeland Bowling Center provided locations for a Mutoscope Sky Fighter and a Bally Rapid-Fire. It is said that upwards of 50 coin machines of various kinds are in operation in the Homeland's six recreation enterprises.

The Penny Land, with some 35 coin machines of various kinds, has been opened at 1105 West 36th Street by Victor Lance. This is the first coin machine establishment of its kind in the Hampden business center of Baltimore.

Noticeable in recent weeks has been the large number of installations of Watling weighing scales.

"Our greatest problem at present," reports Irvin P. Blumenfeld, head of General Vending Service Company, "is to overcome difficulties caused by our small quarters. We plan to move into larger quarters shortly."

Dispensers, Inc., distributor and operator of the Frigidrink beverage dispenser, product of the Frigidrink Corporation of New York, has moved to new and better operating quarters at 11 East 21st Street.

The Automatic Corporation of America has been organized and chartered under the laws of the State of Maryland to deal in vending machines. Incorporators are Arthur Vogler, Frances Moore, and Louise Phillips. Address is 3622 West Glen Avenue.

Calvert Novelty Company, headed by Arthur Nyberg, has acquired the distributorship in this area for the J. P. Seeburg Corporation.

The acceptance being accorded the Mills line of equipment distributed in this area by the Keystone Novelty Company is reflected in the substantial gain the local Keystone branch has been chalking up.

Sidney W. Timmons, coin machine man of Ocean City, Md., was in Baltimore recently on a buying trip.

Considerable interest in the Mills Panoram Soundies is observed here. William J. Clair, manager of the Keystone Novelty Company branch in Baltimore, was among those who attended the Panoram premiere in New York. It is not likely that Panoram will be seen in Baltimore before December 1 and possibly not until the first of the year.

B. J. Fine, of B. J. Fine Company, reports there has been a sharp upswing in sales of game machines, with the October volume showing an increase of about 25 per cent over September.

Ten Vendomat candy vending machines were operated in the Fifth Regiment Armory, Baltimore, during the annual Baltimore Automobile Show.

The ordinance to bring daylight-saving time to Baltimore, which was submitted to the voters, was rejected by a narrow



HOMER R. SHARP has joined the sales force of the Southern Automatic Music Company and has been placed in charge of sales for the State of Kentucky and Southern Indiana. He was associated with a music distributing firm for many years prior to his new appointment.

margin. The result of this vote was of interest to operators, especially those who have locations at summer resort establishments.

Two Spacarb beverage dispensing machines are now in operation at Hecht Brothers Company, combined furniture, clothing, and appliance store.

Natchez, Miss.

NATCHEZ, Miss., Nov. 16.—E. B. Emelle, of La-Ark-Tex Company, has returned from a visit to his former home in Clarkdale, Miss. His employer, R. E. (Buster) Williams, made a trip to Vicksburg, Miss., recently.

Big Bill Eidt, owner of Eidt's Enterprises, is enjoying a duck hunt on one of the sandbars of the Mississippi River near Ferriday, La. Eidt also does plenty of squirrel hunting when not on his route.

Business is vastly improved in this area and with cooler weather November and December should be banner months for operators.

A new wrinkle in operation of outdoor machines is the photograph at Pilgrimage Inn. Customers driving up can select tunes from cars by handing waitresses nickels. There is also a machine inside.

Edward Henry Newell, manager of the Service Novelty Company, joined ranks of benedicts recently when he married Frances Freeman, of Jackson, Miss.



BUCKLEY MUSIC SYSTEM WITH DIRECT "TOUCH-TO-TOUCH" ACTION

Buckley Music System is GUARANTEED TO DOUBLE YOUR PROFITS! IT NEVER MISSES! IT'S EASY TO BUY ON OUR TIME PAYMENT PLAN! IT'S TRIED AND PROVEN! IT'S LEADING THE FIELD! IT'S ACCLAIMED by music operators "America's Finest"! ACT QUICK! Get the info on Buckley Music System with DIRECT "Touch-To-Touch" ACTION!!

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AGAIN BUCKLEY LEADS THE WAY WATCH FOR BUCKLEY'S 32 RECORD MUSIC SYSTEM

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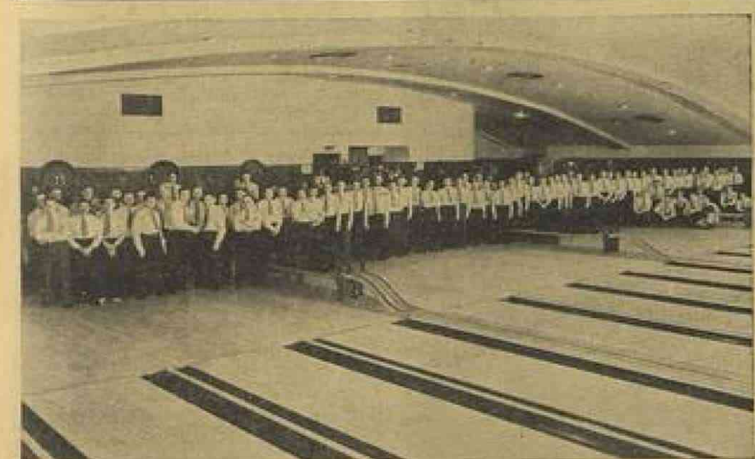
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FOR USE WITH TWO 616-616A OR 716 RECORD CHASSIS



"ULTRATONE" SPEAKER Greatest speaker sensation of all time! Use any old 12" or 16" speaker from your old phono and this gorgeous chandler all-chrome baffled! ORDER QUICK!! \$28.50

ROYAL SALES COMPANY 641 Hunterdon St., NEWARK, N. J.



ROCK-OLA BOWLING TEAMS gather at the Cascade Bowling Alleys in Chicago for their regular bowling session. Rock-Ola teams have formed their own departmental league and do not play outside teams. The league is sponsored by David C. Rockola, who also bowls at the regular bowling sessions.

Funds for Needy

CHICAGO, Nov. 16.—A one-day drive for contributions to the Community Fund resulted in \$3,000 being collected by employees of the Mills Novelty Company. This amount was contributed by employees in the office and factory at Plant 1 and is exclusive of any sum contributed by the company itself.

Easier on the Ears Records . . . Pocketbook Miracle Point Needles M. A. GERETT CORPORATION 2943 N. 30th Street, Milwaukee, Wis.

CFRB's Clair Wallace Puts In Plug on Automatic Phonographs

TORONTO, Nov. 16.—Clair Wallace, on air nightly over CFRB, Toronto, celebrated her thousandth broadcast recently by giving a topic talk on automatic phonographs. The broadcast drew letters from all over the province and the local operators received calls for new locations and record sales jumped.

Miss Wallace is rounding out her fifth year for the same sponsor, Bristol-Myers, New York. She is a newspaper woman with a colorful career, having worked on newspapers in South Africa and England. She claims to have been the first Canadian woman to fly the Atlantic on the Clipper, the first passenger on the Trans-Canada Airways, and boasts of having walked on the bottom of the ocean in a diver's suit at Jamaica.

"Some of our younger listeners have put in a request for a topic on juke boxes. Some of our older listeners may

not even know what juke boxes are, but this broadcast will fix that up.

"For the older listener, a juke box is one of those automatic phonographs that you see and hear in a number of eating places these days. You put a nickel, a dime, or quarter in the automatic phonograph and it plays from one to five of your favorite records.

Maybe, the most popular, is 17 years old, has been dead for 16 years, but Kate Smith sang it back to the public's attention and automatic phonographs completed its musical reincarnation.

For our young listeners—who wouldn't recognize an automatic phonograph under that name, but insist on calling them juke boxes—here's the history of the now popular machine, your favorite records of the moment and those to come.

The automatic phonograph was thought up about 12 years ago. Putting music-by-the-record in eating places caused a wonderful revival of recorded music, which was then having a depression almost amounting to blackout. Orchestra leader Glenn Miller gives phonographs the credit for making him famous.

Automatic phonographs are all made in the U. S. by Wurlitzer, Rock-Ola, Seeburg, and Mills. In Canada there are a number of firms in the business of distributing them to eating places, furnishing the machines with the most popular records, and changing the selection once a week. The Vignoux Bros., Baldwin Music Company, Roxy Novelty, K. & S. Company, and Donald Fielding are all distributors in Toronto, which alone has more than 500 scattered around in restaurants.

They come in three sizes—the smallest holds 12 records, the next 16, and the largest 24 records. The boxes use ordinary records but use a special needle that plays 4,000 times without being changed.

The business of installing a phonograph in a restaurant or hamburger stand is by no means a slap-dash affair. When a restaurant asks a distributor for a machine, the distributing company sends out a man to look the place over. He checks up to see the number of people who eat there. He also takes note of their age, as different ages like different music. If the distributing firm thinks it's a good spot it sends out.

The machine is installed free of charge and after that a call is made once a week to change the selection of records. If the phonograph doesn't earn a certain amount of money in that spot it's taken away. A small 12-record machine is expected to play at least 50 records a week; the largest, or 24-record size, must play 1,000 times a week to pay its way. Each time a nickel is pushed into the box and a certain record played a little gadget records the number of the record on a slip of paper inside the machine. Thus the distributors can tell just which of



CFRB'S CLAIR WALLACE

the records is being played most often. The average life of a record is a month—that is, its popularity lasts that long.

Occasionally, the records have revivals, tho. For instance, *I'll Never Smile Again* enjoyed a sensational popularity for a month and a half—in the height of its popularity this piece would be played 35 times a day in one machine and this went on all over town.

Then the record almost went into extinction until three weeks ago when Fats Waller brought out a piano recording of the song and it took another leap into popularity—almost tops in popularity again.

At the moment the line-up of favorites are: *Maybe*, top favorite; *I'll Never Smile Again* in second place; *When the Swallows Come Back to Capistrano*, third; then *Blueberry Hill* and *I'm Nobody's Baby*, with *Trade Winds* sixth place favorite. That song

Phonograph companies can now tell in advance what will be the most popular tunes and they say a month from now you'll be yelling—I mean dropping your nickels in—for this line-up: First place, *Practice Makes Perfect*; second, *Only Forever*; then *That's for Me* and *The Call of the Canyon*. Florence Hodgson, of Vignoux Company, says Bing Crosby has been the consistent favorite with the public. The Air Force boys have an awful yen for the singing of the Andrews Sisters. Soldiers generally love hillbilly or cowboy songs; they also go for sentiment and, of course, *There'll Always Be an England* was a great favorite. Young people, who are the most ardent fans, like hot swing numbers. But truck drivers, I'd like you to know, prefer their music soft and sweet. They are good customers around the breakfast hour when they stop for a meal after an all-night session of driving. Day workers never play a phonograph at breakfast time; they only get warmed up to it by noon.

Tastes differ in parts of the city, too. Where high school girls and boys congregate Jimmy Dorsey, Jan Savitt, and Charlie Barnet are popular. In uni-

versity circles they like Duke Ellington, Jimmy Lunceford, Bob Crosby. Among the young working office people Sammy Kaye, Kay Kyser, Bing Crosby, and Gene Autry are the favorites.

Highways have their favorite tunes too. On No. 7 people seem to be mad about cowboy songs. On No. 3 cowboy songs leave them cold and they go for swing. Well, juke boxes have become so popular that now a song has been composed to them. Jimmy Dorsey composed it with Livingstone and Palmer, and it's called *Hep-to-Hootie-to-the-Juke-Box-Nice*. Before anyone asks me what it means, Todd, I'll go home and you can sign off.

Philadelphia

PHILADELPHIA, Nov. 16.—Engel & Spector, phonograph distributors, held open house November 8-10, showing new devices and music equipment.

Phonograph operators this week are making a record tie-up of an unusual nature. Instead of linking with the personal appearance of a band or the opening of a movie, this exploitation is with an ice show. The *Ice-Capades of 1941* opened for a week Wednesday (13) at the Arena, and operators are taking advantage of the many recordings of *Somewhere*, featured song in the show.

Campaign for an open Sunday across the river in Camden, N. J., was again a losing fight at the election polls. A dozen members of the local phonograph operators' association servicing the town contributed \$120 to the campaign to keep taprooms open on Sundays, the extra day's play for the machines meaning much toward the weekly take. This is the second time that Camden voters defeated an open Sunday measure championed by the Camden Liquor Dealers' Association.

The Welsh brothers have bowed out of the music machine business, Frank Kuhn also exited from the business, Harry Elkins taking over his machines and locations.

Several operators took advantage of the invitation of Clay Boland and Bickley Reichner to attend a preview of the songs they wrote for the new Mask and Wig show so as to be prepared when the recordings are released. Mask and Wig show is a natural for local operators, being the annual production of the local University of Pennsylvania. This show has produced national hits in recent years.

Mickey Goldsen, general manager of Leeds Music Company, New York, in town last week making the rounds of the operators to tell the boys about the new songs recorded by the Andrews Sisters.

Wide-awake operators are taking advantage of the fact that there are three training camps not too many miles away and have already started contacting possible locations for music machines near the training quarters, with several already placed near Fort Dix, N. J.

Bill Honowitz, Oak Lane's popular vending operator, fashioning the basement of his new home as a bagatelle room, making it the kind of location machine operators dream about.

Herman Gart, Camden, N. J., and Atlantic City operator, is moving to the Pennsylvania shore after the first of the year, locating in the State capital at Harrisburg.

Supreme Uses Rowboat To Install Music System

BROOKLYN, Nov. 16.—Willie Blatt, proxy of Supreme Vending Company, Brooklyn, reports what he calls the most unusual music system installation job ever completed.

A yacht club in New York had requested an installation of a Buckley Music System. The club is located on the edge of the Hudson River, and the problem was how to work under the floor of the bar, which hangs over the river. Blatt's experts came thru with the answer in a snap—they commandeered a rowboat, put tools and necessary installation parts in it, and proceeded to row under the desired location.

Blatt reports the job was completed in record time, from the rowboat, and says that there were no sea-sick casualties.



Some Patents Pending

WURLITZER 600 TRANSFORMATION

Already famous from coast to coast! Includes LIGHT-UP TOP DOME of 1/2" mahogany, plastic in patented design; two SIDE LIGHT-UP PLASTICS; and all accessories! Complete materials..... \$27.50
Phonograph complete as shown above \$174.50



WUR. 24
Remodeling parts only, sample \$21.50
Remodeled phonograph complete as shown \$94.50

WUR. 412
Remodeling parts only, sample \$19.50
Phonograph complete \$52.50



WUR. 616
Remodeling parts for front and sides, only \$21.50
Dome \$14.50
Phonograph complete as shown \$39.50

Complete remodeling parts for Rock-Ola Imperial 20, \$21.50

All prices F. O. B. 1/3 cash with order.

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LISTENING TO PHONOGRAPH RECORDS played the Lyman way are Rose Blane, vocalist; Abe Lyman, orchestra leader, and Jim Baker, Indiana Distributing Company, Terre Haute, Ind., distributor of Mills Empress phonographs. The picture was taken in the Mills Music Hall in Chicago.

EASTERN FLASHES

NEW YORK, Nov. 16.—Pinball, phonograph, and merchandise machine operators hereabouts say 1940 so far has been one of the best years in the history of the coin business and that 1941 is going to be even better.

AROUND THE TOWN

Bowling season is in full swing again, with plenty of gentlemen participating. International Mutoscope's Sky Fighter team is reputed to be one of the best in this section. Messrs. O'Keefe, Manillo, Shabby, Rocco, and Rocky make up the quintet. . . . Irv Sommer, at Modern Vending, is busy making preparations to push off for Miami and the Modern office there. He's telling all his friends he'll be seeing them at the Coin Show in January. . . . Looked as tho a convention was in force on Coin Row this week, with all the pinball operators around to look over the new games that arrived from Chicago. . . . Joe Hirsch has sent out announcements of his son's confirmation to be held at the Hotel Delmonico on Park Avenue. . . . Al S. Douglas, genial Daval president, arrived to spend some time with his new distributor, Bert Lane, of Seaboard Sales.

FAST FLASHES

Tony Gasparro is all hot and bothered about Exhibit's new Zombie. "It's greater than Leder," he says. "Were booking orders faster than we can fill them." Tony says his ambition is some day to have a hit for which he can fill orders as soon as they are placed. . . . DeWitt (Doc) Eaton, Buckey's Eastern regional manager, is a busy man these days keeping in touch with Willie Blatt, of Supreme Vending, Brooklyn; Barney Sugarman, of Royal Sales, Newark, N. J., and Artie Pockraas, of Universal, Philly. . . . Max Levine, of Scientific, reports his new counter game, Spitfire, is clicking bigger every day. "We're turning them out as fast as we can to fill orders distribe all over the country and placing for this winner," he says. . . . Jack Fitzgibbons is still as full of pep and enthusiasm over the coming arrival of new Bally releases as he was last week when he returned from a visit with Ray Moloney at the Bally factory in Chicago. "There are some real surprises in store for everyone here," he declares.

MERCHANDISE MACHINE NOTES

Plenty of activity in merchandising machine circles here. . . . Marshall Corrine Jr. is all smiles over the orders he reports his firm is booking for its Marcor 1-cent vander. Never before in the many years his firm has been turning out venders has the factory been busier. . . . Another happy merchandising man is Dave Firestone, of Cent-a-Mint Sales Corporation, who introduced the 1-cent Mason Mint vander to the trade. Firestone is especially happy over the fact that Mike Muvves is his distributor in this territory. Joe Muvves is handling the merchandise machine division of the firm, while Mike continues to administer all the other affairs in his Coin Row madhouse. . . . With the new DuGrenier offices and salesrooms just about completed, Mike Chance says he's spending more time on sales promotion plans which his firm is preparing for the many operators who specialize in DuGrenier equipment. . . . Another merchandising machine firm that can report only the best of business is the G. V. Corporation, where Miss A. M. Strong holds sway. "Our Adams Gum Vender is one of the most outstanding in vender history," she maintains.

MEN AND MACHINES

Plenty of visiting distributors are dropping in on Bill Rabkin at the International Mutoscope factory these days. Earl Winters, sales manager, reports, "All of them compliment Bill on the money-making powers of his Blitzkrieg arsenal," he says. "You should hear the swell things they have to say about Sky Fighter and Photomatic." . . . Ben Becker, traveling representative for Weston Distribs, says the reason his waistline is receding is because he's moving around his territory so fast booking orders for Exhibit's Zombie. . . . Taking care of the demand for Keeney Air Raiders in New York, New Jersey, and Connecticut has Dave Simon, of Simon Sales, on the jump these days. "Keeney products are going better than ever," he says. . . . Fred Trerson, Bert Lane's up-State representative, is town to look over

Genco's Metro and Mutoscope's Sky Fighter.

BROOKLYN BITS

Plenty of activity at the offices of I. L. Mitchell & Company these days. Irving Mitchell, head of the firm, says the past few months have topped any he's seen during his many years in this business. . . . Arrival of Stoner's Anabel at offices of Budin, Inc., has Hymie Budin all pepped up. "It's a honey of a game," he maintains, "and it's going to top the sales record hung up by Chubbie," he prophesies. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Company, say their week has been filled with one request after another for re-conditioned games. The orders are coming in from every State in the Union, they maintain. . . . Tri-Way Products, which makes that Ultratone chandelier speaker, is reported jammed with orders for the new product. Execs of the firm state the plant is working day and night trying to catch up with the demand. . . . Al Simon and Jack Semel, of Savoy Vending, report they are being deluged with orders for Chicago Coin's new free-play sensation, All American. "Only trouble is that everyone wants delivery at once," they explain. "However, we've explained that Chicago Coin has stepped up production, and All Americans will be coming thru with a minimum of delay."

JERSEY JOTTINGS

Al Loudon, of Loudon & Company, Elizabeth, is greatly concerned about the current slug problem. He believes if all coin chutes were equipped with a conveyor so that the last three or four coins put in the chute were always showing, the menace would quickly abate. . . . Jack Kay, of Ace Vending, has rented another store for the sole purpose of reconditioning used equipment. "This added space means our mechanics can do a better job, and our customers will receive the best reconditioned games it's possible to turn out," he says. . . . Plenty of action at the Ponser headquarters, where Irv Morris says operators are going strong for Stoner's Anabel, Baker's Line-Up, and the other products handled by his firm. . . . Irv Orenstein reports he's still having a tough time keeping used games on hand. . . . Jack Kronberg, of the new Crown Vending Company, seen on Coin Row in New York last week with his manager, Jerry Jenkin. . . . Edwin F. Coorsten, president of the New Jersey Music Operators' Association, has just joined the New Jersey Jobbers' Association. He plans devoting most of his time to the jobbing business in the future.

FROM ALL AROUND

Plenty going in Philly, where Joe Ash, of Active Amusement, says "all is well," and Al Rodstein, of Arco, says operators are going for his free play bargains in a big way. I. H. (Izz) Rothstein, of Banner Specialty, is also reported working hard these days supplying operators in the Philly area with the equipment they need. . . . In Baltimore Roy McGinnis is staging a big sale on used games. Irv Blumenfeld, of General Amusement Company, says Gottlieb's Gold Star is clicking big. Art Nyberg, of Calvert, says anti-aircraft guns are going best for him. . . . In Pittsburgh

Keeney WALL BOXES

SAVE MONEY!

They are quickest, easiest and least expensive to install! Extremely small cable no larger than a soda straw!



MAKE MORE MONEY!

200 to 700% greater profits—that's the report from operators all over America!

SEE YOUR KEENEY DISTRIBUTOR Today

J. H. KEENEY & CO. NOT INC.

"THE HOUSE THAT JACK BUILT"

2001 CALUMET AVE. • CHICAGO

GET BEST LOCATIONS!

They're made for every make and model of phonograph. This may be installed on any location. The best buy in music!

B. D. Lazar reports his outfit is doing a big job with Daval's Gold Award model of American Eagle. . . . From Buffalo Sam Strahl sends word that he's trying to get a Mills Panoram machine for the opening of his new offices. New Seaburg equipment is reported to be the reason for all the time Ben Kulick is putting in at his offices these days.

OFF THE CUFF

Plenty of Philadelphia music operators flocked to the Open House Week-End party which Automatic Amusement Company staged to introduce the new Seaburg products to the trade. Both Frank Engel and Mike Spector heartily agree that "It will be Seaburg again in 1941." . . . At the National Novelty Company offices in Merrick, L. I., Earle G. Backe continues to get plenty of com-

pliments from operators on his unusual credit plan, according to reports. . . . Modern Vending is busier than ever setting up Seaburg studios for operators here. . . . Hank Lansman, of Philly, and Doc Millin, Shamokin, Pa., motored into the big city this week to do some buying. Claim business is fine.

Seattle

SEATTLE, Wash., Nov. 16.—Just received by the Puget Sound Novelty Company is H. C. Evans Company's Rollette Jr. W. F. Duggan is 100 per cent in back of them. Evans' Galloping Domino have wide demand. Also in demand is the A. B. T. Manufacturing Company's Challenger, target machine.

Candy and beverage venders placed in some of the large department stores near the lounge are doing a thriving business.

"Everybody wants to test his skill with the Air Raider," declares Walter Solomon, manager of Western Distributors. "That's why the Keeney machine is so much in demand."

One of the really popular machines is the Past Time, an O. D. Jennings Company console. Repeat sales tell the tale. Likewise in demand is the Bally Rapid Fire, says Jack R. Moore.

Stewart Finley, of the Finley Novelty Company, Portland, Ore., in the city placing orders with distributors along the row.

Dan Miller, operator of Tacoma, Wash., visited the local trade.

More and more counter machines in evidence in the outlying districts. Jobbers advise that 1-cent and 5-cent venders are in demand.

Co-operation among distributors and operators is reaching a higher plane. To this end a special meeting has been called by the Puget Sound Amusement Company.



"ANYWAY YOU APPROACH IT," says Jean (Buckley Music System) Martin, "it's easy to buy better music from the Buckley Music System. That's what doubles profits and makes friends of location owners."

ARTIE SHAW (Victor)

A Handful of Stars—PT; VC. *Love of My Life*—PT; VC.

Another double comprised of picture songs, the second one being from Shaw's own movie, *Second Chorus*, not yet released. This band is as full as usual, and the orchestrations are as richly colored, but it adds up to one of the least attractive compacts Shaw has turned out since he undertook this style of dance music. *Love of My Life* features a brassiness that begins to grate on the ears after awhile, and *Stars*, tho all right, lacks the real outstanding quality that obviously (and at times too effortfully) is intended on Shaw sides. Anita Boyer's two vocals are bright spots, as is usual with any set of lyrics to which this singer lends her voice.

TONY PASTOR (Bluebird)

Dearest, Dearest I—PT; VC. *I've Got You Under My Skin*—PT; VC.

There's something about Pastor's gravel-toned baritone that makes amusing listening, and here he rasps out a great many words in his entertaining style. First side is a lyric song from the forthcoming Jack Benny-Fred Allen picture that has a number of laughs, and Tony, with the help of Kay Little, makes the most of them. Whole side is vocal, with the exception of a few instrumental passages. Cole Porter's sultry hit of a few years ago suffers a bit under Pastor's none-too-gentle treatment on the reverse, but it's not intended to be interpreted here as Porter wrote it. The whole disk is plenty listenable.

GRAY GORDON (Bluebird)

Dream Valley—PT; VC. *The Lady With Red Hair*—PT; VC.

After a number of excellent recording efforts lately, Gordon turns out a weakie which is a great deal less his fault than it is that of the songs he's burdened with here. There's not much that a band can do with the dreariness that is *Dream Valley's* melody, and *The Lady With Red Hair* is an ordinary swing thing, made palatable here by Chet Bruce's okeh vocal and nice drive from the orchestra.

EDDY DUCHIN (Columbia)

I Hear Music—PT; VC. *Old, Old, Castle in Scotland*—PT; VC.

Fine Duchin piano distinguishes both sides. Eddy foregoes temporarily the single melodic line played in the bass in favor of a rippling, scintillating performance.

A Sock Hit On Music Boxes . . .

"IN A SHANTY IN OLD SHANTY TOWN"

On DECCA No. 3409

as Recorded By

JOHNNY LONG AND HIS ORCHESTRA

● THE BILLBOARD

On The Records, Nov. 9, 1940.
" . . . a good music machine possibility is the refurbished version of the tear-jerker of a former year that Long delivers so smartly. . . ."

● VARIETY

Disc Reviews, Oct. 23, 1940.
" . . . It's well played and backed by an original band chorus lyric that gives the tune a neat twist. . . ."

● VOICE OF BROADWAY

Dorothy Kilgallen, Oct. 17, 1940.
" . . . A gold star to Johnny Long's disc 'Shanty In Old Shanty Town. . . ."

So solidly has this record clicked, that on the strength of it Decca has signed Long to a year's recording contract.

2nd Return Engagement

NOVEMBER 22nd

ROSELAND BALLROOM, New York

Over NBC
4 times weekly.

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

ance in the upper octaves. Taking the light, bouncy theme of *I Hear Music* in easy, relaxed dance tempo, Duchin plays around with it in one of the shiniest interpretations he has waxed in some time. Reverse is slower, but the Duchin piano stays in one of its most brilliant moods.

GENE KRUPA (Okeh)

Two Dreams Met—PT; VC. *Down Argentine Way*—PT; VC.

Krupa can always be depended upon for solidly rhythmic delineations, and this disk is no exception. Nice solos, good ensembles, and fine rhythmic stock are engraved on both sides here, with some particularly listenable bass work on the first chorus of *Argentine Way*. Howard DuLany and Irene Daye share the vocals in their usual adept styles.

BARTLESVILLE BARLIES

Love Me and the World Is Mine; Just a Dream of You, Dear; When the Harbor Lights Are Burning—V. *Wait 'Till the Sun Shines, Nellie; By the Watermelon Vine; Lindy Lou; By the Light of the Silvery Moon*—V.

One glance at the above titles tells the story here, with no further elaboration necessary. This is barber shop harmony, and fine for taverns when the beery mellow hour arrives. Outside of that, this disk serves little purpose.

VAUGHN MONROE (Bluebird)

The Moon Fell in the River—PT; VC. *Or Hare It*—PT; VC.

Monroe brings in his customarily expert ensembles and smoothly danceable rhythm to bear on a couple of songs that aren't worth the effort, save for a few bright melodic spots. Much Monroe baritone and very listenable band touches highlight a generally good performance.

HARLAN LEONARD (Bluebird)

I Don't Want to Set the World on Fire—PT; VC. *Skeed*—PT.

The express train tempo of the first side belies its titular implications, for its taken at a pace that could set most anything on fire. The title of the second side is a tip-off on what to expect here. This disk will war the cookies of a swing band's heart, but will leave everyone else cold.

TEDDY BEAR (Columbia)

Down in Toyland Village—PT; VC. *March of the Toys*—March.

Teddy Bear and His Wonderful Pals is the full story conveyed by this disk's label, and there will be those who will think that the whole thing is either a gag or something for five-year-olds. It happens to be neither, despite the incomprehensible juvenility of the billing. It's a straight musical job thruout, with

Enño Renan taking the A side vocal. Lyrics there are slanted to children, but aside from the brightness of tempo of the Victor Herbert companion piece, its instrumentation and arrangement is not in any particular childlike vein.

CHARLIE BARNET (Bluebird)

Isola Bella (That Little Swiss Isle)—PT; VC. *Whatevs Know; Joe?*—PT; VC.

Good contrast is offered on this Barnett disk, the first side being a Ray Noble ballad in that composer-maestro's sophisticated style, and the reverse an out-and-out swinger with Ford Leary and the quaintly titled Three Moaxes. Bob Carroll does a fairly good job on the lyrics of the Noble number, and has to carry too much of this side, the chorus being unusually long. Band is good enough on both sides, but doesn't show anything that demands constant rehearsals.

SACASAS ROYAL HAVANA ORCH.

(Decca)

Cosquillas—Rumba; VC. *Fiestecita*—Rumba; VC.

The usual bouncy, maracas-filled type of rumba interpretation that has become so popular in this country of late. Sacasas has a good outfit for this sort of Latin American rhythm, but you have to like the music itself to distinguish any difference between this disk and hundreds like it released during the past year.

AL DONAHUE (Okeh)

Burning the Midnight Oil—PT. *The Blue Jump*—PT.

Donahue's reversal of his erstwhile Rainbow Room style, started some time ago and nurtured along thru successively improving swing items, seems to be about complete with this all-out ride double. Band shows nice jump tempo on the first side, and gives forth with medium kick time on the reverse. Solos are good enough, and the whole can be chalked up as a highly listenable instrumental effort.

RUSS MORGAN (Decca)

I Hear Music—PT; VC. *Dancing on a Dime*—PT; VC.

On *I Hear Music* Morgan turns out probably the most ear-arresting version of this picture tune that has been recorded so far. A swell first chorus sets the pace for a really enjoyable side in slow, easy tempo, the subdued and intimate scoring containing at the same time a wealth of danceability and true lift. *Flattermate* is almost as effective.

DICK TODD (Bluebird)

A Nightingale Sang in Berkeley Square—V. *Goodnight, Mother*—V.

This isn't a particularly good effort for Todd, who sings both sides in lack-

luster fashion. *Nightingale*, especially deserving of good treatment, is colorless in phrasing and voicing, and lacks much of the usual listenability this singer puts into his waxed work.

XAVIER CUGAT (Victor)

Green Eyes—Rumba. *Adots*—Rumba.

Two more full-flavored South American numbers from Cugat, with *Green Eyes* offering flute, Cuban style strings, subtone clarinet, and marimba, and the reverse displaying some expert trumpet and unison reeds. Sides are soft, but full of color, and both songs are widely known, making it a more commercial double than most recordings of this type of thing.

BOB CROSBY (Decca)

You Forgot About Me—PT; VC. *Gone But Not Forgotten*—PT; VC.

Crosby attempts what has vague traces of *Hi Neighbor Smile* again genealogy on the A side, leading off with vocal backed by harmony warbling, and winding up that way, with a short and simple instrumental bit separating the wordage. Tempo, as in the Tommy Dorsey smash disk, is extremely slow. Attempt to repeat the style of that hit is good, but not quite up to the source of its inspiration. Reverse is also slow, and largely vocal.

BOB CHESTER (Bluebird)

Old, Old, Castle in Scotland—PT; VC. *Talkin' to My Heart*—PT; VC.

Scotch overtones are very much in evidence on the synthetic Scottish ballad on the first side, which is slow and nice and aided as usual by another fine Dolores O'Neill vocal. Vocalist shines again on the companion piece, with the band doing a capable if not superior job on either side of the words.

KENNY BAKER (Victor)

Who Am I?—V. *In the Cool of the Evening*—V.

Baker goes to the movies for a couple of tunes for his latest Victor pressing, taking the two principal items from the score of Republic's *Hit Parade of 1941*. The Baker tenor is its usual listenable self, and Lou Brigg's orchestral backing makes for the smoothest possible accompaniment.

WILL BRADLEY (Columbia)

The Moon Fell in the River—PT; VC. *Somewhere*—PT; VC.

Bradley foregoes for the nonce the boogie-woogie rhythms with which he is commonly associated to deliver forthright musical jobs on a pair of ballads. Plenty of excellent Bradley trombone, nice Jimmy Valentine vocals, and good, straight, solid arrangements add up to a potentially listenable, danceable disk.

AL KAVELIN (Okeh)

Who Dreamed You Up?—PT; VC. *Whatever Happened to You?*—PT; VC.

Kavelin has an extremely nice outfit in a smooth, unseasonal sort of way, and his "cascading chords" touch makes appealing listening on a duo of all right tunes. *Whatever Happened to You?* is particularly good, because of a better-than-average melody that this band (or any) can really get its teeth into.

Philly Phono Assn. Names Committees

PHILADELPHIA, Nov. 16.—Charles Young, president of the Philadelphia Phonograph Operators' Association, with the approval of the board of directors, has appointed members of association committees. For the grievance committee, comprising four members and three alternates, Morris Finkel, chairman; Max Katz, Herb Rohlf, and Sam Lerner are regular members; Bill Westphal, Ben Hankin, and Harold Reese are alternates. The duty of this committee will be to hear and decide all grievances between members.

The good and welfare committee is composed of Jack Sheppard, chairman; Ben Fireman, and Louis Hindes. Joe Mellwig chairmans the finance committee, which includes Bill King and Lou Sussman. Phil Frank, as chairman, with Sam Weinstein and Marty Mitnick comprises the legal and rules committee. Harry Elkins is chairman of the membership committee, including Herman Scott, Wally Neal, and Max Bushwick. Entertainment committee was Arlie Pockras as chairman, assisted by Ed Myers, Larry Yanke, and Jack Sheppard.



MODERNISTIC INTERIOR OF THE BLUE INN, Lincoln, Ill., showing a Rock-Ola super luxury light-up phonograph and Dial-a-Tune remote control wall boxes.

News Notes

Buddy Clarke signed a contract with Columbia and recorded four tunes last week. He is filling the vacancy made by Harry Wood, who moved over to Victor. . . . Decca has signed Romo Vincent, singing comedian, for a couple of sides. . . . Carol Bruce started to record for Decca this week, her difficulties with Buddy DeSylva, who is using her in the show "Louisiana Purchase," having been straightened out. . . . Charles Spivak is a new name on the Okeh label. . . . Phyllis Myles is Will Bradley's new vocalist. . . . RKO Pictures tossed a press party for Kay Kyser at the Waldorf-Astoria last week and his records made from the tunes in his picture "You'll Find Out" came in for their share of publicity. . . . Tommy Reynolds wound up his Okeh contract and is currently dickered with other recording firms.

More Revivals

WITH the release of 20th-Fox musical *You Saw Alley* late this month, a batch of old tunes used in the picture will be given national publicity once more. Operators feel that this will not only create a demand for the tunes in the film but other oldies available on records. Some of the old hits delivered on the screen by Alice Faye, Betty Grable, and Jack O'Keefe include *K-K-Katy*, *Moonlight Bay*, *When You Were a Tulip* and *I Wore a Big Red Rose*; *Goodbye Broadway*, *Bello France*; *The Sheik of Araby*, and *America, I Love You*. A new song written by Mack Gordon and Harry Warren for the picture is *You Say the Sweetest Things (Baby)*. Dick Jurgens recorded it this week.

They Wrote It

THE new Broadcast Music, Inc., song doing well on machines is *There I Go*, written by Hy Zaret (lyrics) and Irving Weiser (music). Zaret confesses that his own repeated experiences of falling in love with fair maidens gave him the idea for the lyrics. He is a New York attorney and, on the side, a poet and short story writer. Weiser has played the sax and violin with a number of bands and makes his livelihood as a music arranger. He has had wide musical training and in 1935 won honorable mention with his symphony in a Paul Whiteman contest.

A Report From Buffalo

ROY BERGMAN, active Buffalo operator, takes time off to report that *Maybe* with Bob Chester and the Ink Spots is the best of the new batch in that area. *Trade Winds* with Bing Crosby and *Raspberry Hill* with Glenn Miller, he says, still continue to be popular despite the fact that they have been around for a couple of months. He points out, incidentally, that Bing Crosby's *Only Forever* is now one of the best money-makers.

"The only tune which has really experienced a meteoric rise within a short time is 'We Three' with the Ink Spots, taking first honors, followed by Tommy Dorsey," continues Bergman. "This num-

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

ber is practically in the top drawer now and will undoubtedly bring even more nickels into our cash box within the next few weeks."

This and That

SAM ROSENBERG, owner of the Club Ball, Brooklyn, reports that the music machine in his cocktail lounge attracts early afternoon business. . . . A Jerome Kern score is used in Universal's *One Night in the Tropics*, featuring Allan Jones and Abbott and Costello. The songs include *Ferandole*, *You and Your Kiss*, *Simple Philosophy*, *Your Dream*, and *Remind Me*. . . . Ginny Simms, Kay Kyser's vocalist, is getting an individual promotional campaign from Columbia because of the popularity of her own records. . . . Jimmie Lunceford has recorded 58 tunes for Columbia in the last two years. His contract called for 48.

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.

LOUISVILLE:

Alice Blue Gown, Frankie Masters, Orrin Tucker.

This is being revived in many locations here and in neighboring Kentucky towns. One of the reasons advanced by local operators is the lack of new hits, hoping to cash in again on this old-time favorite. Tucker finished his RKO picture, *You're the One*, last week and is headed east again to open a return engagement at the Waldorf-Astoria Hotel, New York, next month.

KNOXVILLE:

Romance in the Dark, Lil Green.

This is one of several tunes reported by Negro operators as winners in the Harlem areas. They top many of the popular numbers, they claim, and see no reason why they can't duplicate the success in other Harlem centers. These records are kept on machines for a comparatively longer period and continue to show life when there is nothing else exciting.

SAN FRANCISCO:

I Am an American, Glenn Miller.

This number picked up in popularity during convention week when political

arguments were in full heat. Operators feel that it should draw for the next several weeks when the topic of "unity in America" will be given wide discussion. The Miller version goes big in many locations.

CLEVELAND:

Night and Day, Charles Barnet.

A standard number that is competing successfully with the best bets on music machines this week. Local tradesmen figure this classy number contributes a welcome relief to the pop cut, unorthodox type of record. Barnet's version is a standout. (Barnet, incidentally, lost his musicians' union membership card last week. He is appealing the action.)

WASHINGTON:

I Give You My Word, Mitchell Ayres.

The capital is playing along with the leaders noted in the Record Buying Guide and, in addition, is also giving this tune great patronage. Major share of the credit goes to Ayres, whose stock on records has been on a steady upgrade for months.

Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended November 15 and the week before, ended November 8. The songs are those heard over the networks and leading New York stations. List is based on information supplied by Accurate Reporting Service.

This Week	Last Week
1.—There I Go.....	7
2.—Practice Makes Perfect.....	5
3.—Dream Valley.....	1

4.—Ferryboat Serenade.....	4
5.—You've Got Me This Way.....	—
6.—Trade Winds.....	6
7.—I'd Know You Anywhere.....	—
8.—Nightingale Sang in Berkeley Square.....	—
9.—We Three.....	2
10.—Our Love Affair.....	—

New Orleans

NEW ORLEANS, Nov. 15.—Extremely cold weather has failed to hinder the improvement in the coin machine industry of this section. Phonograph operators are particularly pleased with results.

Operators of all types of coin machines in vicinities of rapidly growing army camps in Louisiana and Mississippi are having such success of late that several local operators are planning to extend their business to the areas surrounding such spots as Camp Beauregard at Alexandria, La., and Camp Shelby, Miss.

J. H. Peres Novelty Company has been host to dozens of city and country music operators this week who stopped in to see the new Colonial model Wurlitzer phonograph. The Peres Company this week announced its appointment as Louisiana distributor for J. H. Keeney's Air Raiders. This appointment was made by S. L. Stanley, district sales representative, while on a visit to New Orleans from his headquarters in Memphis this week.

Sale of several shipments of Baker's Buses and Mills Novelty Company's Chrome Bells and Cherry Bells is reported by the Dixie Coin Machine Company, distributor here for both factories.

Dan Cohen, head of the Pleasure Music Company and Crescent City Cigarette Service, is being forced to double his office and service departments to handle increasing business.

Wilmer Patch is the latest secretary at the Great Southern Novelty Company office on Rampart Street. Clyde Dennis has been added to the service department.

LAST CALL!!

YOU as a progressive jobber or distributor want to advertise in The Billboard Christmas Special and you must act quickly.

This all-important timely issue goes to press the latter part of this week. It is your last big opportunity to sell to operators who need machines for their extra holiday business. It is also the time you must sell your used equipment and clear your floor space before the CMI convention.

Advertising Forms Close Early

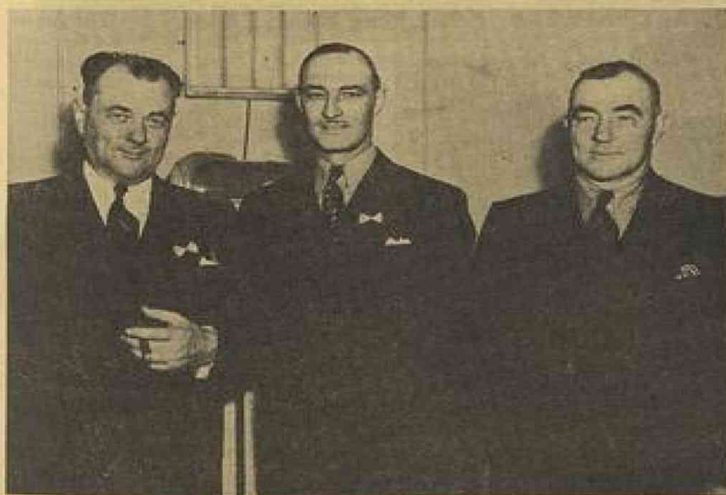
THERE is no time to lose. Because of the enlarged coin machine department it will be necessary to close the advertising forms one day early. So rush your copy TODAY—in time to reach us not later than Friday, November 22.

Write - Wire - or Telephone

The Billboard

27 Opera Place

Cincinnati, O.



"PROSPECTS FOR THE FUTURE of the music business are the brightest they've been for a long time," comment these Pacific Coast music men. Left to right are Vance Mays, L. B. McCrory, and Ed Mape, all of the E. T. Mape Music Company. McCrory is manager of the Los Angeles office. "Next year," they say, "we expect an even greater increase in revenue with more Seeburg triumphs."

Reliable WALL ORGAN

The WALL ORGAN contains a Magnavox speaker, is ingeniously illuminated through a beautifully finished plastic and is beautifully finished in two-tone high gloss finish. Fully enclosed with switch wire, volume control, tone dial, and volume control, inside dimensions 20" x 17 1/2", outside dimensions 30" x 30 1/2" x 22".

\$24.95

With SPEAKER... COMPLETE * READY TO INSTALL

RELIABLE SPECIALTY CO.
2920 PROSPECT COURT, CLEVELAND, OHIO.

CORNER WALL ORGAN
made to fit in the corner, new RELIABLE's new Wall Organ, with inclined Daffle boards, are the sensation of the year!

1/3 with order, balance C. O. D.

DISTRIBUTORS:
Your territory may be open!

Denver

DENVER, Nov. 16.—A. Roberts, manager of the Wolf Sales Company, and H. E. Wedeman, district Wurlitzer manager, are being kept on the jump making plans for the grand opening of the Wolf Sales Company's Denver display rooms. George Rosenfeld, of San Francisco, has been named territorial representative of the company, and Mrs. Cecilia Cook is secretary. Earl Schultz, factory service instructor, has been working around Denver giving the operators service instructions.

Gano Senter, Denver Sales Company, reports brisk business on Keeney wall boxes and Air Raider guns. Operators have been getting nice play on the former in the New Mexico territory. Wayne Miles, Denver operator, recently installed two remote-control set-ups in Denver with Keeney boxes.

Gibson Bradshaw, of Denver Distributing Company, reports he has had several inquiries from Panama as a result of advertising and if it keeps up is going to need an export department.

The Blackwell Distributing Company has been appointed Seeburg distributor for Colorado, Wyoming, and New Mexico. Jim Gaddis joins the Blackwell organization as territorial salesman. Bill Anderson takes over in the service department. J. P. Blackwell is now vacationing in California and will attend the West Coast Coin Machine Show.

Tom Movenic, operator, of Colorado Springs, has purchased 24 Wurlitzers from Wolf Sales Company. Other operators who visited the temporary Wolf headquarters in the Brown Palace Hotel and purchased equipment include



D. J. (DAN) DONOHUE, Seeburg district manager, reports that West Coast operators are more enthusiastic about music operation today than they have ever been. He also reports more and more Seeburg wireless remote control installations are being made daily.

John Priceo, Trinidad, Colo.; W. E. Bosche, of Raton, N. M.; N. C. Albaugh, Douglas, Wyo., and Chester Moore, Amarillo, Tex.

M. J. True has been added to the service department of the Denver Distributing Company.

A PONSER SCOOP!

WURLITZER 600s Rotary Selector - - \$135.00 With Caphart Keyboard Selector - - 159.50	WURLITZER 24s \$94.50 With Caphart Keyboard Selector - - \$119.50
--	--

GUARANTEED PONSER QUALITY!
Terms: 1/3 Deposit With Order, Balance C. O. D.

GEORGE PONSER CO. • 519 W. 47th St., N. Y. C.

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 Hangers—Accommodates all makes and sizes. **\$6.25 each**

No. 6 Carry—**\$1.75 each**

Wire investment at small cost, because only one size pad or hanger needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.
Inc. 1921
3815-3825 Cortland St., CHICAGO, ILL.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Nov. 16.—Parking meter receipts in Wilkes-Barre for October reached a new high, with \$4,433.90 being collected, an increase of \$1,477.49 over the same period last year.

The Hazle Vending Machine, operators of cigarette vending and amusement machines, and the A. M. I. Music Company had co-operative ads with the opening of the Sunset Diner in Hazleton, marking another step in a gradually increasing program on the part of local operators to advertise the fact they have machines in certain locations.

Milford Davis, of Both Novelty Company, is recuperating from a case of teeth trouble.

The Wilkes-Barre Record made mention of the fact that The Billboard carried a story on the music boxes which appeared in the Wyoming Valley Antique Show recently.

Kay Dangerfield, of The Wilkes-Barre Times-Leader, gave a plug for records in a recent piece in which she wrote: "Having written at length recently about the song, Wilkes-Barre Polka, which summer vacationists in other States heard played on nickel phonographs in points as far distant as New England and Texas, were becoming curious now about a similar record about which reports are trickling in. It is the number entitled Nanticoke Waltz. They do say it is a snappy routine, a waltz in double-quick time, with a dash of polka tempo to enliven it."

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c. See Your Distributor or Write

THE ELDEEN CO.
176 W. Wisconsin
Milwaukee, Wis.

2000 PLAYS

COIN MACHINE INDUSTRIES, INC.

CHICAGO, ILL.

November 16, 1940.

To All Coinmen:
Register in advance for the 1941 Coin Machine Show. If your advance registration is received in our office before or on January 10 we will have your badge of admission awaiting your call at the registration desk in the lobby of the Hotel Sherman. The registration desk will be opened at 10 a. m. on Sunday, January 12.

There will be no charge for registration or admission. However, if you do not register in advance you will be required to clearly identify yourself as connected with the coin machine industry in such capacity as to entitle you to admission to the 1941 Coin Machine Show.

You will save your time and ours by registering in advance—**DO IT NOW**—using the registration form below. Fill in the coupon and mail. Your badge of admission will await your call upon your arrival. I'll be looking for you.

Sincerely,
(Signed) **JAMES A. GILMORE**,
Secretary-Manager.

ADVANCE REGISTRATION FORM

1941 Coin Machine Show—Hotel Sherman, Chicago
January 13-14-15-16, 1940

THE BILLBOARD
54 W. Randolph Street
Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name
(Please print plainly)

Address City and State

I am connected with the industry as I have indicated in checking the following:

Operator Jobber Distributor
 Amusement Music Merchandise Scales

Other types, if so list

Signature

Please enclose letterhead or business card as identification.
You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.

ing Company. Recent visitors at the Denver Distributing Company to purchase equipment include Abe Cohen, Cheyenne, Wyo., and George Fiorina, Santa Fe, N. M.

J. I. McClelland, Seeburg district representative, was the first to sign up for conscription in Washington, In. Mac leaves by plane soon to attend the West Coast Coin Machine Show.

C. V. Anderson, of Colorado Springs, reports he is well pleased with his Rock-Ola remotes and is making arrangements to place a large order for more equipment. Adam Lung, Denver operator, has installed his first remote-control set-up.

The World's Biggest Record Sellers



A NIGHTINGALE SANG IN BERKELEY SQUARE

(Barkley)

—dance—

- GLENN MILLER — BLUEBIRD
- GUY LOMBARDO — DECCA
- SAMMY KAYE — VICTOR
- GENE KRUPA — OKEH
- RAY NOBLE — COLUMBIA
- AMBROSE — DECCA

—vocal—

- KATE SMITH — COLUMBIA
- JACK LEONARD — OKEH
- DICK TODD — BLUEBIRD

By Lew Brown, author of "BEER BARREL POLKA"



JOHNNY PEDDLER

(I Got)

—dance—

- ABE LYMAN — BLUEBIRD
- KAY KYSER — COLUMBIA
- TOMMY TUCKER — OKEH
- GUY LOMBARDO — DECCA
- SAMMY KAYE — VICTOR

—vocal—

- ANDREWS SISTERS — DECCA



Published by

SHAPIRO, BERNSTEIN & CO., Inc.

RKO Building, 1270 Sixth Ave., New York

Up your TAKE with these LATEST HITS by

WOODY HERMAN

AND HIS ORCHESTRA
The band that plays the blues



FRENESI
3427

BESSIE'S BLUES
3380

ON DECCA RECORDS

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.

Beat Me Daddy, Eight to a Bar. This made the grade this week, and what it lacks in the way of strength comparable with other numbers up here it makes up for in the unusualness of its feat in making it at all, inasmuch as this sort of song, with its not-too-general boogie-woogie appeal, had two strikes against it from the beginning. But it overcame that handicap to land among the favored few, carried to the heights by the ANDREWS SISTERS, GLENN MILLER*, and WILL BRADLEY*.

Blueberry Hill. (11th week) GLENN MILLER*, KAY KYSER*, RUSS MORGAN*.

Trade Winds. (8th week) BING CROSBY.

Maybe. (7th week) INK SPOTS.

Practice Makes Perfect. (6th week) BOB CHESTER*.

Only Forever. (4th week) BING CROSBY.

Ferryboat Serenade. (4th week) ANDREWS SISTERS, KAY KYSER*, GRAY GORDON*.

We Three. (3d week) INK SPOTS, TOMMY DORSEY*.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Down Argentine Way. Going along at a fast clip is this synthetic Latin American item from the similarly titled 20th Century-Fox movie. If it keeps on at the same pace it ought to be up among the foremost hits in another couple of weeks. BOB CROSBY* has come along to give plenty of competition to SHEP FIELDS* and GENE KRUPA*.

The Five o'Clock Whistle. Still showing nice signs of promise but falling momentarily to achieve anything concrete along the lines of progress, this novelty swing tune has its chance for larger popularity, and the next couple of weeks should probably decide whether it will take advantage of that chance. GLENN MILLER*, ERSKINE HAWKINS*, and ELLA FITZGERALD* here.

Rhumboogie. Pretty good describes this Andrews Sisters' recording of the hit number that they sing in the picture Argentine Nights. The disk doesn't approach as yet the heights attained by other Andrews records, but as long as the film continues to show around the country there should be a nice demand for this in the music machines.

Falling Leaves. Pushing itself more solidly in front of the coin phonograph public the past week was this GLENN MILLER version of Frankie Carle's latest composition in his Sunrise Serenade vernacular. The Miller arrangement is lovely, and the melody itself is every bit as listenable as Sunrise, which is undoubtedly why the nickel droppers are going for it in increasing numbers.

There I Go. The most effective song thus far put out by BMI and one that has gotten a great deal of radio plugging due to the currently raging ASCAP-broadcasters battle, this looks good to duplicate in part anyway the success of the first BMI tune to hit on the phonos, Practice Makes Perfect. It's going nicely now and may do much better. TOMMY TUCKER* is about the only record of real importance in the boxes.

Two Dreams Met. As was expected in this corner last week, this second song from the Down Argentine Way picture didn't take long in starting its phono career. A particularly enjoyable ballad, its movie affiliation is starting to carry it along, with MITCHELL AYRES* record the standout at the moment.

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."

The Call of the Canyon. (9th week) Still around. GLENN MILLER*, TOMMY DORSEY*.

Crosstown. (8th week) Almost out. GLENN MILLER*, GUY LOMBARDO*.

Now I Lay Me Down to Dream. (6th week) Starting to lose ground. BOB CHESTER*, GUY LOMBARDO*.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

Mean to Me. The ANDREWS SISTERS herein make their first ballad, it's a tremendously potent item for the coin phonos. Despite the change of style, the girls do an excellent job on this old favorite, and the whole thing—song, tempo, performance, artists—adds up to perfect music machine fodder. It's hard to see this falling to click in a big way.

A Nightingale Sang in Berkeley Square. One of the loveliest, most appealing ballads to come out in a long time and one that is beginning to climb in popularity. Title, melody, and its lilting appeal should carry this far on the phono network.

When the Mush Begins to Rush Down Father's Vest. A novelty, dating back a number of years but refurbished and streamlined by SHEP FIELDS* into a very potential coin phono hit. Plenty of laughs on this record, and it shapes up as something to bring a nice flood of nickels into the machines.

Frenesi. The WOODY HERMAN* recording of this Mexican melody, with newly added English lyrics, is another natural for the boxes, due to perfect slow tempo and a general aura of the soft-lights-and-sweet-music style that pervaded I'll Never Smile Again.

Scrub Me, Mama, With a Boogie Beat. Comes now the WILL BRADLEY* sequel to his extremely popular Beat Me Daddy, Eight to a Bar. It's true that sequels have a tough time equaling or surpassing their predecessors, but it may be that the interest generated by the first hit is enough to carry over to a follow-up.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 398
LIST PRICE 50c

- 26763 Summit Ridge Drive
Goss Your Heart
Artie Shaw and his Gramercy 5
- 26791 'Les Hijos de Budo—Guarecha
'Ni Pitas Ni Flautas—Rumba
Xavier Cugat & his Waldorf-Astoria
Orchestra
- 27200 'Make It Another Old Fashioned Please
'My Mother Would Love You
Leo Reisman
- 27201 'He's My Uncle
'I Should Have Known You Years Ago
Wayne King
- 27202 Crosstown
Marianna Annabella
Larry Ross, Tenor
- 27203 'The Moon Fell in the River
'The Lady With Red Hair
Hal Kemp

BLUEBIRD "POPULAR" RELEASE NO. 304
LIST PRICE 35c

- B10020 'MacNamara's Band—March
Breslin' the Surface
Mitchell Ayres & his Fashions-in-
Music
- B10030 I Used To Love You
Don't Go in the Lion's Cage Tonight
The Four King Sisters with Orchestra
- B10031 'A Nightingale Sang in Berkeley
Square
'Goodbye, Little Darlin', Goodbye
Glenn Miller
- B10032 Nordisk Ferry
Put Yourself in My Place
Erskine Hawkins (The Twentieth
Century Gabriel)
- B10033 Dream Valley
Ad-Ad-A-Go
Dick Todd, Baritone
- B10034 'I Hear a Rhapsody
'The Moon is Crying for Me
Charlie Barnet
- B10035 'Windmill Tiller—Polka
'America the Beautiful—Waltz
Harry's Tapers Band, Old Timers'
Orchestra

*Vocal refrain
Order RCA Victor Permo Point Needles from
your RCA Victor Distributor Today.



Order from Your Distributor
TODAY!

ARE YOU USING
The Billboard
"TRIPLE CHECK"
EVERY WEEK

ON POPULAR TUNES

1. RADIO PLUGS
2. SHEET MUSIC SALES LEADERS
3. RECORD BUYING GUIDE

SPECIAL ORDER FORM

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25 Opera Place
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Please send The Billboard for 10
weeks, for which I enclose ONLY \$1.

Name

Address

City State

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SCORES BIG PROFITS FOR OPERATORS EVERYWHERE



SPECIAL Introductory Offer!

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 Venders obtainable, Esquire, Topper and Special.



SPECIAL DE LUXE
Porcelain Enamel
only \$5.25 ea.

In lots of 24 or more. Sample, \$5.95; 6 to 12, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangle-Top Dispensing Mechanism. Vends everything. 6 lbs. capacity. 1/3 cash with order, balance C. O. D.



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. All orders require 1/3 cash, balance C. O. D.

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NOW IN AMERICA'S FINEST 1c MERCHANDISER

Beautiful streamlined design. Sturdily constructed to stand up for years of hard service! Easy to operate! Perfect capacity! Mason's 1c Mints bring real repeat business. Convertible to 1c, 1 1/2c gum venditor.

A big steady money-maker! Write, wire or phone for sensational low price and easy time payment plan!

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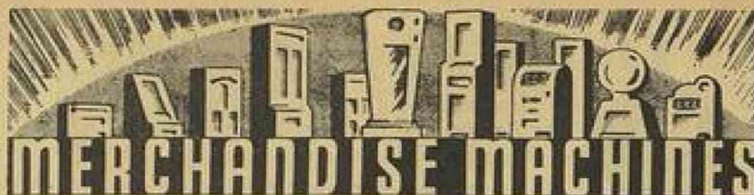
CENT-A-MINT SALES CORP.,
545 FIFTH AVENUE, NEW YORK

ADAMS GUM VENDOR

BEST BUY AT ONLY \$11.50

CASH IN ON 24 PAYMENTS

G. V. CORP., 35 W. 46th St., N. Y. C.



Rowe Releases New Penny Gum Vender

NEW YORK, Nov. 16.—A new addition to the well-known Rowe line of merchandising machines has been announced by executives of the Rowe Manufacturing Company. It is a 1-cent Gum Vender expressly designed, according to reports, to incorporate all the features that operators of this type of equipment have long desired.

New product is hailed as being the result of extensive interviews with operators to find out just what they wanted in this type of machine as well as extensive research in the Rowe engineering laboratories. "It's the kind of machine operators have been requesting ever since we presented the Rowe 5-cent Gum and Mint Vender to the trade in the fall of 1937," executives stated.

Among the features reported incorporated into the new machine are its ability to handle mechanically all standard 1-cent gum and mints, a slug ejector mechanism which it is claimed will eliminate practically any coin or false alloy and represents the first use of a magnetic field in the segregation of pennies from slugs, an automatic coin return which goes into action as soon as columns are emptied, an interior design which cuts down loading time, and a column capacity about double that usually found on this type equipment. All these features have been incorporated in a smartly designed cabinet that's a marvel for compactness and effective display," it was stated.

Show Group Tests Beverage Venders

PHILADELPHIA, Nov. 16.—New locations for drink vendors may soon open up in this territory. It was learned that the Stanley-Warner Company, operating more than 150 motion picture theaters, has completed plans with a local distributor to test 10 beverage venders in as many theaters. If the experiment proves profitable it will undoubtedly mean the introduction of drink venders in the entire circuit and pave the way for locations at the many other independent theaters.

At present practically every theater in the metropolitan area boasts an automatic candy vending machine. A auto machine for exploiting the songs in a picture is a frequent lobby scene.

New Vitamin Candy

CHICAGO, Nov. 16.—Vending machine operators take note! Now it is possible to vend vitamins via venders. Pine Brothers, Philadelphia concern, has introduced a new 10-cent roll called Vita-Mint, containing "the average daily requirements of the four essential vitamins, B1, B2, C, and D."

The firm is currently exploiting the product by distributing free samples in 3,000 drug, confectionery, and cigar stores.



Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.
- Cigarette Vender Operators of Illinois, annual meeting, Abraham Lincoln Hotel, Springfield, November 23-24.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- Amusement Parks Convention, Hotel LaSalle, Chicago, December 2 to 6.

Football

By W. R. GREINER

The Northwestern Corporation

Fall, besides the hobgoblins of Halloween and the bright countryside of autumn, brings with it the thrills and excitement of the football season. There's more out on that field than two teams fighting for victory, more than the band marching in formation, more than the fresh air and sunshine.

There's a lot to be absorbed at a football game besides the atmosphere, and the alert operator might well observe the virtues of those who make up this game called football. For instance, what a boon to operators would be the determination of the quarterback, the diplomacy of the captain, the honesty of the referee, the perseverance and teamwork of all the players.

The band's assurance would not be amiss in this operating game, nor the cheer leader's enthusiasm. The good nature of the winning team's fans would boost your morale when the going gets tough, and the accuracy of the time-keeper would undoubtedly boost the profits. The trainer's efficiency is not to be overlooked, and with the ambition of the coach your success would be "in the bag."

NATD Meets In Chi Jan. 15-18

CHICAGO, Nov. 16.—The program for the forthcoming ninth annual convention of the National Association of Tobacco Distributors at the Palmer House in Chicago, January 15 to 18 inclusive, is taking the form of a big project, according to reports from the group's headquarters here, which state that the convention board is having difficulty in its arrangements to crowd in all the important events it has planned into four days.

The convention will be one of the most ambitious ventures ever undertaken by any group in the history of the industry, inasmuch as each year the NATD embraces new and wider areas in fields associated with the trade.

The round table conferences which proved an interesting feature at previous conventions will be continued at the January, 1941, gathering, only instead of 16 conferences, as last year, there will be only nine, with a greater number of participants, due to the crowded program. Members from all branches of the industry are invited to be present.

Financial

NEW YORK, Nov. 16.—Hershey Chocolate Corporation reports a net profit of \$1,692,798 after charges, including federal income taxes at 24 per cent, but before excess profits tax, for the three months ended September 30.

The net was equivalent, after dividends paid on the \$4 convertible preference stock, to \$2.10 each on 685,749 shares of common stock. For the same period

of the year before the corporation had a net of \$1,926,300, or \$2.44 a common share.

Coca-Cola Company ended the biggest quarter year in its history September 30 with earnings, before income taxes were taken out, amounting to \$13,385,717, as compared with \$12,137,311 for the third quarter of 1939.

After provision for Class A dividends and for federal income taxes, net profits applicable to common stock for the third quarter were \$6,398,717, as compared with \$9,325,411 for the corresponding quarter in 1939.

On the basis of the earnings the board of directors today declared a dividend of 5 cents per share on common stock and an additional year-end dividend of \$2 per share on the same stock, bringing total common dividends for the year to \$5 per share, the same amount paid in 1939. The directors also declared the regular semi-annual dividend of \$1.50 on Class A stock.



SILVER KING
\$5.50 EACH (10 or More)
SAMPLES \$6.50

You can get your share of this easy money with a plan that brings big profits every 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

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.

ALL PRICES GOING UP WHILE SUPPLY LASTS
We Shall Ship to Our Customers

IMP

GUM VENDERS AT THE OLD PRICE OF \$12.50 EACH—SIX FOR \$67.50.
This Offer Subject to Prior Sale.

TORR 2047 A-50, 68 PHILA. PA.

Northwestern

Model 40, \$5.85
Completely Filled With Peanuts!!

RECONDITIONED BARGAINS

Eveready, 4" Oil, 1c...	\$4.95
Northwestern, 1c-5c Standard...	5.95
Swack's 3 Col. 1c 7.95	
Northwestern De Luxe, 1c-5c...	6.95
5c. Hershey Bar Vender...	2.95
1c. Hershey Bar Vender...	1.95

1/3 with order, balance C. O. D.
WRITE FOR NEW 1941 CATALOG!
ASCO, 140 Astor Street, Newark, N. J.

VENDERS at only \$2.20

That are second to none. Literature on request.

Why Pay More?
DAVIS METAL FIXTURE CO.
LANSING, MICHIGAN

Drink Venders Get Much Attention at Bottlers' Conclave

CINCINNATI, Nov. 16.—Seventy-five hundred delegates gathered at the convention and exposition of the American Bottlers of Carbonated Beverages at Cincinnati's Music Hall Monday thru Friday of this week, heard Paul F. Glaser, president of the national association, reveal that Americans drank 13,000,000,000 bottles of beverages during the last 12 months.

"In 1929 the total reached about 12,000,000,000 half pints," said Glaser. "The business dropped sharply during the depression—down 50 per cent in many places, but the depression losses have been made up and the 1929 figures now have been exceeded."

Convention delegates displayed unusual interest in the many and varied types of coin-operated bottled drink vending machines on exhibit at the conclave. This showing gave many of the convention visitors their first opportunity to investigate at close range the possibilities and merits of the robot drink venders. Judging from the interest manifest in the coin-operated drink venders at the convention, an influx of the machines is slated to hit new locations from Coast to Coast within the next few months, as more bottlers realize the simplicity and practicality of the coin-operated drink machines.

Among the firms having coin-operated drink venders on display were Atlas Metal Works, Dallas (Selectivend, manufactured by Simplex Vendor Company, Kansas City, Mo.); J. P. Beckure Corporation, Chicago (Selective Multivend); O. D. Jennings & Company, Chicago (Jennings Dispenser); Beverage Vending Machines, Inc., Kansas City, Mo. (Boulette); Refrigerated Dispensers, Inc., Los Angeles; Kalva Venders, Inc., Chicago; Vendall Division of Hydro-Silica Corporation, Flora Dale, Pa.; Misston Dry Corporation, Ltd., Los Angeles; Portable Elevator Manufacturing Company, Bloomington, Ill. (Pelco); Selector Products Company, St. Louis, and Vendorator Manufacturing Company, Fresno, Calif. (Vendorator), and Weber Showcase & Fixture Company, Los Angeles (Select-a-Drink).

Colorado Unfair Trade Decision Favors Cig Men

DENVER, Nov. 16.—A judgment of the Denver district court supporting the Colorado unfair trade practices act which prohibits sales of products for less than costs was upheld Tuesday (12) by the Colorado Supreme Court. The effect of this ruling for cigarette machine operators will be that prices of cigarettes will tend to be approximately the same thru all outlets, including chain stores, to-



BALLY RAPID-FIRE machine gun with diving submarine target was a center of attraction at recent Virginia State Fair, Richmond. R. A. Williamson, of Capitol Distributing Company, Inc., is shown in the picture.

bacco stores, and vending machines.

The suit was instituted thru a food distributor's association against a wholesale tobacco distributor. It contended that the wholesaler sold cigarettes below cost with intent to injure competitors and destroy competition. The trial court entered a decree and judgment enjoining the wholesaler from such further practices.

In appealing the case the wholesalers did not challenge the constitutionality of the unfair practices act. Substantially similar acts have been held by four State Supreme Courts not to be in violation of federal and State due-process-of-law clauses, the Supreme Court said.

The Supreme Court, in its decision, asserted there was no dispute concerning the price at which cigarettes were sold and the controversy arose primarily over the question of "cost of doing business" within the meaning of the act. In this connection, the court asserted, a survey established that there was evi-

dence to support the complaint.

"The effect of such practices upon the retailing of cigarettes, in competition with each other, in maintaining fair competition, created a chaotic market and demoralized the orderly process of business," the Supreme Court said.

Dallas

DALLAS, Nov. 16.—Reports from Dallas operators indicate that fall business is considerably ahead of the same season a year ago. The current season has been a good one for phonograph and marble table operations. The past four weeks of excellent football games has been a big help to coin machine men in all lines.

A showing of the new Wuritzer Colonial model was held last Saturday at the local headquarters of the Com-

1940 Export Total Reaches \$923,606 at 3-Quarter Mark

Sept. report shows that 1,570 machines worth \$98,455 leave country

WASHINGTON, Nov. 16.—October export totals should push the 1940 grand total over the million-dollar mark, inasmuch as the year's three-quarter mark shows a total of \$923,606. This figure includes the latest report, September, in which the United States exported 1,570 machines valued at \$98,455.

In September, amusement games again ranked high in value, as compared to phonographs and venders, Games numbering 797 and valued at \$41,551 were taken by foreign countries. Canada was the biggest taker of amusement machines, her total being 493 machines worth \$28,767. Unexpectedly high of the month in this column was the Union of South Africa, which took 230 machines valued at \$9,640. Mexico was the only other country to take over \$1,000 worth of machines, taking 46 valued at \$1,447.

Automatic phonographs accounted for \$33,444 of the grand total. This comprised 225 phonographs, of which number 155, worth \$22,793, went to our Southern neighbor, Mexico. Others taking over \$1,000 worth of phonographs were Canada, Republic of Panama, Panama Canal Zone, Argentina, and Hong Kong.

Commodity vending machines reached a total of 548 machines valued at \$23,460. By far the largest purchaser was Canada, with a total of 205 machines worth \$18,829. Under this classification, the Republic of Panama accounted for 13 machines valued at \$1,498, while Venezuela accounted for 250 valued at \$1,600.

In aggregate value of all types of equipment exported, Canada led for the ninth consecutive month of this year with a total of 716 machines valued at \$50,819. Mexico followed with a total of \$24,593 or 248 machines; next was the Union of South Africa, 243 machines valued at \$10,560, and fourth, the Republic of Panama with 37 machines valued at \$4,275.

Following is a country by country report of exports during September, classified as to types of machines:

Exports, September, 1940

Country	Automatic Phonographs		Vending Machines		Amusement Machines	
	No.	Value	No.	Value	No.	Value
Canada	18	\$3,223	205	\$18,829	403	\$28,767
Costa Rica	1	37	—	—	—	—
Guatemala	2	700	—	—	—	—
Panama (Rep.)	14	2,057	13	1,498	10	720
Panama, C. Z.	2	1,200	—	—	—	—
Mexico	105	22,793	37	353	46	1,447
Dominican Rep.	1	50	—	—	—	—
Argentina	11	1,602	—	—	—	—
Venezuela	1	60	250	1,600	—	—
Ceylon	3	270	—	—	—	—
Hong Kong	7	1,442	—	—	—	—
Philippines	—	—	30	260	3	370
U. of S. Africa	—	—	13	920	230	9,640
United Kingdom	—	—	—	—	1	155
Cuba	—	—	—	—	4	135
Chile	—	—	—	—	1	47
Australia	—	—	—	—	6	210
New Zealand	—	—	—	—	3	60
Totals	225	\$33,444	548	\$23,460	797	\$41,551

GRAND TOTAL—1,570 machines valued at \$98,455.

mercial Music Company. Joe Williams, head of the distributing firm, was host to many North Texas and Dallas operators who came all day long to view the new phonograph model.

Among the throng of visiting Texas music men were Louis Tindall, Fort Worth; Mr. and Mrs. Willis Booth, Longview; Paul E. Ford, Lindale; Chester Moore, Amarillo; Mr. and Mrs. C. T. Daniel, Paris; M. P. Johnson, Brockenside; Frances Day, Southwestern Music Corporation, Dallas; R. E. Alexander, and Mary McHtee, Decca Distributing Corporation, Dallas.

Dallas coin machine men and operators over the State are already talking about the 1941 Coin Machine Show at the Hotel Sherman, Chicago. They are planning a large delegation from Texas.

The past summer was the best season cold-drink venders have ever had in this area. Several of the local drink manufacturers, as well as some of the local operators, are planning on increasing their operations in this field for another year.

A brisk demand for marble tables continues at the headquarters of Earl Reynolds, local distributor. He says that every day brings orders and that coin-men are reporting business good. Reynolds is also getting ready for the distribution of the Packard Manufacturing Company's new wall box equipment. He will leave Dallas in a few days to attend the first sales meeting of distributors and salesmen, to be held in Minneapolis November 25 and 26.

Who Said Opportunity Doesn't Knock Twice!



Northwestern
MODEL 38

\$8.20 EACH
In Lots of 25 or More
Sample \$5.45

RAKE OFFERS YOU TIME PAYMENTS AND LIBERAL TRADE-INS.

• TIME PAYMENTS

Take advantage of our liberal, low cost financing plan. A small down payment with the balance spread out over six to eighteen months, making it possible for the machines to pay for themselves.



30 BELL

\$9.60 EACH
In Lots of 25 or More
Sample \$9.95

• TRADE-INS

We will accept and give you a fair and liberal trade-in price for any or all of your old machines. Get details at once of how you can add new machines to your route and get rid of your old equipment and increase your income.

Send for literature and prices on complete line. 5% deposit with order, balance C.O.D.

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PHILA., PA.

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

THE FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
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TORR 2047 A-SO. 68
PHILA., PA.

THE FASTEST MONEY MAKING COUNTER GAME EVER BUILT!

1c BASEBALL GUM VENDOR

Can gross \$1.00 per hour!
A Ball of Gum vended for each penny. Gum capacity 1000 balls. All skillful hits are recorded.



ORDER NOW!

D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

JOE CALCUTT SLASHES PRICES for QUICK SALE!



THIS WEEK'S SPECIAL
(While They Last)
28
1940 MODEL BALLY ALLEYS
\$19.50 Each

The sensational bowling game with the revolutionary KINETIC-ENERGY ball throw. A game based on standard bowling rules that gives the player all the thrills and satisfaction of real bowling. 100% legal—100% mechanically right—be first in on this Special Deal. Phone, wire or mail your order immediately!

OTHER EXCEPTIONAL BARGAINS IN GUARANTEED EQUIPMENT SAFE STANDS

- Mills Safe Stands (dark blue, light blue, brown and green) \$4.75
- Mills Special Chrome Safe Stands (these match Chrome Bells) 5.75
- Mills O.T. Safe Stands (green) 2.75
- Bills Jack-in-the-Box Safe Stands (green) 15.00
- Pepe Safe Stands 3.75
- Waiting Safe Stands 3.75
- Chicago Metal Safe Stands 3.75
- Note: Each Chicago Metal and Waiting Safe Stand Standard Dimensions to accommodate Mills Machines.
- Every stand listed is absolutely O.K. and ready for location. If want repaired to resemble new, add \$1.00 to above price.

LEGAL MACHINES

- 1 Scientific Scale Jump \$49.50
- 12 Mills Modern Scales 25.50
- 2 Jennings Premier Dial Scales 15.00
- 1 Mills Dial Scale 15.00
- 1 Exhibit Bowling Game 34.50
- 2 A.B.T. Red, White and Blue 17.50
- 3 A.B.T. Model "F" Targets 12.50
- 1 Gretches Zees 18.50
- 1 Brand New Western Oomph 11.50
- 1 Factory Rebuilt Waiting Tom Thumb Scale equipped with Robbins's Stick Gum Vender (gives weight and one stick of gum for 1¢) 50.50

NOTE: In ordering give second and third choice to insure immediate delivery, inasmuch as our stock of used equipment is continually changing.

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. *Call Me! Address COIN 1015*

2 Brand New Exhibit Vitrines with small top sign \$60.50
1 Rock-Ola World Series 24.50
1 Baby Bell's Eye Ray Gun 69.50
1 Melody Gum Vender Wall Box for Phonograph (gives one selection and one stick of gum for 5¢) 7.50

FREE PLAY GAMES

- 4-5-6 \$10.50
- On Deck 59.50
- Fifth Landing 19.50
- Roller Derby 37.50
- Overrun 19.50
- Triumph 19.50
- Variety 15.50
- White Balls 34.50
- Mr. Chips 37.50
- Pick-Six 14.50
- Scop 19.50
- Victory 52.50
- Commodore 39.50
- O'Ray 42.50
- Rippy 39.50
- Topper 39.50
- Majors 19.50
- Ocean Park 29.50
- Lucky 37.50
- SPRIS 39.50
- Follow-Up \$ 8.50
- Conquest 12.50
- Golden Gate 19.50
- Juniper 19.50
- Flag Ship 24.50
- Foibles 47.50
- Punch 37.50
- Bang 12.50
- Lucky Strike 39.50
- Mr. Chips 37.50
- Let-a-Fun 14.50
- Pyramid 14.50
- Big Boy 19.50
- Super Charger 19.50
- Cowboy 17.50
- Score Champ 39.50
- All-Boys 19.50
- Dary Jones 9.50
- Silver Baseball 22.50
- Western Trio 12.50

CONSOLES

- 2 Evans 1938 Bang Tails (with large odds drum) \$80.50
- 4 Evans 1938 Dominos (with small odds drum) 52.50
- 3 Evans 1937 Dominos 42.50
- 3 Kenry Kentucky Bill Time 42.50
- 12 Kenry Red Hot Track Time 19.50
- 2 Mills Flashes 19.50
- 2 Mills Square Balls 12.50
- 2 Pepe Pay Day 89.50
- 2 Pepe 1939 Slip Proof Barstow Jr. 89.50
- 1 Sencer Zipper 17.50

NOVELTY GAMES

- \$8.50 Each**
- DOUBLE FEATURE DAVY JONES
- DUK RITZ
- TROPHY ZETA

its gorgeous plumes that is beyond description.

"The playboard, too, with its vivid coloring and brilliant catalin bumpers presents an iridescence that can't be described. The game has eight ways to win and dozens of other new features, including eight new scoring roll-overs. Most important of all is what players and operators say about the game. C. C. Hutchinson, operator of Waukegan, Ill., knows from experience. His report is typical of reports coming in from all over, and these are his words: "I was sure Gold Star was going to be a success. I predict Paradise will be even greater. My collections substantiate my predictions."



OFFICERS OF GAY GAMES, INC., Muncie, Ind., discuss the addition of a new salesboard department. Left to right are: A. Don Shideler, assistant sales manager; Homer N. Robinson, secretary-treasurer; Guy E. Noel, president; Fred C. Robinson, vice-president; and Charles E. Cannon, sales manager.

Coin Machines on the Air . . .

MINNEAPOLIS, Nov. 16.—Each day Miss Nicollet has a special program on Station WGDY, with studios in the Nicollet Hotel here. The program consists of spot entertainment news and interviews with guests at the hotel.

In the person, Miss Nicollet is Sally Delaney, advertising manager of the Nicollet Hotel. On her program November 7 she gave practically the entire time, 1 to 1:15 p.m., to Walter W. Hurd, coin machine editor of The Billboard. The interview gave Hurd an opportunity to put in some good boosts for the coin machine industry as a whole and also to describe the Panoram movie machine being shown at the Mayflower Novelty Company St. Paul.

For this unusual courtesy to the coin machine trade, Miss Delaney will be known as the "Queen of the Northwest Coin Machine Industry." If coinmen wish to know more about their queen, she is an attractive brunette, and about 20.

Grand National Has Big Game Stock

CHICAGO, Nov. 16.—"Business is so good; we didn't believe it could happen. But look at our showrooms and you can see the spot we're in—crowded to the top—and more new equipment coming. We let ourselves in for this situation by obtaining equipment of every kind we could get. We did this so that we could furnish customers with desired equipment immediately, no matter what it was. We intend to clear out this space within the next two weeks in order to be able to stock our new equipment," reports Al Sebring, head of Grand National Sales Company.

"We have 500 free play games, pay tables, and legal equipment which we must dispose of in order to continue our business without breaking out the walls," continued Mac Churvis, of the firm. "Quantity buyers are finding our set-up very practical because we are offering just what they want and need. More are finding out about us every day and are commending our service and quality of our games. All of these games have Grand National's regular reconditioned guarantee."

Buckley Display At Pacific Show

LOS ANGELES, Nov. 18.—Buckley Music Systems, Inc., Chicago, is showing at the Pacific Coast Coin Machine Show its complete line of products, including the new 33-record music system.

"The 32-record music system is in line with the present trend in the music field for greater and greater selection. In the automatic music field the development from a 12-record to a 24-record system was spread over several years. During the time of this development it was definitely established that earnings showed a corresponding increase with the increase in the number of selections," said Buckley officials.

"The Buckley line also includes several other innovations in the music

field so that the music man now has real design and flash to work with. Music men are now pretty generally acquainted with music systems and understand about the big increase in earnings made possible with this type of equipment. The new Buckley line of direct Touch-to-Touch action gives the music man confidence in a system to install in his location."

P. J. Buckley, president Buckley Music Systems, Inc., is in Los Angeles for the Pacific Coast show and in talking about the line says: "We have had a wonderful year in 1940 and with our country-wide distributor arrangements we are in a position to acquaint every music man with our new music systems and show him how he can use them to greatly increase his business."

Detroit Atlas Biz Better in New Home

DETROIT, Nov. 16.—"Business has picked up terrifically since we moved into our new two-story building," reports Barney Greenberg, in charge of sales at the office of the Atlas Automatic Music Company. Mike Kratze, in charge of field sales, reports that his end of the business also is showing up well.

Both credit a good part of their business to their exclusive distributorship for Seeburg in the State of Michigan. Pete Olin, Seeburg district manager, reports "Atlas has been going along at a faster pace than ever since it took over its new building. Of course, they did a fine job on Seeburg equipment before the move, but I believe that their new quarters, which now enable them to better serve Michigan operators, will increase their business immensely."

"Mike Kratze," he continued, "is now on the road with a trailer and Seeburg equipment. He is giving a great number of the State's operators a chance to see the latest equipment without stirring very far off their front door step."

"The better service in Atlas's new building, the demonstration trailer, plus Seeburg equipment, are combining to boost sales in this territory to a level that has never before been attained."

Atlas's new building, located on Grand River Avenue, has approximately 5,000 square feet of space. It is located on one of Detroit's busiest streets. Detroit coinmen have expressed great satisfaction both with the new location and the improved Atlas service.

Mape Opens New L. A. Showrooms

LOS ANGELES, Nov. 16.—Hundreds of coinmen attended a big open-house party at the E. T. Mape Music Company, Los Angeles, recently on the occasion of the opening of new offices and showrooms at 1701 West Pico Boulevard.

Mape is said to now have one of the most outstanding establishments in the music field on the West Coast. Showrooms are spacious and contain sufficient room for display of all types of equipment. Separate display rooms for music equipment, games and other devices are maintained.

L. B. McCreary, manager of the firm, was present from the time the celebration opened early in the morning until the last coinman had gone home until the following morning. He personally assisted visitors to register and, in keeping with the spirit of the day, gave each one a small American flag. A leather case for keys was also given as a souvenir.

Numerous baskets of flowers and telegrams were received from friends from Coast to Coast.

Sparks Champion Gains Popularity

CHICAGO, Nov. 16.—Popularity of the newly introduced Sparks Champion has increased by leaps and bounds, according to Grotchen officials.

"This popularity is attributed particularly to the large visible gold award coin displayed, which is paid thru a front payout chute, in addition to the regular token awards paid at frequent intervals thru another payout tube located on the side.

"It would have been easy for us to merely mix the gold award coins with the rest of the tokens and pay same out thru one and the same chute, but experience has shown that when a gold award or jackpot is paid on one distinct jackpot combination the player's interest in the machine is much keener.

"Everybody knows that on a bell machine the jackpot is paid on three bars, and we are following this proven principle in dispensing a gold award on a predetermined jackpot combination.

"Operators are commenting most favorably on earnings which they are experiencing from their Champions and it takes all of the enormously large cash capacity provided in these games to hold the record collections between calls."

Proud as Peacock Over New Paradise

CHICAGO, Nov. 16.—"We pride ourselves in having given the industry an outstanding hit in Paradise," reports Dave Gottlieb, president of D. Gottlieb & Company.

"Paradise represents another feather in our hat," he went on, "another game that will enable operators to strut their stuff to the tune of top collections. For sheer beauty and splendor no game has ever approached such heights. The backboard portrays our new plumage effect which depicts this most beautiful of all birds in fullest elegance and splendor, with a light play among

West Allis Okehs Pinball

Common council refuses to banish games—operators must be residents

WEST ALLIS, Wis., Nov. 16.—The common council here has adopted an ordinance providing for an annual license fee of \$300 for pinball machine operators and an annual registration charge of \$10 for every device, with the latter to be renewed every time a machine is trans-

ferred to a new location or a new one installed. The ordinance replaces one in committee which would have banned all pinball machines in the city. The adopted ordinance defines an amusement device as any device used and operated solely for playing games of skill, with not more than 5 cents required for its operation, which does not deliver, pay out or emit coins, tokens, coupons, chips, or merchandise. Operators are required to be bona fide residents of West Allis and no more than two machines are permitted in one location, according to the provisions of the measure.

Eddie Ross, of Oriole Coin, Weds



MRS. E. V. ROSS

BALTIMORE, Md., Nov. 16.—Edward V. Ross, Oriole Coin Machine Corporation, was married to Pauline O'Connell, of Duluth, Minn., October 21, it has just been announced.

The marriage was secret. After the ceremony the couple advised their families. Since then phone calls and wires have been deluging the Oriole offices.

Mrs. Ross was professionally known as Chireen Shannon, having modeled in both Chicago and New York. She has also appeared on the stage.

New Salesboard Firm

ST. LOUIS, Nov. 16.—A new salesboard firm, the Larrimore Manufacturing Company, has opened offices in the Pierce Building here. A. L. Larrimore is president and Morris Feldman manager of the firm. They plan on getting up new ideas in salesboards and salesboard deals. At the present time they are featuring their Jumbo Turkey Salesboard, which is said to be going like wildfire. Following the holidays, the firm promises some new items in salesboards and salesboard deals.

New Baker Game?

CHICAGO, Nov. 16.—Two busy in their endeavor to keep up with the demand for Line-Up as well as Baker's Pacers, Pick-a-Pack, and Baby Grand photo selector, the Baker Novelty Company, Chicago, reports having something unique in the way of a new game. Official announcement is expected as soon as the Baker company's production permits.

Coinmen Die in Crash

AKRON, O., Nov. 16.—William S. Doubney and William De Castro Jr., employed by the Ed George Novelty Company, were killed last week when a truck in which they were riding struck a culvert near Tiffin, O. They were on their way back to Akron after delivering machines in Western Ohio.

SOUTHERN AUTOMATIC

CARLOAD
PURCHASING
POWER

— GIVES YOU BIGGEST COIN MACHINE VALUES! —

STOP!
LOOK!
BUY!

THE INDUSTRY'S GREATEST ALL STAR BARGAIN LINE-UP!
World's Finest Games at New Low Prices!

FREE PLAY GAMES

\$19.50 Each Airport Big Six Badling Champ Box Score Bang Big Ten	Your Choice Contact Chevron Cuddie Conquest Double Feature Davy Jones	\$19.50 Each Flash Fitz Inning Follow Up Headliner Hillie Jumper Kick Lot Fun Miami Parachute Ragtime Rock
\$22.50 Each All Stars Major Ocean Park	Free Play Games Pyramid Pink Em Stoner Baseball	\$22.50 Each Top & Go Triple Play Topper Triumph Up & Up Vogue Variety Zeta Console

LATE MODEL FREE PLAY GAMES AT NEW LOW PRICES

Affiner ... \$26.50 Big Town ... 37.50 Bowling Alley ... 39.50 Big League ... 39.50 Big Show ... 39.50 Bally Beauty ... 42.50 Bally Victory ... 47.50 Comrades ... 48.50 Handgrip ... 77.50 O. O. D. ... 29.00 Conventions ... 84.50	Doughboy ... \$49.50 Dude Ranch ... 69.50 Dixie ... 69.50 Drum Major ... 54.50 Fantasy ... 27.50 Flanagan ... 27.50 Fleet ... 69.50 Formation ... 74.50 Glennour ... 67.50 Jolly ... 42.50 Lucky ... 29.00 Lucky Strike ... 29.00	Linsight ... \$48.50 Landscape ... 69.50 Mascot ... 44.50 Merry-Go-Round ... 49.50 Mills 1-2-3 ... 44.50 Nippy ... 27.50 Oh, Boy ... 37.50 Pole ... 64.50 Red Hot ... 37.50 Rex ... 37.50 Supper ... 27.50 Scoop ... 32.50
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JUST OFF THE PRESS, BIG NEW LIST OF ALL TYPES OF CONSOLES AND USED PHONOGRAPHS. WRITE FOR IT TODAY!

NOTICE! Order from office nearest you. Give second and third choice, as we have a big turn-over and may be sold out of some of your original selections by the time your order reaches us. Write if you are in need of anything not listed above.

TERMS—1/3 DEPOSIT, BALANCE ORDER NOTIFY.

DISTRIBUTORS FOR J. P. SEEBURG CORP. PRODUCTS IN KENTUCKY, TENNESSEE, OHIO AND INDIANA

GUARANTEED BARGAINS

WURLITZER 412	\$ 24.95
WURLITZER 616	49.50
With Ill. Grill	54.50
WURLITZER 600	142.50
WURLITZER 500	149.50
WURLITZER 716	47.50
WURLITZER 312	34.50
ROCKOLA Monarch 20.	79.50
EVANS 10 STRIKE	59.50
KEENEY ANTI-AIRCRAFT Brown	82.50
PHOTOMATICS	545.00

Write for Free Literature on Remod. Phono

\$12.50
 6 For
\$67.50
 1c, 5c or
 10c Play
 1/3 Deposit

GERBER & GLASS

914 Diversey Blvd., Chicago

JOIN THE ARMY

Of Successful Operators Who Get Big Weekly Profits From

IMP

Gum Vendors with Cigarettes or Fruit Symbols, 1c or 5c Play, \$67.50 Entails 8 IMPs in Your Service.

Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

ALL GUARANTEED FREE PLAYS

Dollar Derby ... \$19.50 Three Score ... 45.00 Pylon ... 37.50 Variety ... 10.00 Big Six ... 10.00 Super Six ... 14.50 Punch ... 19.50 Thriller ... 9.50 Fifth Inning ... 10.00 Razer ... 10.00 Chevron ... 10.00 Zenith ... 8.50 Doodle Follies ... 9.50 Tennis 1/3 Deposit, Balance O. O. D.	Scary ... \$44.50 Chief ... 9.50 Dandy ... 9.50 Lot Fun ... 12.50 Mills 1-2-3 ... 49.50 Mr. Chips ... 16.00 Comrades ... 19.50 Shortstop ... 32.50 Vacation ... 49.50 Champion ... 14.50 Big Top ... 25.50 Kern-a-Ball ... 9.50 Bally Scoop ... 9.50
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Write for complete bargain list of late Free Play Games.

CATARACT AMUSEMENT CO.
2513 Highland Ave., Niagara Falls, N. Y.

"LINE UP WITH LINE-UP," says Harold L. Baker, president of the Baker Novelty Company, Inc., Chicago, as he displays the game.

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 531 N. Capital Ave.

Tot Reported at New Sales Peak

CHICAGO, Nov. 16.—Don Anderson, sales manager of Western Products, Inc., reports that the firm's counter game, Tot, had reached a new sales peak this past week.

"Tot has been popular since the day we introduced it," he said. "Aside from the fact that we like to see our machines successful, it is nice to know that operators are enthusiastic about Tot. Through our purchases they express confidence in our product."

"In building equipment we bear in mind the fact that operators judge us and our products by the performance

of those products on locations. Tot's performance has operators convinced that Western has fine machines."

Detroit

DETROIT, Nov. 16.—Edward P. Womack and James Ackley are forming a partnership as the Century Music House on Grand River Avenue.

David Yarnham, former pin game operator, is now active in the gun field. He bought several new types this week.

Blaine Hill, once a partner in the Evans Amusement Company, is running under his own name now, specializing in guns.

Harry Weinberger, formerly of Harry's Amusement Company, whose father is partner in the S. & W. Coin Machine Exchange, is to be married November 24 to Josephine Brandt.

M. Y. Blum, of the Ajax Novelty Company, reports he is amazed and happy over the continued vogue for guns here.

Ben Lefkowitz, of the Auto City Candy Company, is specializing in theater locations throught Southeastern Michigan.

Stuart A. Howard, sales manager of the Hollywood Manufacturing Company, manufacturer of the Holly Grip Tester, reports that new dies have been received, and the company's new model will be upon the market before January.

Vernon L. Huntoon Jr., of Highland Park, who has long been an operator of vending machines, is entering the music machine field with a route of phonographs. Huntoon has specialized in the past in ball gun and peanut vendors.

The partnership of Schweitzer & Fidler has been changed to Albert Schweitzer, with headquarters now established on Monterey Avenue. The former partner was Herman Fidler Jr. Schweitzer will concentrate in the music machine field.

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 from FRONT PAYOUT CHUTE in addition to the regular token awards which are vended at frequent intervals from SIDE PAYOUT CHUTE.

ONLY GAME WITH TWO COMPLETE PAYOUT SYSTEMS.

Pronounced by leading operators as the MOST BEAUTIFUL COUNTER GAME IN AMERICA



PENNY OR NICKEL PLAY

CIGARETTE OR SPORTS SYMBOLS.

HORSE, BEER OR NUMBER REELS.

LARGE CAPACITY GUM VENDER.

LARGEST CASH CAPACITY OF ANY COUNTER GAME.

COMING SOON: BELL FRUIT REELS WHICH ARE CONVERTIBLE FROM PENNY TO NICKEL PLAY.

OPEN PAYOUT OR TOKEN RETAINING.

PRICE \$39.50

IT'S THE GREATEST LOCATION GETTER OF ALL TIMES—PROVE IT TO YOURSELF

GROETCHEN 130 N. UNION, CHICAGO



MORTON LANG AND BRUNO KOSEER, left and right, are the No. 1 and No. 2 men of the coin machine industry under the Selective Service Act. Koseer held 158 and Lang held 192 in the Washington draft lottery. Both work in the same plant in Chicago. (Photo courtesy Mills Novelty Company.)

First Draftees of Industry Found Working in Same Plant

CHICAGO, Nov. 16.—Lightning may never strike in the same place, but sometimes it strikes uncomfortably close to that place. That's what happened in the selecting the No. 1 and No. 2 draftees of the coin machine industry.

Holder of the number 158 was Bruno Koseer, while 192 was held by Morton Lang. Both are employees of the Mills Novelty Company, Chicago—lightning does strike in almost the same place! Koseer is employed in the factory, while Lang is an office worker.

Bruno Koseer is married and has no children. Asked if he wanted to go, he replied: "Yes, I want to go. I might as well get it over with." He is 29 years old and has already indicated that he is ready and able to serve his one year training period. He has been employed by Mills for 11 months.

Morton Lang is not married and is 31 years old. He reports that he would like to go. "However," he said, "I believe I will be deferred inasmuch as I support my mother." Lang is a redhead and has

been with Mills 10 years. As has been previously reported, he was the winner of the cash pool held by members of the office force. His prize was \$10 and he comments: "When I heard 192 called I thought I would really need the money. Now, even if I am deferred, I must admit I found the money useful." Lang was 31 several days after the drawing and quips: "No. 192 was my present from President Roosevelt."

Another coltman whose number was drawn early was Milton W. McBroom, head of the Modern Music Company, Colorado Springs, Colo. His number, 3,647, was the 359th number drawn out of the giant lottery bowl. His firm also has offices in Leadville and Montrose, Colo., as well as in Sante Fe, N. M.

WATCH FOR THE 2 TINIEST HANDFULS OF MONEY MAKING POWER YOU'VE EVER SEEN

BY DAVAL

"CUB" AND "ACE"

Heavy Orders For All American

CHICAGO, Nov. 16.—"We've been so besieged with orders for All American that we've barely had time to think," say Chicago Coin Machine Manufacturing Company heads, Sam Wolberg and Sam Gensberg.

"Coinmen all over the country immediately recognized All American as something unusual in a free-play game. We've had to set up extra production lines to keep pace with orders. Our distributors tell us that operators are clamoring for All American.

"Paul Laymon tells us that All Ameri-

can is one of the most popular free-play games that have ever hit the West Coast. E. H. Rothstein, Banner Specialty Company official, reports that Pennsylvania operators are more enthusiastic over All American than over any other free-play machine available.

"Shelby Amusement Company, Memphis, Tenn.; Mayflower Novelty Company, St. Paul; Dixie Coin Machine Company, New Orleans, and other well-known distributing concerns all report the same thing.

"All American has the approval of the nation's most progressive coinmen. We're shipping as fast as we can. We are sincere in our attempt to make speedy deliveries and will continue to do our best."

A-A Guns Popular In Canadian War Production Cities

ST. JOHN, N. B., Nov. 16.—There has been a meteoric rise in popularity of coin-operated target games thru the maritime provinces, with the prevailing war atmosphere at least partially responsible. Defense operations of the Dominion are heavily concentrated in these provinces.

Altho the target games are being patronized by thousands of soldiers, sailors, and air force men, the civilians are represented too. The anti-aircraft machines are the most popular of all.

The target games have been established in conspicuous spots in St. John, which is being used for army, navy, and air force training; Halifax, chief Canadian naval base and convoy headquarters; Moncton, air force equipment base; Sussex, army training camp; Fredericton and Edmundston, draftee training centers; Woodstock, army training base; Chatham, air school center, and other military centers.

Beg Your Pardon

In the news accounts of the open-house celebration given by Mayflower Novelty Company, St. Paul, November 6 and 7, the names of many people are given, but the name of George Jenkins, of Bally Manufacturing Company, Chicago, is not listed.

We regret this omission, as George was there in his own inimitable style. The omission must be blamed on the same kind of "coffee" that he was drinking.

CONSOLES	
Lucky Lucr—Late	\$139.50
Buckley Track Odds—Late	129.50
Buckley Drivers—Late	119.50
Washing Irons	119.50
Buckley Seven Bells	119.50
Royal Draw	119.50
1939 Galloping Domino	99.50
1938 Galloping Domino	79.50
Sartoga Sluggoof	79.50
Square Bell	74.50
Pione Race—Serial 5000	69.50
Multiple Liberty Bell	39.50
Multiple Racer	39.50
Good Luck	29.50
Track Time	22.50
Turf Console	19.50
Tandem	19.50
Saddle Club	19.50
Chuckaleto	19.50
Derby Day	19.50
Liberty Bell	19.50
De Luxe Bell	14.50
Domino	14.50
PAYOUTS	
Spinning Reels—Late	\$99.50
Grand National	99.50
Credentia	79.50
One-Two-Three—Late	49.50
Man o' War	44.50
Gold Medal	44.50
Secret Pass	44.50
Hearthome	44.50
Thirlindown	39.50
Pea Shot	34.50
Flasher	24.50
Gottlieb Multiple	19.50
Across the Board	19.50
Senior Champ	19.50
Key Day	19.50
Pleatwood	19.50
Headle	19.50
Faod Bag	19.50
Derby Time, Multiple	19.50
Al-Sun-Bea	19.50
Fairgrounds	19.50
Beal 'Em	19.50
Blue Bird	19.50
Entry	19.50
Preckness	12.50
Arlington	12.50
Bally Derby Derby	10.50
MILLS	
Roll in the Barrel	\$119.50
Kenney Aircraft—Brown	119.50
Kenney Aircraft—Black	109.50
De Luxe Western Baseball, F. P. & Payout	99.50
Metal Typar	89.50
Chicken Race	89.50
Bull's Eye	89.50
Kick-Ball-Extra	49.50
Ten Strips	49.50
1939 Western Baseball	44.50
Rock o' Ball	39.50
Wurster Kick Ball	39.50
Victor	39.50
Jennings Library	39.50
Bally Riley	29.50
Bally Lucky Strike	29.50
Exhibit Bookie	19.50
Casino Golf	19.50
1/3 Deposit With Order, Balance C. O. D.	

Mayflower Novelty Co.
2218 University Ave., St. Paul, Minnesota



Air Raider Gets Enthusiastic Call

CHICAGO, Nov. 16.—"Air Raider is on everyone's lips throughout the industry," says Bill Ryan, sales manager of J. H. Keeney & Company.

"So different is Air Raider that operators are more and more enthusiastic. Air Raider is a completely self-contained unit and offers players continuous hits at a moving plane on the target field.

"Meanwhile our distributors are reporting on the Air Raider situation in their respective territories. From Kansas City, Mo., and Wichita, Kan., Central Distributing Company officials announce the biggest volume of orders for Air Raider to date. Operators in this territory are 100 per cent convinced that Air Raider is the most appealing machine ever built.

"Banner Specialty Company executives say: 'Keeney's Air Raider is great. The way orders for this great new game are piling up it really seems unnecessary to brag about it. Operators are already completely sold on it.'

"Bill Cohen, head of Silent Sales Company, writes: 'The first showing of Keeney's Air Raider in the Twin Cities really made the operators sit up and take notice. Each operator wanted to be the first on the street with Air Raider. Never in the history of any machine previewed by operators, did we have to say no, a thousand times no, to all operators who demanded our floor sample for their locations.'

"In Canada for Keeney's Air Raider it's Rocky Specialty, Inc. Officials of this Montreal firm say: 'Keeney's Air Raider is probably the most popular machine that has ever been available to operators in Canada. They're all so enthused about it that we haven't had a moment's peace. It certainly seems true that it doesn't take long for a good thing to get around. All in all, I'd say that Air Raider will prove to be one of the most popular machines ever operated in Canada.'

YOU GET DAVAL'S AMERICAN EAGLE WORLD'S GREATEST MONEYMAKER FROM HARRY PAYNE ON 10 DAYS' FREE TRIAL 10 FOR \$275

- Sample \$32.50
- Gold Award Model \$1.50 Extra
- Ball Game Model \$2.00 Extra
- 1/2 With Order, Balance C. O. D.



H. G. PAYNE COMPANY
312-314 BROADWAY
NASHVILLE, TENN.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

Bradshaw Opens Denver Arcade

DENVER, Nov. 16.—An amusement arcade, the first of its kind in this region, has been opened at 1744 Curtis Street by Gibson Bradshaw, of Denver Distributing Company. The arcade, known as the Playhouse, is still in the process of being equipped. Altho Bradshaw was not ready to open, there were so many curiosity seekers it was found necessary to let them in. The establishment has been open since.

The Playhouse is located adjacent to a theater on one of the busiest streets in Denver, within a block of nine other theaters. Starting with a Battery of 10 Sky Fighter guns, a Photomatic picture machine, and a Rock-Ola phonograph, Bradshaw plans to fill the place with all types of coin-operated amusement machines. Later he plans to add a com-

FREE-PLAY BELL BIG GAME

NEW BIG GAME

This is a Free Play Game with no payout.

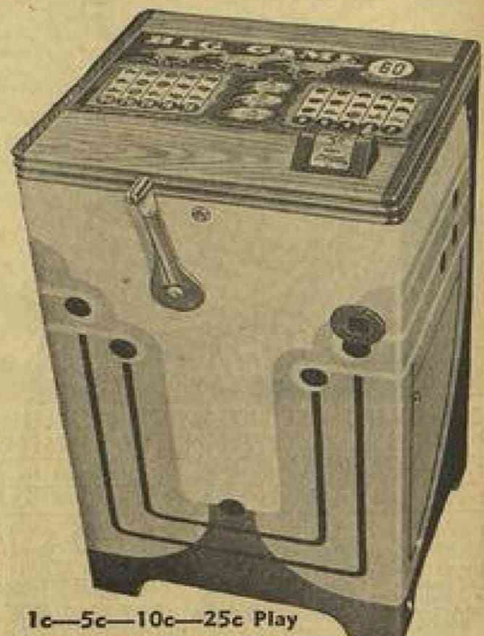
- ★ With the famous Watling Bell mechanism.
- ★ With a meter to register the amusement score.
- ★ This machine is also built with the Mystery Cash Payout, 3-5, etc.
- ★ Furnished with Animal Head Strips or Fruit Reel Strips.
- ★ 1c—5c—10c—25c Play

Height 42½ In.—Width 22 In.—Depth 23½ In.—Weight 134 Lbs.

Write for circulars and prices
Made Only by

WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.
Est. 1889—Tel. Columbus 2770
Cable Address, "Watlingite", Chicago



FOR SALE PHONOGRAPHS

ROCKOLA 1939 De Luxe \$149.50
ROCKOLA 1939 Counter Model 99.50
SEEBURG REGAL 99.50

WANT TO BUY MILLS VEST POCKET BELLS
(Wire or Write Best Prices)
3147 Locust St.—**MY CALL NOVELTY CO.**
St. Louis, Mo.

plete line of phonograph records and other novelties. "I've long felt that Denver needed an arcade such as this," stated Bradshaw, "and indications are that it will not only prove a profitable venture but will also stimulate interest in all types of coin-operated machines."

Eastern Pennsylvania Operators, Attention!
ANNOUNCING!
We are now distributors for Mills Kaysons, Throne of Magic and Vest Pocket Bells. We also have in stock all the latest Pin Games and a good variety of Used Games at prevailing prices.
BASCH NOVELTY CO.
150 Franklin Ave., SCRANTON, PA.

All Free-Play Games—Term: 1/3 Cash

1 Gate Car. \$50.00	10 Score-A-Line ... \$49.50
2 Shoot Special 50.00	2 Big Six ... 20.00
3 Beauty 42.50	2 Bowling ... 15.00
4 Big League 32.50	2 Backarrow ... 19.00
5 Bender-Turn 45.00	2 Contact ... 12.50
6 Commodore 27.00	2 Dory Jones 15.00
7 Conque 39.00	3 Golden Gate 15.00
8 Follies 35.00	3 Chesson ... 15.00
9 Home Run 34.50	15 Lot-O-Fun 22.00
10 Kees-Bell 18.00	2 Linsight ... 44.50
11 Lilo-A-Gard 24.50	3 Major ... 20.00
12 Mascot ... 44.50	3 Pick 'Em ... 19.00
13 Rebound ... 12.50	3 Rony ... 30.00
14 Safe ... 49.50	3 Score ... 37.00
15 Score Card 34.50	5 Champ ... 40.00
16 Super Charge ... 27.50	3 Trade Record ... 70.00
17 Triumph 24.50	5 Variety ... 17.00
18 Up & Up 10.00	4 Super Six 24.00
19 Yacht Club 44.50	
20 Fantasy 20.00	

J. H. PERES NOVELTY COMPANY
922 Poydras Street, New Orleans, La.



"A REAL PARADE LEADER is Keeney's Air Raider," says Claire Powell, popular model, as she takes aim to down a few planes.

SEIDEN'S HAVE IT!

FREE PLAYS

Rotations ... \$95.00	Majors ... \$10.00
Vacations ... 50.00	Rebound ... 15.00
Score-A-Line ... 50.00	Cowboy ... 15.00
Chico Lucky 25.00	Variety ... 15.00
Genco Polites 24.50	Fantasy ... 20.00
Jumper ... 18.00	Follow-Up ... 10.00
Castillo ... 95.00	Rony ... 20.00

ONE BALLS

Hawthorne \$40.00	Thistle-down \$65.00
Sport Pages 40.00	Klondike ... 10.00

EXTRA SPECIAL! Like New

Dark Cabinet Keeney Anti-Aircraft \$85.00
Seeburg Chicken Eggs, Late Model ... 50.00
Real Golf Game—Auto Golf ... 39.50
Evans Ten Strikes ... 45.00

CONSOLES

Lucky Lucres ... \$90.00
1939 Dominoes ... 85.00
R. H. Tracktime ... 30.00

Send Deposit—Immediate Delivery.
SEIDEN DISTRIBUTING COMPANY
1230 BROADWAY, ALBANY, N. Y.
Telephone 4-2109

SPECIAL
7 late model Brown and Creme Cabinets Keeney Anti-Aircraft Guns without a scratch, guaranteed perfect mechanism. Used only two months in battery at beach. Must dispose of them immediately. Will also in original crates. \$89.50 Each. Act fast—send cash—no checks—no C. O. D.
SPECTOR BROS.
143 Columbia St., Dorchester, Mass.

WE BUY AND PAY CASH ALL MODELS, NEW AND USED PHONOGRAPHS
Send Or Complete List and Lowest Price.
OHIO SPECIALTY CO.
29 W. Court St., CINCINNATI, OHIO

WANTED!

Mills Vest Pocket Bells	Exhibit Foot Case
A. S. T. Big Game Hunter	Keeney Anti-Aircraft Novelty Games

State Lowest Prices and Serial Numbers.
H. BURNS, 6212 Broadway, Chicago, Ill.

NOW'S THE TIME TO BUY

AMERICAN EAGLE

GOLD AWARD

MYSTERY PAYOUT GOLD AWARD MODEL



GOLD AWARD MYSTERY PAYOUT COMPLETELY ADJUSTABLE AND CONTROLLED BY OPERATOR!!

1c PLAY CAN AWARD AS HIGH AS \$5.00 ON G. A.

5c PLAY CAN AWARD AS HIGH AS \$25.00 ON G. A.

Control your own awards!

QUICK! Order from your nearest distributor TODAY! CASH IN NOW!!

10 FOR \$275

SAMPLE \$32.50

GOLD AWARD MODEL ONLY \$1.50 EXTRA

BOOTH 52 & 53 Ball Gum Model 52 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast-MAC MOHR CO.-2916 W. PICO BLVD.-LOS ANGELES, CALIF.

FREE PLAYS

Mills 1-2-3-40 Model	\$110.00
Landslide	60.00
Handwagon	60.00
Double Feature	55.00
Playmates	55.00
Formation	55.00
Powerhouse	50.00
On Deck	45.00
Congo	35.00
Eureka	20.00

LEGAL GAMES

Western Baseball, Deluxe Comb.	\$65.00
Seeburg Jailbird	70.00
Seeburg Chicken Sam	50.00
Seeburg Rayolite Gun	25.00
Keeney Anti-Aircraft	85.00

PHONOGRAPHS

Wurlitzer 616	\$50.00
Wurlitzer 412	22.50
Rockola 16	35.00
Rockola 12	20.00
Mills De Re-Mi	15.00
Mills Zephyr	20.00

Terms: 1/2 Cash With Order, Balance C. O. D.

SHAFFER MUSIC CO., 514 S. High St, Columbus, Ohio

FALL SPECIALS

All Baba	\$22.50	Fantasy	\$17.50	Roxy	\$35.00
Air Post	18.50	Fiesta (Novelty)	15.00	Boon Champ	25.00
Battling Champ	19.50	Flash	17.50	Spottem	17.50
Big Six	27.50	Flights (Novelty)	11.00	Books	21.00
Big Town	27.50	Hold Tight (Novelty)	11.00	Scop	21.50
Big Show	43.00	Home Run	11.00	Speedy (Novelty)	11.00
Billy Beauty	35.00	Jumper	17.50	Super Six	27.50
Bounty (Novelty)	11.00	Jungle Hunt	12.50	Super Charge	19.50
Centas	19.50	Lucky	24.50	Topper	22.50
Chevron	22.50	Multi-Free Races	11.00	Thriller	27.50
Chips	32.50	Nippy	35.00	Twinkle	19.50
Chief	17.50	Peachy	13.50	Triple Threat	12.50
Cherem	37.50	Pickens	17.50	Varsity	22.50
Double Feature	17.50	Rebound	27.50	Zip (Novelty)	17.50
Exposition (Novelty)	11.50	Red Hat	27.50	Zip Free Play	17.50
		Red Cap	27.50		

All games fully overhauled and in perfect working order. Free Play except as advertised. Minimum Deposit, \$2.00 Per Game, Balance C. O. D.

TEXAS OPERATORS, ATTENTION: Many games have 1940 taxes at \$5.00 each, extra.

FISHER BROWN

2208 SOUTH HARWOOD, DALLAS, TEXAS

Ask Draft Cards To Detect Minors

CHICAGO, Nov. 18.—The Federal Selective Service Act may be a headache to some young men of draft age but it is proving an effective bromide to those tavern-keepers who do not wish to sell alcoholic beverages to minors, Robert Barry, Director of Public Relations of National Distillers Products Corporation, points out on basis of reports reaching him from various parts of the country.

"Since the advent of repeal," Barry

said, "tavern keepers and other on-premise licensees have been plagued by the laws and regulations against sale to minors. The burden of determining the age of the prospective consumer has been on the tavern keeper or bartender. Many youths have deliberately misstated their actual ages in order to be served."

Likewise, operators of amusement machines who post notices that minors may not play games have found that selective service cards have made things easier in that minors are less apt to play the games, afraid that they may be asked for the card.



NEW PLANT of the Home Tally Card Company, one mile east of Yorktown, Ind., built to take care of expanding business. The two-story structure has 5,000 square feet of space.

Packard Announces Distributors' Meeting

INDIANAPOLIS, Nov. 18.—Homer E. Capehart, president of the Packard Manufacturing Corporation, has announced that the firm will hold its first annual distributors' meeting November 25 and 26. Distributors from all parts of the country will attend. Purpose of the meeting is to show the firm's new line of products and to make plans for the coming year.

"We will discuss," officials declared, "our new Pla-Mor selective remote control boxes, the methods of supplying music via phonograph records, and the advisability of Packard entering into the production of automatic phonographs."

"Also we shall discuss the revolutionary new sales and merchandising plan which has been evolved."

Capehart, in his announcement, said: "The automatic phonograph business is entering its greatest era. The industry will make more progress the next two years than in any past period. We will from time to time release new and startling ideas as well as products. All this will be done with only one thought in mind, that of helping to stabilize the music business and to insure more profits for the operators thru greater enjoyment of music by the general public."

Monarch Hails Record Sales Week

CHICAGO, Nov. 16.—Al Stern, official of the Monarch Coin Machine Company, declares that he and his firm owe a vote of thanks to operators for helping Monarch to set a new sales record.

"Since the day we moved into our new three-story building we have noticed an upswing in business," he declared. "It is gratifying to us, not only from a business standpoint, for it tells us that we have the confidence of the many operator-customers whose needs we fill."

"This confidence is built thru satisfaction with our equipment and with our service. At all times it is our purpose to

give operators more value for their money and we shall continue to make every effort to accomplish this goal.

"We know that when we sell an operator a piece of equipment we have made a friend. We know he will be satisfied with his purchase. We know this because it is the feeling of operators who buy from us. It is only logical to assume that operator-customers are satisfied when they continue to buy from a firm that has shown a healthy and steady growth."

SPECIAL

WURLITZER'S MARBLGLO \$119.50

24 RECORD WITH PIANO KEYBOARD

WURLITZER'S MARBLGLO \$69.50

16 RECORD

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO

Operators all over the country are making more money with

TOT

WESTERN PRODUCTS, INC.

925 W. NORTH AVE., CHICAGO

COUNTER MACHINE BARGAINS

Penny Packs, Late Models	\$ 8.00
Zephyrs	8.00
Daval Jiffies	10.00
Booster & Centa-Brooks & Wagon Wheels	4.00
A.B.T. Challenges, Like New	12.50
A.B.T. Targets	7.50
Wild War, Lookies, Like New	27.50
Light Cabinet, Keeney Anti-Aircraft Guns	105.00

L. H. HOOKER NOVELTY CO.

ARNOLDS PARK, IOWA

FIVE CHICKEN SAM RAY-O-LITES, \$55.00

All Machines in Perfect Working Condition. Terms: 1/2 Cash, C. O. D.

GREAT SOUTHERN NOVELTY CO.

409 South Rampart Street, New Orleans, La.

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!!!

1/2 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



1c and 5c Models
Hammerloid and Chrome



We serve the
Western States
with Mills

**Vest Pocket
Bells**

and all other Mills Machines

Mills Sales Co.

1640 Eighteenth St.
Oakland, California
1491 West Washington Blvd.
Los Angeles, California
1325 S. W. Washington
Portland, Oregon

**MILLS PHONOGRAPHS
CONSOLES
BELLS
TABLES**

KEYSTONE NOVELTY & MFG. CO.

28th & Huntington Sts., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
515 Cathedral St., Baltimore, Md.

**Smallness Feature
Of Jennings Games**

CHICAGO, Nov. 16.—"It's the compact size that has made Bobtail and Silver Moon Console so popular with operators everywhere," declares Hymie Branson, sales executive of O. D. Jennings & Company.

"These games can be placed in small locations which have heretofore been neglected because the location owners objected to the size of the machine. Many times a profitable location has to be passed up because of these objections. However, these same location owners are welcoming Bobtail and Silver Moon Console because they take up so little room, yet bring in great returns.

"While the size has been reduced, the quality of the machine has in no way been changed. The new and improved 1941 Jennings Chief mechanism is giving the same fine service that has made it an outstanding favorite with operators from Coast to Coast. The cabinet with its handsome two-tone panels is drawing favorable comments from locations. The slug rejector and detector eliminate stugging.

"Operation is wholly mechanical, with electricity only being used for a top illumination that assures gaining greater attention. These two games are small in size but large when the time comes to open the cash box!"

**Surge of Orders
For Exhibit Zombie**

CHICAGO, Nov. 16.—The surge of orders for Zombie, Exhibit's newest game, is ever greater than its immediate predecessor, Leader, it is said.

"The sharp demand for this game," said officials, "can be attributed to its merits. Zombie has had the most thorough location tests ever conducted with an Exhibit game, the results of which were so promising that no effort has been made to reveal them.

"Zombie challenges a player's courage, judgment, and ability, inasmuch as each game played winds up with a multiple of different winning possibilities. It ends with tantalizing regularity close to several different winners. The big extra award is hit just often enough to persistently stir up the desire to play another game—and then another.

"With production built up to a top-heavy daily schedule it still is impossible to make Zombie fast enough to keep pace with demand. Zombie's meteoric rise to the top is predicted by distributors the country over."



Joe, the Bartender:

"All I know about pin games is the Mills One-Two-Three gets the play all year round, stays in order, doesn't have to be moved. The players like it and keep on liking it. I even play it myself."

ONE-TWO-THREE Free Play Table
by Mills Novelty Company, Chicago

OPERATORS IN VIRGINIA, WEST VIRGINIA AND NORTH CAROLINA

Immediate Delivery on KEENEY'S AIR RAIDER and BALLY'S RAPID FIRE
Machines listed below are slightly used and offered subject to prior sale.
1/3 certified deposit with order, balance C. O. D.

1 Bally Vogue	\$19.50	1 Exhibit Zip	\$19.50
1 Bally Beauty	\$7.50	2 Bally Exotic	\$40.00
1 Bally Lead Off	\$5.00	REGULAR NOVELTY	
1 Bally Triumph	\$7.50	5 Chicago Coin Major, 1 Box Score, 1 '38	\$5.00
1 Bally C. O. D.	\$7.50	1 Emmons, 1 Pacific Starry, 1 Natural	\$5.00
1 Bally Chevron	\$5.00	1 Stoner Chubbie, 1 Bally Bull's Eye, 2	5.00
1 Bally Spouter	\$5.00	AUTOMATIC PAY & CONSOLES	
1 Chicago Coin Sporty	\$2.50	1 Bally Grand Stand	\$70.00
1 Chicago Coin Yacht Club	\$2.50	1 Bally Fairground	\$2.50
1 Chicago Coin Oh Ray	\$2.50	1 Bally Klondike	7.50
1 Chicago Coin Commodore	\$2.50	3 Pace Reels Jr. Fruit Reel	\$2.50
1 Chicago Coin Jolly	\$2.50	1 Pace Reel, Skill Control	\$5.00
1 Chicago Coin Raxy	\$2.50	4 Mills Square Bell, Animal Reels	\$2.50
1 Chicago Coin Polo	\$2.50	2 Bake Passes \$4-20's	149.50
1 Exhibit Contact	9.50	1 Paces Race, Sr. 30-1, Cash, #3228	75.50
1 Gettlesh Big Show	37.50	1 Chicken Sam	47.50
2 Keeney Super Six	24.50	1 Bally Bowling Alley	25.00
1 Stop & Go, 3 Exhibit Consoles, 1 Ex-		5 Pace Saratoga Senior Models	65.00
hibit Jumper, 1 Exhibit Rebound	15.00	5 Jennings Fast Time, Cash Pay	62.50
1 Bubbles, 2 Chicago Coin Majors	9.50		

Above prices are effective November 23rd, 1940. Write us for your prices on any new coin operated game.

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 BROAD STREET Day Phone, 3-4511—Night Phone, 8-3228 RICHMOND, VA.

"The House of Proven Winners"

FREE PLAY GAMES	FREE PLAY GAMES	NOVELTY GAMES
Bally Victory	Gettlesh Big Show	ART Challenger
Bally C. O. D.	Bally Vogue	Like New
Keeney Big 6	Bally Scoop	ART Model 'F, Like
Keeney Super 6	Exhibit Oingo (1 or 5	New
Keeney Thriller	Balls)	Bally White Balls
Lucky Pack, Counter	Exhibit Consoles	Bally Pickem
Wilt Westpocket	Gleiser, Counter Game	Bally Vogue
Bally Counter	Bally Triumph	Penny Pack, Counter
Bally Pickem		Daryl Red Spot, Counter

One-Third Cash With Order — Balance C. O. D.
J. and J. NOVELTY COMPANY
4340 MT. ELLIOTT AVE. (Place 1433) DETROIT, MICHIGAN.

FREE FREE FREE
10,000 MAGIC BLACKBOARDS GIVEN AWAY FREE TO OPERATORS

We will mail free of charge 2 Magic Blackboards to any operator who writes in for same. They will mystify you and entertain your friends, and are also useful as memo pads; you can write without a pencil or a pen. How is it done? Write us for memo or call in person.

SPECIALS—FREE GAMES	Peashy	\$ 4.00
Record Times	Turf Champ, P. O.	2.00
Sport Specials	Belmont, One Ball	5.00
Gold Cups	Long Champ, Small, P. O.	20.00
O-Boy	10 Keeney's Aircraft Machine Gun	80.00
Supercharger	10 Chicken Sams	50.00
Cowboy	5 Kirk's Ticker, Horoscope Scales, like new, each	75.00
Kick-a-Ball	Wurlitzer P-12, Marblite, each	35.00
Top Notcher	Rockola Rhythmic King like new	60.00
Valet		
Thriller		
Red Hot		
Comrades		
Dandy, Brand Name		
Klick		
Suspense		
NOVELTY GAMES	Regatta	\$4.00
	Naga	4.00
	Stoner Baseball	4.00

WANTED
500 old Pin Games, high scores only, in working condition. What have you and how much? OPERATORS: Write us for price list on New and Used Late Pin Games. We accept any old game as a trade-in and pay good prices. 1/3 deposit with order, balance C. O. D.

THE NEW JERSEY SPECIALTY CO.
ROUTE 23, POMPTON TURNPIKE AT PASSAIC RIVER BRIDGE, SINGAO, N. J.

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	COUNTER GAMES	1 Jennings Cigarette	\$9.50
PAYOFF TABLES	1 Ball Gum Vendor	1 Ball Gum Vendor	4.00
1 One-Two-Three	1 Wurl. #12	1 Puritan Baby Vendor	4.50
1 Sport Page	1 Tally	1 Puritan Bell Fruit Reel	3.00
1 Grand Stand	1 Tally	1 Gum Vendor	5.50
1 Grand National	1 Tally	2 Heads or Tails	11.00
CONSOLES	1 Track Time (round head)	PHONOGRAPHS	
1 Bally Royal Flush	1 Track Time, 1933	2 1938 Rockola	\$20.00
1 Bally Dice House	1 Track Time, 1933	1 Wurl. #12	25.00
(as is)	1 Track Time, 1933	1 Wurl. P-12	20.00
1 Liberty Bell, start top 27.50		1 Wurl. #12	25.00
1 Derby Day, start top 55.00		1 Wurl. #12	25.00
1 Galloping Domino		1 Wurl. #12	25.00
2 Good Luck		1 Wurl. #12	25.00

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Down, Balance C. O. D.
ON HAND FOR IMMEDIATE DELIVERY
KEENEY AIR RAIDER

JOE CALCUTT HAS AN INSIDE REASON WHY YOU SHOULD BUY MILLS



WEST POCKET BELL NOW!

QUICK!
Write, wire, phone for the inside angle and Joe Calcutt's prices on the mightiest midget moneymaker of all time!



Gold and Blue Standard Model or All-Chrome Model—1c or 5c—With or Without Register Jack Pot.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address: COMSTATS

GUARANTEED FREE PLAY GAMES



Mills Vest Pocket
Is the best and only Counter Machine ever to be equipped with complete automatic payout, only \$44.50

Jumbo Parade \$115.00	Baseball ... 74.50	Playmate ... 69.50	Gold Cup (Console) ... 65.00	1-2-3 (Factory Rebuilt) ... 62.50	Musket ... 55.00	Five-in-One ... 47.50	Fairground ... 40.00	Doughboy ... 40.00
Bowling Alley \$35.00	Mr. Chips ... 32.50	Triumph ... 29.50	Supercharger ... 25.00	Scop ... 22.50	Champion ... 20.00	Topper ... 20.00	Big Six ... 19.50	Major ... 19.50
	Variety ... 17.50	Airport ... 12.50	Cowboy ... 12.50					

The Markepp Company
3328 Carnegie Ave. CLEVELAND, O. 1410 Central Parkway CINCINNATI, O.
Write for Mills catalog and price list

Fitzgibbons Starts New Bally Policy

CHICAGO, Nov. 16.—Discussing the recent so-called mystery conference between Jack Fitzgibbons, prominent Eastern distributor, and Bally officials, Ray Moloney, president of Bally Manufacturing Company, revealed that Fitzgibbons has been selected to initiate in the East "a new basic sales policy which is later to be extended to all sections of the country."

"The coin machine industry," Moloney said, "now ranks as a great industry, not only from a production and sales viewpoint, but also from the viewpoint of technical progress. Insofar as distribution is concerned, however, the industry has not enjoyed the stability attained by its fellow industries, such as the automobile or motion picture industry. We believe that our industry is now sufficiently established to rate such stability, and the new Bally policy, which Jack Fitzgibbons is carrying into effect in the East, is aimed to provide that stability."

"In this connection, I have asked Jack Fitzgibbons to act as Bally's direct factory representative in the East. He is to have complete charge of Bally sales in the Eastern territory and will contact distributors for the purpose of carrying out the new stabilization policy."

"Details of the new Bally policy cannot be covered in a few words, as the change in policy goes right down to bedrock. However, I can say positively that the new policy will put coin machine distribution and operation on a more sound and profitable basis for all concerned."

New American Eagle Token Model

CHICAGO, Nov. 16.—Al S. Douglas, of the Daval Company, reports that he has an answer for all operators who have addressed letters to him for recommendations on coin machine operations. "My answer to all coinmen is the Gold Award model of American Eagle," said Douglas. "We gave many of the coinmen an advance tip on cashing in quick when we advised them about American Eagle," said Douglas. "Now we are advising them to cash in even quicker and bigger than they ever did by getting the Gold Award model American Eagle, which has caught on everywhere in the country."

"The Gold Award payout is completely controlled by the operator. That's what makes this model outstanding. The operator can set his own value on the token. Some of the operators are setting a \$5 value for one-cent play, on the five-cent model they set the value of the token as high as \$25."

"When word of such values gets around players can't be kept away from the machines. These are the most terrific odds that have ever been offered on any counter game."



BAKER'S PACERS
Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago.

*** AVON'S SPECIALS ***
THE LEADERS IN VALUES!

Western's Baseball, Deluxe Model, Wal. Cab. F.P. Payout Comb. \$89.50
Western's Major League, F.P. 104.50
Mills Square Ball, Console ... 69.50
Evans Skillo F.P. Payout ... 69.50
Pace Saratoga, F.P. ... 84.50
Mills Jumbo, F.P., Animal Car. 84.50
Bally Bull's Eye Rayette Gun ... 69.50
Evans Ten Strike, Bowling Game 64.50
Pockola Ten Pins, Bowling Game 64.50
Bally Alley, Bowling Game ... 29.50

1/3 Deposit—Balance C. O. D.

Write in for Complete Price List—Free Play Novelty Games, Console Phones and Counter Games.

WE BUY—SELL—TRADE
AVON NOVELTY SALES CO., INC.
2923 Prospect Ave., CLEVELAND, O.

OUR WEEKLY SPECIALS!

Chicken Sam with Base ... \$49.50
Evans Ten Strike ... 49.50
Bally Alley ... 27.50
Western Baseball ... 39.50
Keeney Anti-Aircraft, Black Cab. 79.50
Gottlieb's Skeeballite ... 55.00

1/3 Deposit, Balance C. O. D.

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave. Milwaukee, Wisconsin

SENSATIONAL USED VALUES

MUST SELL

100 5c & 10c Mills Blue Fronts, Odd Pay (\$300,000 and Up) ... \$25.00 Ea.	
20 5c & 10c Mills War Eagles, Odd Pay ... 20.00 Ea.	
10 5c Roman Heads, Odd Pay ... 20.00 Ea.	
1 5c Face Racer, Black ... 25.00 Ea.	
1 10c Red Skin Chief ... 45.00 Ea.	
50 Mills Safe Stands, Green ... 5.00 Ea.	

New and Used Mills Parts ... CHEAP
No C. O. D.'s. Boxing and Crating Extra.

A. BRUCK
201 Walnut St. Phone 1057 Hamilton, Ohio



HAROLD G. GRAHAM, head of the Graham Distributing Company, with offices in Cleveland and Cincinnati, has been appointed distributor of Wurlitzer phonographs in Ohio, according to an announcement from Mike Hammergren, general manager of the Rudolph Wurlitzer Company.

Look Over These New Low Prices and Save \$\$\$

PHONOGRAPHS AND LEGAL MACHINES

Rock-Ola 1939 De Luxe, Late Models \$144.50	Kenney's Speedways ... \$59.50
Wurlitzer 300, Keyboard ... 144.50	Bally's Vacations ... 59.50
Rock-Ola 1939 Standards, Late Models 129.50	Genco's Big League ... 34.50
Wurlitzer 610, Fluorinated Grilles ... 54.50	Genco's Follies ... 29.50
Rock-Ola Rhythm King 10s ... 39.00	Genco's Bangs ... 19.50
Jennings Roll-In-the-Barrel, Like New ... 59.50	Keeney's Big Six ... 19.50
Keeney Anti-Aircraft, Guns ... 79.50	Mills 1-2-3, Free Play ... 49.50
Bally Bull's Eye ... 64.50	Bally Triumphs ... 22.50
Seaburg Chicken Barns, With Base ... 49.50	Jennings 1940 Fast Times, 5c ... 89.50
Rock-Ola Ten Pins ... 47.50	Pace 1939 Saratoga, 5c, 10c, 25c ... 79.50
Rock-Ola World Series ... 34.50	
Bally Alley, Late Models ... 27.50	

All Reconditioned Ready To Operate, 1/3 Cash With Order, Balance C. O. D.

Badger Novelty Co., 2546 N. 30th St., Milwaukee, Wis.

From the House of Dependable Service

CONSOLES

1938 Track Times ... \$79.50	Jennings Derby Days ... \$22.50
Pace Saratoga, 79.50	Hoosiers ... 14.00
1939 Galleries ... 95.00	Club News ... 22.50
Dominoes ... 95.00	Pick-Em ... 38.50
Kentucky Odds 40.00	Parlay Races ... 39.50
Jennings Good Luck ... 45.00	Dark Horse ... 22.50
Square Ball ... 69.50	Pace Free Play 5c Slot ... 135.00

ARCADE EQUIPMENT

Ten Strike ... \$49.50	Western Baseball Console ... \$79.00
Free Play ... 59.50	Western Baseball Novelty ... 69.00
Base-Ball-Exit ... 59.50	Casino Golf ... 39.00
Anti-Aircraft Guns ... 85.00	Skill Jump with Base ... 39.00
Buckley Diggers 55.00	Major Wally ... 29.50
Western Base, F.P. ... 79.00	10 Genco Bankroll, 14 Ct. ... 35.00

WRITE FOR OUR LATEST LIST
Half Deposit With Order, Balance C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2021-5 Prospect Avenue, CLEVELAND, OHIO

CMI To Provide Means for Group Meetings at Show

CHICAGO, Nov. 16.—Operator and distributor associations will have ample opportunity for group get-togethers during the 1941 Coin Machine Show, according to Richard Groetchen, president of Groetchen Tool Company and chairman of the show committee.

"Facilities for meetings," Groetchen said, "will be provided for the various associations with the compliments of Coin Machine Industries, Inc. Thus the national operator groups can conveniently hold their annual meetings while attending the show, which will be at the Sherman Hotel, Chicago, January 13, 14, 15, and 16, 1941. Wednesday, January 15, is the day set aside for the meetings."

"These group meetings always have proved beneficial to the industry as a whole, and CMI considers it not only a gesture of hospitality but also a matter of good business to co-operate in the necessary arrangements for such meetings."

"Association executives desiring to utilize these facilities for meetings during the show are requested to write James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., at our Sherman Hotel headquarters."



"SIXTEEN" ROGERS shows the Mills Chrome Vest Pocket Bell. "It's not a bit heavy," she says, demonstrating by holding it in one hand.

the kit are contact leaves, silver points, switches, point adjusters, rivets, insulators, and the many other first-aid requirements to properly doctor a game that's out of kilter," he concluded.

Delaware Incorporation

WILMINGTON, Del., Nov. 16.—Charlie Manone, Inc., has been granted a corporate charter by the State Department at Dover to deal in vending machines.

Capital is 100 shares of no par value stock. Principal office, the Corporation Service Company, Delaware Trust Building, Wilmington.

The incorporators listed are S. L. Mackey, J. Slaughter, and H. Kennedy, Wilmington.

Block Marble Has New Service Kit

PHILADELPHIA, Nov. 16.—Byron Block, of the Block Marble Company, reports his firm's new Guardian Electric Service Kit is being enthusiastically received by the trade.

"The new kit has been the thumbs-up sign by hundreds of ops who appreciate the time, trouble, and money it saves them on repair calls," Block observed. "Since the kit is completely equipped, an operator can depend on it to help him tackle almost any repair problem successfully. And the kit accomplishes its purpose of preparedness in small, easy-to-carry, convenient form."

"Included in the initial equipment of



They're unequalled in mechanical perfection—play appeal and earnings—that's why leading operators everywhere are choosing Bobtail or Silver Moon Console.



- Compact size
- Handsomely designed two-tone cabinet
- Slug proof—both coin detector and National slug rejector
- Trouble-free single unit Jennings Chief mechanism
- No jamming—coins drop directly into mechanism
- Mechanical throughout, only wiring for top illumination

Try either of these machines on our 14-day Free Trial Offer

O. D. Jennings & Co.
4309 West Lake Street, Chicago, Illinois

Bobtail Console

Artistically illuminated playing field. The symbols are numbers. Pays 2 on one 5.

Silver Moon Console

Attractively designed and brilliantly illuminated. Has popular bell fruit symbols. Standard 3-5 payout.



MONARCH! REAL VALUES!

FREE PLAY GAMES

GENCO	BALLY	EXHIBIT	CHICAGO COIN
Bandwagon ... \$69.50	Sport Special \$117.50	Landlide ... \$24.50	Skyline ... \$24.50
Formalite ... 82.50	Gold Cup, Genie ... 59.50	Merry-Go-Round ... 49.50	Sports ... 82.50
Powerboost ... 59.50	Victory ... 59.50	Lions Star ... 49.50	Yacht Club ... 82.50
Dodge Ranch ... 59.50	Lightsight ... 59.50	Wings ... 44.50	Jolly ... 49.50
Cadillac ... 40.50	Vacation ... 59.50	Playship ... 27.50	Chromadart ... 37.50
Big Town ... 39.50	Eureka ... 44.50	Jump ... 22.50	Major ... 17.50
Falster ... 37.50	Beauty ... 44.50	GOTTLETS	
Punch ... 34.50	White Balls ... 29.50	Three Score ... \$59.50	KEENEY
Mr. Chips ... 19.50	Banner ... 29.50	Drum Major ... 49.50	Score Champ ... \$44.50
Lucky Strike ... 24.50	Triumph ... 27.50	Lite o Card ... 37.50	Super Six ... 37.50
Bang ... 19.50	Scope ... 24.50	Bowling Alley ... 34.50	Supercharge ... 29.50
	D. O. D. ... 24.50	Keen o Ball ... 32.50	Big Six ... 22.50
	Headliner ... 24.50	Lot o Fun ... 17.50	

SPECIAL! KEENEY ANTI-AIRCRAFT RAY GUN—PERFECT CONDITION—\$69.50

TERMS: 1/5 DEPOSIT—BALANCE C. O. D.

OUR NEW ADDRESS

MONARCH COIN MACHINE CO.
1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

WATCH FOR THE 2 TINIEST HANDFULS OF MONEY MAKING POWER YOU'VE EVER SEEN

BY DAVAL

"CUB" AND "ACE"



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.



CANDY FOR OPERATORS—
24 1-LB. BOXES OF CHOCOLATES \$4.25
EXCEPTIONAL VALUE—UTILITY LEATHERETTE BOX WITH MIRROR, Containing 1 Lb. Miniatures \$1.00
Quality Ass. Chocolates . . . Per Box

CANDY FOR THE HOLIDAYS
5-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 70c
5-LB. BOX OF AMERICAN MIXED . . . Per Box 60c
2-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 50c
Send for our Free New Illustrated Catalog
20% Deposit With Order, Balance C. O. D.
DELIGHT SWEETS, Inc.
50 E. 11th Street, NEW YORK CITY

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!

Machin-
Gun Effect
Payout



JUNGLE CAMP

The Free Play Console!
SEND FOR CIRCULAR

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

CMI Announces Show Dinner for Assn. Officials

CHICAGO, Nov. 16.—Officers and directors of Coin Machine Industries, Inc., have again invited, thru the columns of *The Billboard*, all presidents and secretaries of active trade associations who attend the 1941 Coin Machine Show to be their guests at dinner on Wednesday, January 15.

"The object of the dinner," said CMI officers, "is to have all get acquainted and provide an opportunity for an open forum and constructive suggestions for the good of the coin machine industry. Fifty executives representing 24 associations attended the association dinner at the 1940 show. It was declared to be one of the most interesting meetings of the convention."

All officers and directors of CMI have indicated that they would attend the dinner meeting until at least 8 p.m. They accordingly stated that it was desirable that the dinner begin promptly at 6 p.m. The exact meeting place will be announced as soon as they know how many association officials will avail themselves of the opportunity to attend the dinner meeting.

"That we may know how many will attend," said CMI officers, "we suggest that association officials advise us immediately as to whether they will be our guests at this meeting. All reservations should be addressed to James A. Gilmore, secretary-manager Coin Machine Industries, Inc., Hotel Sherman, Chicago.

Chicago Notes

Jim Mangani, advertising manager of Mills Novelty Company, has written lyrics for a new song while on a plane heading for Chicago. It's called *I'll Start Tomorrow*. . . . Ralph Mills and his wife celebrated their 10th wedding anniversary in New York.—From *The Chicago Herald-American's* Town Tattler column.

VEST POCKET



BY MILLS VIA MONARCH

COIN MACHINE CO.
1545 N. Fairfield Ave.
Chicago, Ill.
Phone Armitage 1434-5-6-7

SHATTERING ALL RECORDS

UP TO THE MINUTE
IN THRILLS AND ACTION!
A HEADLINER
IN NEWS AND PLAYER APPEAL!

A smashing hit! That's DOWN A RIVAL PLANE - 2100 holes

MECHANICAL FEATURE: Planes in "Down A Plane Section" fall when hole is punched directly below the plane. Tickets printed "Down A Plane" punch one of the planes. Losers bear a modern war term such as "dud", "bad shot", etc. Approximate average profit \$41.00 on each board. Write us for details on this new mechanical sensation.

SUPERIOR PRODUCTS
14 NO. PEARSON ST. CHICAGO, ILLINOIS

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAY GAMES

Landslide	\$49.50
Blonde	44.50
Yacht Club	42.50
Double Feature	39.50
Speedway	42.50
Spooky	40.00
Score-a-Line	52.50
Light-a-Girl	32.00
Kenny Gun	79.50

A New, Remodeled

THREE SCORE

\$42.50

Specialty Built for High
Score!

WRITE FOR PRICE ON
RECONVERTED HOLD
OVER Combination of Brite
Spot, and Rotation Games.

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.

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mend

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Hits!

Gottlieb's

PARADISE

Stoner's

ANABEL



GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.



I. L. MITCHELL & CO

THIS WEEK'S
SPECIALS

SHORT STOP..... \$25.00
BRITE SPOT..... 44.00

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-6480

1070 Broadway, BROOKLYN, N. Y.

SAVE MONEY! BUY MACHINES LISTED HERE

FREE PLAYS

Brite Spot	\$42.50
Clamour	35.00
Home Run	27.00
Landslide	47.50
Rotation	55.00
Three Score	39.50
Triumph	12.00
Conquest	12.00
1/2 With Order, Balance	C. O. D.

SPECIAL

HOLD OVER
FOX HUNT
LINE UP

WRITE FOR PRICES!!

Evans TEN STRIKE, 1940
Model, Excellent Condi-
tion, LIKE NEW, Scores
to 150 Points.
Only \$70.00.

PHONOGRAPHS

Wurlitzer 616A	\$45.00
Wurlitzer 24	95.00
Wurlitzer 500	144.00



BROOKLYN AMUSEMENT MACHINE CO.

660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVERgreen 8-4732)

HERCULES HURRICANE OF VALUES DOUBLE FEATURE ONLY \$35!

A terrific buy, made possible only because we sold so many of this great game. ORDER WHILE THEY LAST! 1/3 Deposit, Balance C. O. D.

WRITE TODAY FOR OUR BARGAIN LIST!

HERCULES MACHINE EXCHANGE, INC., 1175 BROAD ST., NEWARK, N. J.

ALLIED APPROVED RECONDITIONED COIN MACHINES

FREE PLAY GAMES

Scary	\$47.50	Roxy	\$34.50
Doughboy	47.50	Super Six	34.50
Drum Major	47.50	Punch	37.50
Castles	47.50	Mr. Chips	37.50
Jolly	45.50	Triumph	24.50
Bally Beauty	42.50	Vogue	22.50
Shortstop	41.50	Flash	21.50
Score Card	39.50	Big Six	21.50
Score Champ	39.50	Airport	21.50
Big Town	38.50	Chevron	17.50
Commanders	38.50	Spottem	17.50
Follies	36.50	Regtime	16.50

WRITE US FOR LATEST PRICE LIST. LIBERAL TRADE-IN ALLOWANCE.

AUTOMATIC PAYTABLES

Sport King	\$116.50	Gold Medal	\$57.50
Grand Nail	98.50	Sport Page	57.50
Pool Maker	89.50	Stables	22.50
Grandstand	79.50	Prekness	17.50
Mawthorne	62.50	Winner	16.50

PHONOGRAPHS

Wurlitzer #11, Like New	\$149.50
Wurlitzer #24, Illuminated	99.50
Wurlitzer #18, 10 Records	84.50
Wurlitzer #10, 16 Records	84.50
Wurlitzer #12, 12 Records	38.50
Seaburg Gem	122.50
Seaburg Royal	89.50
Seaburg Rex	79.50
Seaburg Model O	32.50

LEGAL EQUIPMENT

Keeney Anti-Aircraft Gun, Like Cab.	\$99.50
Keeney Anti-Aircraft Gun, Blk. Cab.	99.50
Gottlieb's Sweetbite	64.50
Evans' Ten Strike	58.50
Rockle's Ten Pins	52.50
A.S.T. Targita, Model F, Blue Cab.	16.00

Terms: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

Allied NOVELTY COMPANY
 Phone: Capital 4747
 3520 W. Fullerton Ave., CHICAGO

WANT TO BUY 100 MILLS VEST POCKET BELLS
 Also FREE PLAY GAMES
BLONDIE, FORMATION, LEADER AND GOLD STAR
 Wire or Write Best Prices
 2147 Locust St., ST. LOUIS, MO. **THE CRILL NOVELTY CO.**

Mutoscope To Show 'Pennies on Parade'

NEW YORK, Nov. 16.—Featuring the entire line-up of coin machines at World's Fair arcades and in arcades throughout the country, the color motion picture especially made for International Mutoscope Reel Company, *Pennies on Parade*, will be shown at the forthcoming Park Men's Convention in Chicago, December 2 and 3, at the Mutoscope booths. The aim of the film is to show arcade operators how successful arcades throughout the country are laid out for most profitable operation. *Pennies on Parade* features Mutoscope's new and tried-and-true arcade equipment.

"An interesting feature of this moving picture in color," Bill Rabkin, president, stated, "will be the actual records of income on Mutoscope machines at the New York World's Fair of 1940—where, it will be shown, these machines attracted 400,000 dimes, 700,000 nickels, and 12,500,000 pennies. Included among the biggest grossers were the Penny Arcade standbys, such as the athletic testing machines (Punch-a-Bag, Thigh-o-Graph), Mutoscope's Bang-a-Way, Hockey, Pokerino, and Novelty Card Venders—and Photomatics, Sky Fighters, and Scales. We hope to be of service to arcade operators with this film by showing them graphically the soundest, smartest equipment and set-ups to use in money-making arcades," it was stated.

Every operator is cordially invited to view this motion picture, which Rabkin terms, "the most ambitious and costly service attempt in the annals of the coin machine industry."

Calcutt Tells Operation Angles

FAYETTEVILLE, N. C., Nov. 16.—Joe Calcutt, of the Vending Machine Company, has been capturing the attention of operators, it is reported, because he has some "inside angles" that make for more profitable operation of Vest Pocket Bells.

"Many times some of the best men will overlook a bet," declared Calcutt. "Therefore, when we hear of some new method being used by a successful operator we feel that this should be passed along for the general benefit of the trade. We make it our business to get this information to the trade."

"On the Vest Pocket Bell we believe that we have a story for the operator which will prove of great interest to him. We have been thru many operating angles on this machine and we feel that the trade should know some of the angles which are now in use by many successful customers who are enjoying the greatest profits that they've ever had."

Chrome Vest Pocket Bell



Manufactured exclusively by Mills Novelty Co., Chicago

VEST POCKET BELL
 1c or 5c Blue & Gold or Chrome



ATLAS NOVELTY COMPANY
 2200 N. WESTERN AVE • CHICAGO • ILL.

WATCH FOR THE 2 TINIEST HANDFULS OF MONEY MAKING POWER YOU'VE EVER SEEN
BY DAVAL
"CUB" AND "ACE"

QUALITY SPEAKS FOR ITSELF

FREE PLAY	FREE PLAY	1 BALL FREE PLAY
Doughboy	Big Six	Mills 1-2-3, New Style
Roxy	Bubbles	Mills 1-2-3
Big League	Let-a-Fun	Gold Cup
Score Champ	Golden Gate	Fairgrounds
O'Ray	Twinkle	Senor
Bawling Alley	Topper	Arlington
Red Hat	Batting Champ	NOVELTIES
Lucky	Up a Up	Keeney Anti-Aircraft
C. O. D.	Spottem	Ten Strike
Triumph	Contact	Bally Alley
Buckaroo	Chevron	Est. Bowling Game, F.P.

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
 2918 CARNEGIE AVENUE, CLEVELAND, OHIO

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

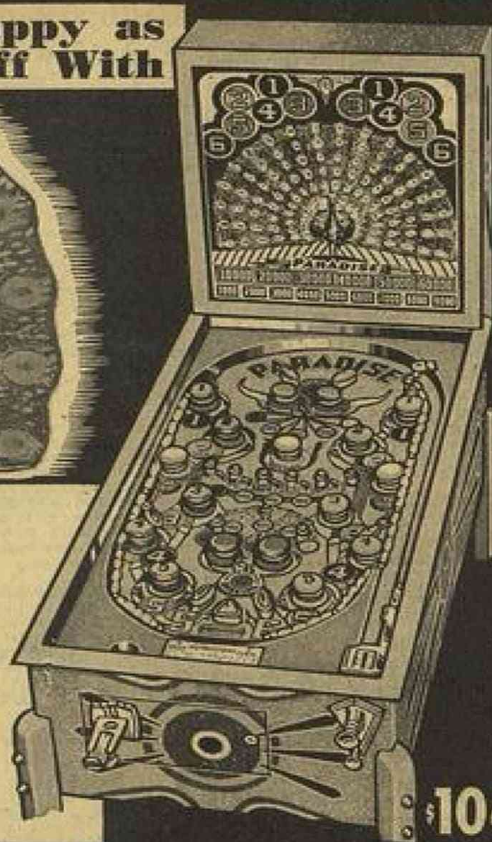
SEND FOR YOUR FREE COPY OF CATALOG NO. 55
 Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit! Write Today!
 If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

TOP RANKING MANUFACTURER

Will grant exclusive territory to capable salesman with following and proven record of production to sell telephone music systems now sweeping the country. Highest commissions. Call or write immediately.
O. D. JENNINGS & CO., 4309-4339 W. LAKE STREET, CHICAGO, ILLINOIS

You'll Be Proud as a Peacock... Happy as a Lark... When You Strut Your Stuff With



MOST MAGNIFICENT, COLORFUL, PLAY-COMPELLING ATTRACTION IN THE INDUSTRY!

★ **Plumage-Glo Backboard!** ★ **3-Way Scoring Rollovers!**
★ **8 Ways to Win!**

HERE'S WHAT THEY SAY:

C. C. HUTCHINSON, Leading Test Operator of Waukegan, Ill., says:
"I was sure Gold Star was going to be a success. I predict Paradise will be even greater. My collections substantiate my prediction."

IMMEDIATE DELIVERY

SEE YOUR DISTRIBUTOR

\$104.50

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

RING STARS

PACKS A REAL PROFITWALLOP

Large 3-color picture tickets of popular ring stars. 50 SURPRISE FREE PLAYS to players punching "Knockout" tickets. Beautifully embossed book cover.

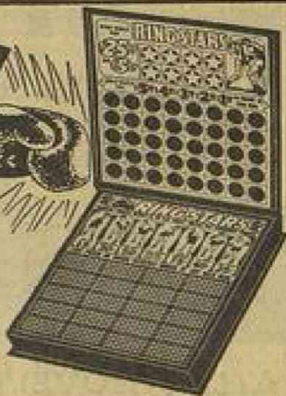
No. 11359 5c Play 1000 Holes
Takes in \$47.50 Average Payout \$23.05
Also made for 10c Play

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 13th to 16th

HARLICH MFG. CO.

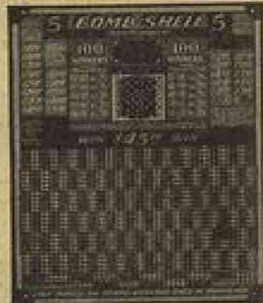
1413 JACKSON BLVD.
CHICAGO, ILL.



BOMB SHELL

A 1680 Hole Step-Up Board, attractively made up in 4 colors. The 100 winner feature makes it a fast seller with a handsome profit appeal. Takes in \$73.50 Average payout \$47.50. Price: Thin, \$5.15, Thick \$5.83.

Lots of Other Fast Sellers



GLOBE PRINTING CO.

Office—1023-27 Race St. PHILADELPHIA, PA.

You can ALWAYS depend on JOE ASH—ALL WAYS



Airport \$12.50	Rotation \$27.50
Box Score 10.00	Super Charger 15.00
Bowling Alley 25.00	Short Stop 29.50
Backdoor 12.50	Sports 44.50
Big Six 10.00	Thriller 10.00
Big Show 24.00	Twinkle 10.00
Happy 17.50	Up & Up 10.00
Big League 27.50	Yacht Club 44.50
Roxy 27.50	

SPECIALS!
Dble. Feature \$39.50
Three Score . . . 33.50
LEGAL HITS!
Keeney Auto . . . \$64.50
Aircraft \$22.50
Bobby Bull's Eye \$2.50
Seaburg-Jalbird 77.50
Skeeballette . . . 49.50

1/3 WITH ORDERS, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

New!

Guardian Electric Service Kit No. B-450

What every operator needs for repairing practically all the latest games. Includes contact leaves, silver points, switches, point adjusters, rivets, insulators, etc. **SAVE TIME! SAVE MONEY! SAVE HEADACHES!** An un-solicited letter from L. W. Wood, Waterloo, Iowa: "I bought one of your New Electric Service Kits, and it paid for itself on one job!"

Price **\$6.50**
Complete for parts.

FREE NEW, ILLUSTRATED CATALOG No. B-17

Our NEW 68 page CATALOG of PARTS AND SUPPLIES for ALL COIN MACHINES is now ready for mailing. Write for your **FREE** copy TODAY on your letterhead, or send your business card.

PARTS AND SUPPLIES CAN ORDER THROUGH



BLOCK MARBLE CO.

1527 FAIRMOUNT AVE., PHILADELPHIA, PA.

? SORRY, BOYS, FOR THE DELAY!! THE DEAL IS REAL HOT!! OUR ANNOUNCEMENT WILL APPEAR IN NOV. 30 ISSUE WAIT FOR IT!

BABE KAUFMAN 250 W. 54th St., N. Y. C. (CIRCLE 5-96151)



NEW SLOT SYMBOL TRIUMPH!

No. 720—BELL BOY, 5c PLAY, AVERAGE PROFIT \$17.92. Gardner's latest "slot" machine in a new era of profit. "BELL BOY" has that popular appeal that makes it a "winner" all the way and down the stretch. 58 winners and a \$10 Top. \$10 50¢ PROFIT! ORDER NO. 720 BELL BOY TODAY and write for description of Gardner's big "Brite Symbol" line of Jackpot Boards and Book-Covers. **GARDNER'S THE ONE FOR '41**

GARDNER & CO.
1203 S. ARCHER CHICAGO, ILL.

Full Speed Ahead For Sky Fighters

LONG ISLAND CITY, N. Y., Nov. 16.—"With the momentum of a crack 20th Century flyer catapulting over the wide open stretches, Mutoscope's anti-aircraft gun sensation, Sky Fighter, is zooming along with the throttle open, full speed ahead." So reports William Rabkin, president of International Mutoscope. "Sky Fighters have been in capacity production for nearly a year and are still in such demand among operators throughout the country that our 45-year sales records have been eclipsed and new records are now being chalked up," he went on.

"Sports arena locations, containing barracks of Sky Fighters, are doing a land-office business in every busy territory in the nation. The constant outpour of war news from abroad and the military-mindedness of all Americans since conscription have combined to heighten interest in Sky Fighters to the most profitable point in history.

"Outstanding among Sky Fighter advantages for operator and location owner alike are its small size, the entire compact unit taking up only 23 inches by 30 inches of floor space—no more than a pin game. This fact is invaluable in the best and busiest locations where rent is high and floor space is at a premium," he concluded.

Anabel

with **Big Special Anabel Award**



Two Anabel bumpers for a big special Anabel award—the popular Brite Spot bumper—the thrilling rotation scoring principle (6 lights out) and high score, make Anabel the most tantalizing game of the year. Order today!

\$104.50

Stoner Corp.
AURORA, ILLINOIS

Mills Great Little Bell



VEST POCKET

We carry a complete stock of Mills Vest Pocket Bells, in Blue and Gold, and all chrome, 5c or 1c play. Immediate delivery.

Keystone Novelty and Mfg. Company

S. E. Cor. 26th and Huntingdon Sts. Philadelphia, Pennsylvania

Baltimore Branch
515 Cathedral St., Baltimore, Md.

FACTORY RECONDITIONED BELLS LIKE NEW • GUARANTEED

MILLS

Blue Front—Sluggoof	\$69.50
Brown Front, 5c-10c-25c	69.50
Brown, 5c	69.50
Wagon Bell, 5c	62.50
Cherry Bell	59.50
Blue Front, 5c-10c-25c	57.50
Q. T. Bell	32.50
Futurity	29.50
Vest Pocket Bell	27.50

PAGE

Sluggoof Bell	\$69.50
Page Console, 5c	44.50
All Star Console	37.50
Page Kitty	32.50
Page Bantam	18.00

JENNINGS

Silver Chief—Sluggoof	\$70.00
Triple X	39.50
Die Bell	39.50
Chief	29.50
Little Duke, 1c	18.00
BALLY BELL	49.50
WATLING ROLATOP, 5c-10c-25c	24.50
COLUMBIAS—LATE	22.50
A. C. BELL	27.50

MAYFLOWER NOVELTY CO.
2218 University Ave., St. Paul, Minnesota

"See Al First"

ALL FREE PLAY—RECONDITIONED

Alpoet	\$12.50	Home Run	\$32.50
Bally Beauty	20.50	Jolly	23.50
Big Show	24.50	Lucky	17.50
Big Six	10.00	Nippy	19.50
Big Town	26.00	Roxy	24.50
Big Score	8.00	Super Six	17.50
Buckaroo	10.00	Three Stars	42.50
Click	12.50	Thriller	10.00
Davy Jones	8.50	Topper	12.50
Double	37.50	Triumph	15.00
Feature	3.50	Variety	15.00
Fair	3.50		

SPECIAL!!

BREE BALL-EYE	\$ 25.00
BALLY BULL'S EYE	59.50
ANTI AIRCRAFT (Black Cabinet)	75.00
ANTI AIRCRAFT (Light Cabinet)	100.00

WANTED Will pay Cash for Scientific X-Ray Powers. Must Be Perfect.

ARCO SALES CO.
AL. ROBINSON
1324 Spring Garden St., Philadelphia, Pa.

FREE PLAYS—RECONDITIONED

DOUBLE FEATURE (Stoner)	\$39.50		
LANDSLIDE (Exhibit)	47.50		
Big Town	\$24.00	Rotation	\$67.50
Big Show	24.00	Short Stop	27.00
Big League	25.00	Score Card	22.00
Brite Spot	45.00	Summer Time	27.50
Beauty	25.00	Vacation	42.00
Fleet	59.00	Yacht Club	29.00
Home Run	29.00	Triumph	19.00
Lead Off	41.00	Topper	14.00
Push	19.00	Davy Jones	41.00
Roxy	28.00	Spotlight	14.00

Novelty Model: Axton, \$10.00; Flash, \$10.00, \$8.00 Ea.—Chubbie, Contact, Exposition, Fifth Innings, Flight, Major, Spotted, Speedy, Snook, Snooky.
1/3 Cash Deposit. Under \$18.00 Full Cash. Cable Address: Colmanmachin, N. Y.
MARC MUNYER, INC. 805 West 107th St. New York, N. Y.

SPECIAL FOR THIS WEEK ONLY!
BRITE SPOT, \$44.50 - - - ROTATION, \$57.50
DOUBLE FEATURE, \$40.00

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-2700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

NATIONAL SPECIALS

FREE PLAY 5-BALL GAMES	Cheyrons	\$17.50	our games are clean from stem to stern, give us a try, you will buy.
Jully	Golden Gate	28.50	
Flash	Score-A-Line	50.00	
Supercharger	Stoner Baseball	24.50	
Twinkle	Thriller	25.50	
Variety	Triple Threat	25.50	
Davy Jones	Yacht Club	50.00	
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100% Legal 5c or 10c Play

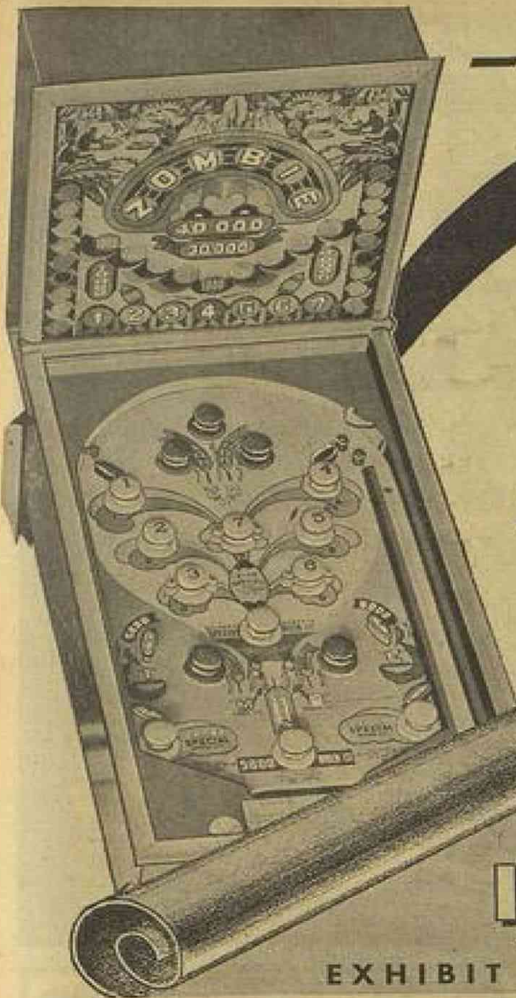
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AGAIN WITH
ZOMBIE

More Space for National of Kaycee

KANSAS CITY, Mo., Nov. 16.—A. E. Sandhaus, head of National Sales & Distributing Company, Kansas City, Mo., reports it has been necessary to take a lease for additional space in order to handle games business.

Sandhaus states that on every game he has a sticker which states: "You may pay us a dollar or two more for this mar- ble game, but all that is necessary when you receive it is to put the legs on it and place on location." Sandhaus states: "This means every used game that comes into the shop of National Sales is gone over completely, worn parts replaced, cabinets refinished when necessary, legs sanded down to original wood, lacquered play board thoroly cleaned and re- tinted. In other words we try to make a used game look perfect."

Service Machine

BIRMINGHAM, Ala., Nov. 16.—City of Birmingham has recently installed a dime-in-the-chute telescope atop Vulcan monument so visitors may have a look at the city. Park Superintendent R. S. Marshall said the telescope, purchased from Bausch & Lomb Optical Company, New York, cost \$485.

Also the city of Birmingham has just voted to install voting machines in the city. Thus the mechanical contrivances gain.

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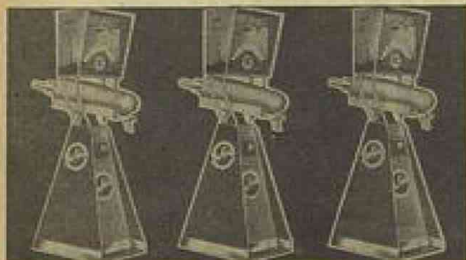
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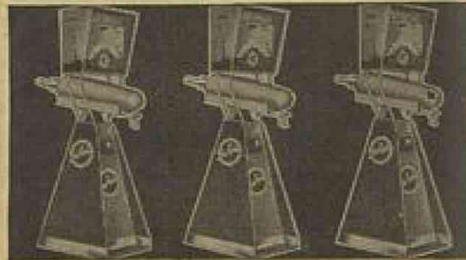
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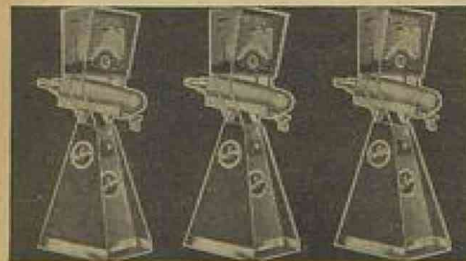
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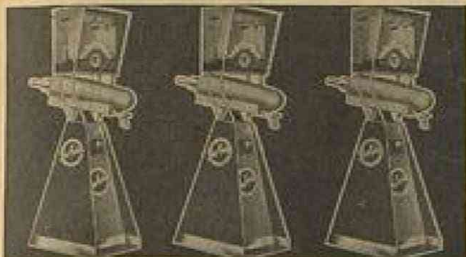
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A. M. AMUSEMENT CO., INC.1000 Poydras St.
New Orleans, La.**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



**TAKES UP 1/3 THE SPACE
TAKES IN 3 TIMES THE MONEY!**

THE MARKEPP CO.3328 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



**TAKES UP 1/3 THE SPACE
TAKES IN 3 TIMES THE MONEY!**

UNITED AMUSEMENT CO.

3410 Main St., Kansas City, Mo.

SKY FIGHTER

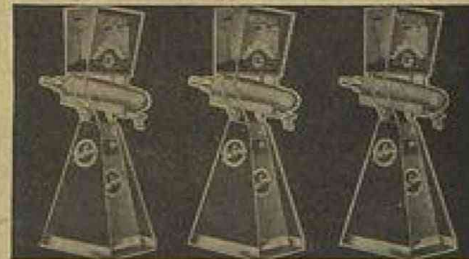
U. S. Patent No. 2,212,257, Other Patents Pending.



**TAKES UP 1/3 THE SPACE
TAKES IN 3 TIMES THE MONEY!**

DONALD FIELDING & CO.1106 Hall Avenue
Windsor, Ontario, Canada
Distributors for Ontario and Quebec**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



**TAKES UP 1/3 THE SPACE
TAKES IN 3 TIMES THE MONEY!**

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DOUBLES NOVELTY COLLECTIONS

NEW 'PLAYER'S CHOICE' FEATURE
 PLAY HIGH-SCORE, ROTATION OR RESERVE

First really new profit-boosting idea in years! Actually two separate games built into one machine! Player can play either high-score or rotation. Or he can deposit two coins to play both high-score and rotation—and also qualify to receive the Accumulative Reserve. Location tests prove that two out of three players deposit the extra nickel!

CONVERTIBLE FREE PLAY OR NOVELTY • • • 5 BALLS

RESERVE
 ATTRACTS EXTRA NICKELS

Player who plays 2 nickels and lights all 10 numbers on backboard receives Accumulative Reserve (20 free game minimum)—plus rotation and high-score awards. Players can't resist a two-nickel try when Reserve climbs to 100 or 200 free games... and the result is plenty of extra coins in the cash-box! Get your share!

5 OR 10 CENT PLAY

Player turns button toward (1) to play high-score, toward (2) to play rotation... awards ranging from 2 free games for lighting 1 to 6 up to 20 free games for lighting 1 to 10. Player who plays (1) and (2)—depositing 2 nickels—qualifies to receive Accumulative Reserve in addition to high-score and rotation awards. Every game "comes close"—insuring plenty of repeat play and fattest collections since Bally Reserve!

Want to hear the sweetest cash-box music in all novelty history? Want to double or triple your novelty collections? You can do it with DUET! Order at least a sample Duet now—today!

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