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# The Billboard

The World's Foremost Amusement Weekly

OCTOBER 21, 1939

15 Cents

Vol. 51. No. 42



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subscribers for release on October 26.

## RADIO'S CUFFS THE HEAVEN

### Brandts Okeh Vaude Policy

Bookings now go to week of Dec. 8, with other spots talked of as prospects

NEW YORK, Oct. 14.—After five weeks of vaude operation the Brandt Circuit has definitely decided to go ahead with Cash and has booked talent up to the week of December 8. There is also a possibility, according to Billy Brandt, that the vaude circuit, which now includes the Flatbush, Brooklyn; Carlton, Jamaica; Audubon, uptown, and the Windsor, Bronx, will be expanded to include between one and four more houses if conditions warrant. Brandt says that the circuit has four more theaters which can accommodate vaude.

Top attraction on circuit so far has been Cab Calloway, who grossed \$15,000 at the Flatbush week ended October 4. It is understood that the Sammy Kaye Band and the Andrews Sisters—MRS. Britton show were, respectively, second and third leading box-office attractions at the Flatbush. Calloway, who did well at the Windsor week ended October 11, will probably gross higher than the Andrews Sisters—Britton show, which in turn did 25 per cent better than Kaye's Band, whose opening was good.

Circuit, booked thru Arthur Fisher, has set Jack Haley and Mary Carlisle and Billy Marshall's Orchestra for October 19; Ben Bernie Band, October 26; Gray Gordon Band and Benny Venuta, November 2; Will Osborne Band, November 9; Shep Fields Band, November 16; Rita Rio Band, November 23, and Bob Crosby (See BRANDTS OKEH on page 19)

### All-Time High for 6-Day State Fair Midway Gross Scored by Royal American at Birmingham

BIRMINGHAM, Oct. 14.—With record-smashing attendance throughout a week of brilliant weather, the day-by-day gross made of the Royal American Shows at Alabama State Fair here on October 2-7 established another world's record, surpassing even the achievement at this year's Minnesota State Fair.

Carl J. Sedimayr, president of the Amusement Corp. of America, and Elmer

### Toronto Midway Contract Goes to Conklin 4th Time

CINCINNATI, Oct. 14.—J. W. (Patty) Conklin has been awarded the contract as director in charge of all activities of Proleksand, commonly called the midway, at the 1940 Canadian National Exhibition, Toronto, he informed *The Billboard* over phone from Brantford, Ont., yesterday.

The deal was closed immediately after this year's fair, and Conklin received notice of confirmation from General Manager Elwood A. Hughes yesterday morning. This will make "Patty's" fourth consecutive year as mogul of the amusement area at Toronto.

### Vote's in a Name?

TRETOIT, Oct. 14.—Lou Holtz is responsible for this. Hyman Lapedus, who is a salesman in the Motor City, petitioned Probate Judge Joseph A. Murphy this week to change his name to "Ly Leonard." Says Lapedus in his petition:

"Since the advent of Lou Holtz in various radio acts, subjecting the name of Lapedus to such callous ridicule and libel, your petitioner has been constantly subject to humiliating and disconcerting comment, all of which is a source of chagrin and embarrassment. Your petitioner does not contemplate an entry as a candidate for public office."

Lapedus says his prospective customers refuse to take him seriously when they learn his name.

### 12,000 Crowd Sees Inaugural Session of Chi Stadium Rodeo

CHICAGO, Oct. 14.—A thrill-seeking crowd of 12,000, 4,000 of them kids, saw the inaugural session of the Chicago Stadium 1939 rodeo Thursday night, got the thrills they were looking for and left the Stadium a quarter hour past midnight satisfied they had seen a good show. Aside from a heavy turnover in contestants, rodeo varies little from year to year, necessarily offering substantially the same routine contests and the same general character of exhibition features. This year there is no hosseshoe pitching exhibition, no trick shooting and no trained cow, but there are Dr. Ostermaler with his wonder horse and Buff Brady Jr., with his trick riding, along with a group of kid exhibition riders and Ray and Maddie, tops in exhibition rope-spinning. Customers liked them.

The rodeo, as usual, is directed by the

### Toscanini, Bowes, C&S, Lux Crosby, Benny, Allen Tops

"Info Please," Kate Smith strong in New York—variety and comedy-variety lead in chief radio centers—drama hot on Coast and Chi—Hillbillies draw in Chi

NEW YORK, Oct. 14.—His enormous reputation and popularity, coupled with fact that his American appearances are limited, makes Arturo Toscanini the number one free radio ticket moochers' draw. Music lovers and those who want to say "I heard Toscanini last Saturday" make up a mob that almost terrorizes the NBC staff people assigned to the grief of giving out the Toscy ducats. Second in demand in New York is Major Bowes' amateur show, followed by *Information Please*, Kate Smith and Fred Allen. *Info's* requests are a problem, because the show is broadcast from a comparatively small NBC studio, seating 300. On the Coast, according to a study made of radio ticket demands, both CBS and NBC have a whopper quota of grief, small studios limiting the audience for the Western faves. Coast programs which draw a voracious mob of moochers are the Charlie McCarthy, Lux dramatic, Jack Benny, Texaco and Bing Crosby shows, with several others close behind.

Judging on an all-over basis, regardless of studio size, following shows are figured as representing moochers' paradise, ranking in this order: Toscanini; Major Bowes and Chase & Sanborn, even; Lux Radio Theater; Bing Crosby, Jack Benny, Fred Allen, *Information Please* and Kate Smith, even; Good News, Bob Hope, Fibber McGee, Kay Kyser, *Hill Parade*, even.

Except for Toscanini, variety and comedy-variety shows are favorites in the three principal broadcasting centers. Drama, which leaves ticket grabbers cold in New York, is hot stuff on the Coast and Chicago, with the Coast shows rating high. It is believed, because of their film name stars, such as Ed Robinson in *Big Town* or the casts of the Lux Monday night show. Oddly enough, despite their radio popularity, quiz shows are not so hot on the moon, only

### In This Issue

#### Stock Is Tough

Stock used in the contests on opening night proved plenty tough and spills were many in the riding events, but no one seriously injured. Performance, which started at 8:30, ran until after midnight, due to various delays. It is being shortened by 40 minutes or more.

In the entertainment section of the show two acts stood out above the rest. (See 12,000 CROWD on page 87)

### London Musicians Kick at Pay Cuts; More Reopenings

LONDON, Oct. 14.—Musicians' union convening meeting to consider action against proprietors of London hotels and night spots whom they accuse of refusing to recognize union's minimum rates and conditions. National crisis is excuse of employers for cuts. Union threatened to withhold bands from reopening of Chelsea Palace, Britton Empress and Metropolitan Vaude Theater unless prewar two-week notice conditions were upheld. Negotiations resulted in union agreeing to one-week notice for time being. This difficulty surmounted, Variety Theaters Consolidated reopened another hall, South London Palace.

Condos Brothers made first London appearance with act as present routine on October 2 at Finsbury Park (See LONDON MUSICIANS on page 19)

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# CLUBS' HIGH FLOOR

## Look Forward to Good Winter; Not Much Dough for Acts, Tho

**HOLLYWOOD, Oct. 14.**—Outlook for winter night club season here is extremely promising. However, whether there is enough work available to make this sector lucrative for Eastern acts is problematical. Acts that have enjoyed local spots many times still seem to be in demand.

Eastern acts that can play vaude or night clubs can garner around 12 weeks of their stuff in the average. Outside of the Coconut Grove in the Ambassador Hotel and the Biltmore Bowl, there is really no spot paying night club acts any real dough. Once in a while one of the spots on the Sunset Strip books in a name and holds it for some weeks, but such a case is a rarity. Clubs on the Strip have shied from names for some months, due to beating they have taken on numerous occasions when names failed to draw. Trocadero, ace spot on the Strip, which formerly went heavy for talent, is now using only a band.

It was claimed by some bookers that they would welcome new acts offering something a little different. But a strictly vaude or a grooved night club act has little chance to pick up any good money here because of the lack of class spots. Any act that works equally well on a night club floor or in a theater can pick up around 12 weeks booking, and this is only possible

if the acts double between here and Frisco.

One act landed in town, got four weeks at the Biltmore, jumped to Frisco for four weeks at the Bal Tabarin, then an additional four weeks between the Golden Gate and the Paramount Theater. Some acts have come out here from the East strictly on speculation and wound up with 20 weeks' work.

There is a general feeling here that night club business is on the upturn. The managers of one of the largest local nighteries say grosses are 20 per cent higher than the same period last year.

There is also a general feeling that (See **COAST CLUBS** on page 19)

## Treasurers Present Five-Page Demands; TMAT Drops Kick

**NEW YORK, Oct. 14.**—Treasurers of the International Alliance of Theatrical Stage Employees conferred with League of New York Theaters yesterday, submitting a five-page memorandum of requests for working conditions. Document was too long for complete discussion in this first session, and League committee, anyway, would have to get membership approval on changes from present conditions. League therefore suggested that treasurers leave document with James F. Reilly, executive secretary, for study, and that when League's answer is ready Reilly will call treasurers for another conference. James J. Brennan, vice-president of the IATSE, accompanied the treasurers' committee.

Negotiations between League and treasurers is now freed of possible objection from the Theatrical Managers and Agents and Treasurers' Union, which up until this season had the treasurer jurisdiction. TMAT obtained deal for its TMAT membership and promised not to interfere with these negotiations. Further, union has withdrawn its charges filed with State Labor Relations Board against the Shuberts.

## AGVA Does Well in Hub

**BOSTON, Oct. 14.**—The local branch of American Guild of Variety Artists is just 50 behind the total membership of the former APA. Tom Senna, local AGVA representative, reports. Senna says that the reception of the actors to the new organization was very favorable and expects to increase enrollment more than the previous high within two weeks. Before signing up spots Senna is waiting for the results of a New York meeting which will establish new rules and regulations.

## "Gateway to Hollywood" Shut But Back Door Is Still Open

**NEW YORK, Oct. 14.**—Many an ingenue's heart strings were torn after the winner of Jesse Lasky's Gateway to Hollywood radio program were announced some months ago. Small wonder, because the lucky girl to be crowned Alice Eden, and the equally fortunate male to sit on the throne of John Archer had delusions of stardom and a career in motion pictures that would out-Lamar Hedy. Groups of young hopefuls won contests in their respective home towns and were shipped to Hollywood to compete in the quest for the screen's newest starlets.

This is the way affairs turned out,

## Bashful!!!

**CHICAGO, Oct. 14.**—Public dancing stunt between acts of A. B. Marcus' 46 Night Club in Montezuma Room, which recently opened its Midwest one-night tour in Davenport, Ia., was dropped after the first couple of nights.

With the show staged on a regular stage either in auditoriums or theaters, few customers ventured to face an audience to dance during intermission. And even the personality of Rita Bio, who has the band with the show, couldn't attract any of the customers on the stage floor.

## GAC Lands Big Chi Hotel Deal

**CHICAGO, Oct. 14.**—Local office of the General Amusement Corp. received an okeh this week from the Sherman Hotel on one of the biggest band-booking deals consummated around here in some time, and all that remains before a final wind-up is ironing out of schedules on previous radio commitments of some of the orks involved.

Contracts will mean over \$50,000 on the GAC books, and calls for services of Larry Clinton, Jimmy Dorsey, Glenn Miller, Artie Shaw and Slim Gaillard. When final papers are signed, probably next week, deal will start around the first of the year, with Clinton teeing off.

Sherman hostility has been a job-time account of Music Corp. of America, that office only occasionally giving way to a competitor and then only for a one-time shot at the College Inn Panther Room. One reason for this direct shift to GAC was due to the rock paper-cut policy which has been catering strictly to swingeroo outfits. Heavy run on this stuff has had MCA scratching bottom, having to book repeats.

In an effort to head off competition, the MCA office tried to make a split commision deal with GAC, but latter figured that if it had what the Sherman wanted, it would be more logical to set the bands direct.

## Salina Wants More Shows

**SALINA, Kan., Oct. 14.**—Local patronage turned in good gross for showing of Tobacco Road recently and manifested desire for other legit attractions.

## "Possibilities" and "The Broadway Beat" will be found this week on page 24.

## "Gateway to Hollywood" Shut But Back Door Is Still Open

however. Linda Darnell flopped on the program. 20th Century-Fox picked her up, put her thru the perfunctory set of an agent, gave her the lead in *Hotel for Women*. The picture was no great shakes, but Darnell was, with the net result that she is being given the build-up by the 20th Century moguls.

Katherine Adams (nee Hone) also fell by the wayside in the radio contest, but she was the girl who played the sister role in *Myth Avenue Girl* and for whom the RKO studio publicity department is rolling out a new set of adjectives.

Linda Hayes (nee Rochelle Germaine), also a failure in Lasky's talent incubator, is being featured in RKO's *Girl From Mexico*.

Hovena Cooke, winner of the coveted Alice Eden assignment, was given the second lead in *Career*, which didn't turn out so well, and Mary Jane Barnes, whose work on the program was described as "outstanding," played an insignificant role in *Winter Carnival* after her screen test didn't come up to expectations.

## Thru Sugar's Domino

A LITTLE late but before the map has been worn off her new rug in her new office we want to welcome Mrs. Dorothy Bryant back into the family of theatrical unions. It was a sad day that she has been prevailed upon to return to the arena, this time as executive secretary of America Guild of Variety Artists.

We are sorry that we cannot honestly express the hope that when AGVA becomes thoroughly organized it will have at its top the selfsame personalities that now dominate its councils. The notable exception, of course, is in the person of Mrs. Bryant. We hope that not only will Mrs. Bryant be retained in office but that she will be given the broadest of action that she demanded as a prerequisite to assuming office. Knowing Mrs. Bryant as well as we do, we are sure that one factor cannot exist without the other.

Of all human beings, with the possible exception of housewives en masse, the actor seems to be most loquacious in backroom squawking. He is well trained by tradition and temperament in the art of making his best speeches on the spot, and occupying a certain verbiage-tongued when the time and place are opportune to talk up. In the open forums being conducted in the nooks and crannies of Broadway many of the orators are holding forth on the issue that Mrs. Bryant has been given the best choice that might have been made for the job she now holds. Their great objection seems to be that Mrs. Bryant was never a performer, that she was not booted into the crucible of vaudeville and that she is not cut from the same pattern of background and experience that were former leaders of the variety branch of uniondom.

The trouble with the argument advanced by the boys who are determined to find fault is that they fail to realize that a half truth is a dangerous thing in the hands of one who cannot follow thru. Which amounts to saying that there is no one and no book of horse sense to the effect that the executive secretary of AGVA must be a former actor. If one must be brutally frank about it, the time is opportune to point out to certain of the dissenting gentry that the actor has rarely distinguished himself as one who is capable of taking care of his own affairs. Maybe one who has never trod the boards can do an equally good job. To personalize a little more, perhaps the crucial case is far better left to the boys who hope so but we are sure she will—if she is given half a chance by the rank and file and by the diplomats engaged in theatrical union power politics.

It might, incidentally, be of some comfort to the squawkers who are posturing sotto voce about tradition and background that Mrs. Bryant issues from a distinguished theatrical family, that she was active in the restricted union movement long before many of the present-day union nobility were in the show business; that she has actually had a tremendous lot of experience in negotiating with managers and that she has a head on her shoulders that is probably the envy of many union leaders who are highly respected for their shrewdness and acumen.

To us who have spent some little time studying the union terrain it is more important to find that person in Mrs. Bryant's position should possess honesty, aggressiveness and integrity than any other attribute. It is fortunate that Mrs. Bryant has these in full measure as well as a grasp of the business at hand that it is difficult to match. Mrs. Bryant is nobody's fool and nobody's (See **SUGAR DOMINO** on page 19)

## BENNY GOODMAN (This Week's Cover Subject)

**BENNY GOODMAN**, whose rise was synonymous with that of swing, was born in Chicago May 30, 1910, and at the age of 11 was playing in the pit of a local theater. He later played in a five-piece ork on a Lake Michigan excursion steamer, worked with Jules Harbover's band and, while a student at Lewis Institute, Chicago, fooled in Arnold Johnson's crew in a local night club.

Benny began to achieve prominence in the trades when he was a featured member of Ben Pollack's, Ted Lewis' and Paul Whiteman's orks, and in July, 1934, he formed his own outfit, playing his first engagement at Billy Rose's Music Hall, New York. Shortly afterwards he was signed for NBC's National Circuit commercial, "Let's Dance." He then played a stand at New York's Hotel Roosevelt, but it wasn't until a Coast-to-Coast tour and a run at the Palomar Ballroom, Los Angeles, that he finally gained his first tremendous success. Followed then Chicago and the Congress Hotel, New York and the Pennsylvania Hotel and sensational engagements at the New York Paramount, all of which, over a period of several years, cemented his position as one of the foremost exponents of swing music.

Goodman's clarinet and ork haven't been limited to hotel rooms and night spots. He has played concert engagements in a number of the classics, Carnegie Hall, Boston's sedate Symphony Hall, and last summer broke tradition at the Hollywood Bowl, Los Angeles, by bringing swing into its heretofore classic surroundings. He also was heard the past summer in concert at both world's fairs, New York and San Francisco.

His other activities have included book writing, his "Kingdom of Swing" having been published recently, and picture work in Warner's "Hollywood Hotel." This fall he is playing a return engagement at the Hotel Waldorf-Astoria's Empire Room, New York, and is treading a colored swing version of Shakespeare's "Midsummer Night's Dream," which will probably have a streamlined title when it shows at the Center Theater, Rockefeller Center, New York.

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# EQUITY MOVES ON TELE

## Chi Houses Seek Attractions; Standard Acts Kept Out of Work

CHICAGO, Oct. 14.—Theaters here are seeking good attractions at the expense of standard acts. Both the Balaban & Katz Chicago and State-Lake are out for name shows, and acts are suffering as a consequence.

Agents handling acts whose dates in theaters remain uncertain due to "floating contract" agreements claim that, though it is highly inconvenient for them to constantly shift dates for their acts, they can understand why a booker would "drop everything" for a crack attraction made available at the last minute.

Attractions, as compared with straight vaude shows, have been bringing in more money. Due to this, contracts given to acts either do not have a date penciled in or, if a certain week is designated, it is with the understanding that the house may set the date back.

This situation is particularly muddled at the State-Lake, which uses an average of seven acts a week. When a unit is booked, seven acts have to be set back, since house, as a rule, gives out contracts

to acts three to four months ahead of their playing time.

A new setback high was reached this week when house booked in another Major Bowes' unit to open Friday (20), gave a return date to A. B. Marcus' La Vie Paree, week of October 27, and bought Cab Calloway's Band unit for a week in November. While act changes are also made at the Chicago at unit-buying time, house employs a smaller number of acts and, when a band is set, room is made to use the performers already booked.

## Petrillo-AFRA Chi Ruckus Results in Near Strike at NBC

CHICAGO, Oct. 14.—Walkout of all musicians at the local NBC studios was called off here Friday evening just six hours before deadline time, after a rush call from Mark Woods, NBC vice-president in New York, to James C. Petrillo, muskrat chief here. Petrillo had called NBC musical director Roy Shield early Friday, instructing him to pull all toolsters off the air at midnight. Move was made. Petrillo said, because Sidney Strosz, NBC general manager here, had not lived up to his promise of last week to see that only Petrillo's announcers worked on all RCA transcribed shows cut in Chi.

Petrillo stated that when Woods called long-distance he told Petrillo that he (Woods) would see to it that no more AFRA spikers would be used at RCA until some kind of settlement was made, and that Petrillo's men would be hired meanwhile. The muskrat head then called off the impending strike. He also is having World Broadcasting put on the AFRA unfair list for not living up to the same agreement. Petrillo expects to be in New York Tuesday on other AFM matters, but he will meet Woods and probably A. J. Kendrick of WGB. What happens then is anybody's guess.

All efforts of George Heller, AFRA executive, to contact Petrillo this week turned sour, the muskrat chief refusing to discuss it. What AFRA's next move would be was all a mystery, union heads probably figuring to wait until Tuesday when Petrillo hits New York.

NEW YORK, Oct. 14.—Neither Mark Woods nor Miles Trammell, NBC vice-presidents, could be reached over the week-end. Situation in Chicago between musicians' and radio actors' unions indicates the network might be in the middle inasmuch as it has contracts with both unions.

## Drafts Contracts, Conditions; Expects No Four A's Battle

NEW YORK, Oct. 14.—Working conditions and contracts for television have been in the drafting process 10 days and will be ready for presentation to the National Broadcasting Co. and producers within the next few weeks, according to a statement by Paul Dullinell, executive secretary of Actors' Equity, who declared also that in the Four A's now "there is no

question that the television jurisdiction belongs where it is—with Equity." He admitted, however, that there is still the problem of overlapping jurisdictions, but held that solution of that would not be difficult, since Equity has full intentions of co-operating with American Federation of Radio Artists and Screen Actors' Guild (See EQUITY MOVES on page 8)



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## Canada Plans Troop Shows

EDMONTON, Alta., Oct. 14.—Formation of a garrison entertainment board to provide stage shows for troops of the local garrison and the public during wartime has been completed. The new board will assist in staging entertainments at the barracks during fall and winter, will act as a clearing house for all stage productions to raise money for the troops, and will provide funds for the use of troops in equipping a new theatre at the barracks. A vaude show will be staged soon. Open to the general public and the garrison troops. It will run for several nights.

New Series of—  
**Legal Opinions**  
In the next issue will appear the list of a new series of legal opinions. It will be titled When Epictetus Is Lawful. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

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# RADIO'S FIGHT FOR HEAVEN

## Toscanini, Bowes, C&S, Lux, Crosby, Benny, Allen Tops

"Info Please," Kate Smith strong in New York—variety and comedy variety lead in chief radio centers—drama hot on Coast and Chi—hillbillies draw in Chi

(Continued from page 3)

Information Please placing on the hot-show lists. Classical and symphonic music, except for Toey, are likewise somewhat weak.

### New York Leaders

After Toscanini, *Information Please* and Fred Allen, the NBC ticket pressure now relaxes considerably, mainly because Rudy Vallee is off the air and Kay Kyser is on the Coast. Kyser, when East, rates fourth. Vallee rated about fifth for the past year or so, the demand increasing for the last month of his series. In past years Vallee was the NBC leader in the East. Tommy Dorsey, Cities Service, Bob Benchley, Fred Waring, Benny Goodman, George Jessel and Philip Morris finish the list. Philip Morris show, which has been on the air in one form or another for years, is an institutionalized sort of attraction and evidences steady draw. It is much higher on the CBS list than at NBC, rating fourth at Columbia.

CBS finds Major Bowes and Kate Smith run a dead heat on ticket pull. *Hit Parade* rates third. Walter O'Keefe (after Philip Morris), *We, the People*, Andre Kostelanetz, Paul Whiteman, Bob Crosby, Guy Lombardo and Hal Kemp complete the CBS roster. Mutual's leaders are *Name Three*, *Show of the Week* and *We Want a Touchdown*.

## Tyros, Nasologists, Drama, Chi Leaders

CHICAGO, Oct. 14.—Amateur shows, hillbillies and drama are the pullers for the studio-gawking radio audiences in Chi. Outstanding example is the local *Sack's Amateur Hour*, sponsored by the Morris B. Sack's clothing emporium over WGN-NBC every Sunday afternoon. New twist to this one, however, and one which no doubt has a strong bearing on the stint's audience pull, is the fact that Sack distributes the duets himself from the store. Show, tho', is even more unique when you figure that the store is on Chi's far South Side and comes under the heading of a nabe biz. NBC's biggest studio, with a seating capacity of 400, is jammed each week and the show is often switched to the Civic Theater to take care of the back-log or requests. This has been going on for nearly five years.

Another is Ripley angle in the Chi set-up in the *WLS Barn Dance* (NBC). From the Eighth Street Theater, a 7¢ cents per copy (Kids, 35¢) some 2,600 fans pack the joint every Saturday night to watch the alfalfa bunnies get their stuff. Station never catches up with the mail—money order requests for this one.

At WBBM the present top-puller is Sinclair Oll's *History in the Making*, a reverse *March of Time* opus. Prior to this spring, Eddie Guest's *It Can Be Done* and P&G's *Keschelbacher Pops* were heavy draws. Both have folded. Taken in a lump sum, WGN's No. 1 studio probably plays to more people in a year's time than either NBC

### Maybe They'll Certify Them as Next Safeguard

NEW YORK, Oct. 14.—Plagued by its annual headache in handling tickets for the Toscanini concerts (see story on page 3), NBC this year has devised another step to see that the tickets aren't sold or swapped.

If the person to whom the tickets are issued doesn't use them he must endorse them on the back in a bank check to the person he gives 'em to.

No truth to report NBC is next going to install some sort of system like passport photos.

or CBS. This Mutual outlet, owned by The Chi Tribune, has a studio on the Boul Mich, with a street entrance, and architecturally it surpasses anything else. For this reason, and the fact that it seats 600, WGN shows get a big slice of free-ticket holders.

## Group Theater OO's Originals for Radio

NEW YORK, Oct. 14.—Group Theater, under contract to General Foods to do radio adaptations of Broadway shows, is considering using radio originals instead. Time limitation is one of the reasons for the possible change, altho it's also possible that both originals and adaptations will be done.

Reports that the Group discussed with Arch Oboler the possibility of his writing the originals before Oboler went to the Coast a fortnight ago. Writer is due back in a month or so. He has been using Group actors in his NBC series.

## Television Reviews

### "Jane Eyre"

Reviewed Thursday, 8:30-10 p.m. Style—Drama. Reviewed on RCA Television receiver style TRK-12.

Altho drama is now considered the best of present entertainment forms for television, NBC's production of Helen Jerome's version of *Jane Eyre*, the Brontë classic, strongly indicates that the time of the dramatic presentations should be kept to a maximum of an hour. *Jane Eyre* ran 90 minutes, resulting not only in a definite eye strain but raising this question: Will people sit in a darkened room for an hour and a half to watch such shows? There's something different in theater or a movie house—excluding the eye strain, of course—that prohibits using them as parallels for comparison to a television drama.

All told, however, *Jane Eyre* was a pretty good production, most of the faults being minor. At the same time there were several sock bits of direction—the first sight of the maniac; Jane talking to herself in the mirror; the closing of the house doors (Erie Shannon) knitting, used near the end of the show to set the locale, and one or two others. Flora Campbell played the lead only

## NBC Thrills at Fency-Shmensy Tele Fan Mail; Pales Radio's

NEW YORK, Oct. 14.—National Broadcasting Co., which has been contacting its television audience to ascertain reaction to tele programs, is now studying its first batch of tele fan mail. Some 400 letters answered requests via programs the past week and a half. The mail is strictly fancy stuff, contrasting with the usual hoke radio mail. Tele letters arrive on engraved stationery from stockbrokers, consulting engineers, six executives and radio editors. "These fellows," claims NBC, "are no dopes." Whether NBC meant this with regard to radio editors as well as the others is NBC's own secret.

Net excess believe beyond a doubt that the mail is indicative of an ultra ultra audience. Geographical areas represented, for instance, are Park and Madison avenues, Riverside drive and swank suburbs. Nothing from Harlem. Even Brooklyn is regarded as not so forte.

Listeners were asked to write in regarding their likes and dislikes. Most enthusiastic responses were for musical

### Veddy Veddy

NEW YORK, Oct. 14.—Cast of *By Kathleen Norris* has been enjoying afternoon tea, since the show started this week. Idea is they're tired at that time of day (late afternoon) and a throat aid.

Erice Disque, show's director, is responsible.

moderately well. In the tense moments she spoke much too quickly and throat failed to cast her eyes directly at the character to whom she was speaking, a fault which television makes much of. She suffered, too, at times from either bad direction or bad camera, facial shadows making her look gaunt and drawn. Her right profile seems much the better. Dennis Hoey, the male lead, suffered from either slovenly sound direction or else doesn't know how to use his voice at all times. Much of the time he boomed and belted to a bad level, overshadowing all other voices. However, when he spoke quietly the mike showed he has a voice of resonance and pleasing masculine timbre. Hoey, with proper direction, undoubtedly can handle any television assignment.

Supporting work was uniformly good, with Carl Harbord and Mary Newsham-Davis outstanding. Miss Newsham-Davis, who played the female lead, was probably the best of the entire cast.

Minor flaws in direction included obvious telegraphing of action several times; Miss Campbell's wearing of the same gown thru the entire show, despite the time changes and an unwise selection of her coiffure, not particularly flattering. There were numerous occasions, also, when either the sound effect (wind) or musical background were up too much and several times one of the overhead mikes showed on the picture. The camera work, in most cases, was quite advanced. The only real surprise, however, was that of the main characters, one of whom was being directly addressed, was out of the picture completely.

Franken.

Reviewed Tuesday, 8:30-9:30 p.m. Style—Review. Reviewed on RCA Television Receiver, Station—W2XBS.

NBC has been wondering about the future of vaude on television and has been trying to devise a means whereby acts can be presented to best advantage. This program was essentially variety, knit together into a revue, and was eminently successful as entertainment. The acts were good; the production idea was clever, and if NBC can generally combine these elements it will solve the variety-television problem.

Program called *The Magazine Rack*, was a satiric treatment of different national magazines in a series of sketches. One was devoted to *Esquire*, another to *Life*, and a third to *Time*. The best of these sketches were the *Reviews*, who first came into prominence via the *Village Vanguard* and who make up one (See TELEVISION REVIEWS on page 8).

comedy and serious drama. Sports pickups are popular, too. A large number of these are, incidentally, better than the stuff than what is available now. These letters said tele films were not good technically as yet.

Some wrote in saying they liked vaude—with reservations. Chief of the reservations was that variety was not presented in palatable form. NBC proposes, incidentally, to give up the idea of this falling for some time and are endeavoring to find a suitable means of presenting vaude acts. Some said they liked shorter vaude acts—but NBC is dubious as to what is meant here inasmuch as most vaude acts were short.

In addition to asking for mail via program, NBC now is sending cards to tele set owners requesting owners to fill in material on cards which score the different programs as excellent, good, fair and poor. This is part of a campaign in getting the radio way redesigned to make the tele way feel be-

## AFM May Extend Bulova Pickets

NEW YORK, Oct. 16.—Tentative settlement was reached Saturday between representatives of Arde Bulova-controlled WPEN, Philadelphia, and the American Federation of Musicians following threat by the AFM to strike against all Bulova stations in the event WPEN did not rehire union musicians. Musicians begin work today and will be paid for period during which they were locked out. AFM and Bulova reps will resume confab on Thursday.

New York stations against which AFM threatened action are WNEW, WOV and WBLI.

PHILADELPHIA, Oct. 14.—Joint picketing of WPEN by the musicians' union and the American Communications Association continues. Musicians resumed broadcasting Wednesday afternoon after being silenced since Tuesday 6 a.m. by the walkout.

Difficulties began when Arthur Simon, general manager of the 13-piece house band of Joseph Francosa. Picketing by musicians started Sunday and they were joined Tuesday by ACA. Action by ACA engineers was based on a contract violation when the studio brought in non-union men. Announcers and engineers are out.

According to Frank Luzzi, prez of the local's outfit, the dismissal is a violation of the national plan of settlement made between the AFM and the National Association of Broadcasters. It is said picketing will continue until the 13 men are rehired. Company executives said cannot be considered, since any reduction would be unfair to the other stations who were also affected by the pact. Luzzi pointed out that prior to the NAB deal, WPEN spent \$41,000 annually on live music; the pact lowered their allotment to \$30,850.

Station officials deny they have a contract with the musicians' union, since it is not a member of the NAB. The pact's dismissal was made necessary by reasons of economy, they said. They characterized the ACA walkout as a breach of contract, saying that the music difficulties did not affect the engineers' and announcers' unions. At present they are operating with transcriptions and recordings.

## M'Carthy, Lux, Benny Leading Coast Faves

HOLLYWOOD, Oct. 14.—Demands for new radio tickets show that the 10 top shows here are Chase & Sanborn, Lux, Jack Benny, *Tea and Sympathy*, *Kraft Music Hall*, *Good News*, Bob Hope, Fibber McGee, *Big Town* and the *Screen Guild*. A future hit no shows in the first 10, as its only audience program is *Pull Over, Neighbor*.

Shows listed, according to network, are CBS, Lux, Screen Guild, *Tea and Sympathy*. NBC favorites are: Chase & Sanborn, definitely the top; Jack Benny, *Kraft*, *Good News*, Bob Hope and Fibber McGee. Last two are about even. Another operation rumored to be creating a demand for tickets during the time it is on the Coast is *Tune Up Time*.

## Ponder Plan To Tour GF's "We, the People"

NEW YORK, Oct. 14.—Plan is under consideration by General Foods and Young & Rubicam to take *We, the People* on the road and have each broadcast from a different city. Stunt is figured as good for exposure in early radio days and

Des Moines is tentatively set as the first town.

Compton Advertising Agency, New York, has under a new Procter & Gamble account, Dur, a household granulated soap.

and NBC are part of one big happy family. It is hoped that the NBC producers will be able to get enough suggestions—right from the feed box—to enable them to produce better programs. Television's request for fan mail has been expanded to early radio days and their audience applause cards.

**Bert Shafter**

Reviewed Tuesday, 6-6:15 p.m. Style Musical. Sustaining on WEA-F (New York).

Apparently in an attempt to combat CBS on the Raymond Scott front, NBC starts Bert Shafter, pianist-composer, off with a series of quarter-hour sustainers designed to build a following of its own for the ultra-modern music specialized by Scott. Subsequent programs will have to show a greater appeal than the last to make this spot other than just an early-evening filler.

Shafter's Rhythm Octet lacks the sparkle and brilliance necessary to make a small combo of this sort stand out as anything more than just another small ensemble. The Shafter arrangements for piano such as *The Lamp Is Low* (of which he is co-author) and *Day In-Day Out*, heard on the organ, are only so-so, and his own music—*Locomotive* on the first show—hasn't the imagination and unforced quality of truly impressionistic or futuristic music.

It's a fair enough show as before-dinner entertainment, but it falls far short of its lofty aims as a champion of modern, original and genuinely creative music. Richman.

**"School for Brides"**

Reviewed Tuesday, 11:15-11:30 a.m. Style—Comment. Sponsors—Co-Operative. Agency—Ellis Advertising Agency. Station—WGR (Buffalo).

The directed mainly at brides and would-be brides, this program really appeals to all women. The program is presented from poetical excerpts to down-to-earth advice on how to make the best of life after the fatal plunge. Material includes fashions, household advice, and suggestions for the frolicsome shopper. A special feature is devoted to the day's brides, such information being received thru a tie-up with Bureau of Vital Statistics. These brides, as well as audience, are encouraged to ask questions which will be answered via letter on the air.

During program's first week it had four steady sponsors, including Buffalo Optical Co., Nemmer Furniture Co., Herlich Appliance Store, Safe-T-Test Bond and Kome Kieen Kondom Kompany.

Miss Woods does a fine job writing her own scripts, and plugs sound interesting. Delivery would be better if she were more careful in word enunciation. Correction of these minor faults should make the show a success.

Announcer is Clinton Buchman. Warner.

**Burns and Allen**

Reviewed Wednesday, 7:30-8 p.m. Style—Comedy and music. Sponsor—Lehn & Fink Corp. Agency—William Ely. Station—WABC (CBS network).

Burns and Allen returned to the air this week for a different sponsor (Hinds Honey and Almond Cream) but with the frequently familiar routine, the same frequently hilarious bits of tomfoolery and the same, unfortunately, digging 'way down for gags that ought to be allowed to rest in peace. Initial program was a hotbed of two parts inspired non-sequiturs, eight parts wince-evoking, and traded-in-down-hill humor. But genuine. If the show stayed at the level of the repartee exchanged between Gracie and Frank Parker and his romantic leanings, or the manysms of Ray Noble delivered in those clipped British accents, it would be one of the best comedy items on the air. As it is, there's far too much Joe Miller stuff that even the expert handling of B. and A. can't touch. This is the critical side; the biggest howl from the studio audience came with the chit-chat. What price criticism?

As far as a lot of people are concerned, George and Gracie are back again and not much else matters. And with them no better for the lying and the winks for the music-making, plus a little funny sallies from both. Miss Allen's warbled *Don't Look Now* was a little on the forced side.

Truman Bradley steps into the Allen mantle, and the amount of the show does a good job of filling in as well as H. H. and A. cream selling. Richman.

**Additional Reviews**

Additional program reviews will be found on Page 5 of this issue.

**Program Reviews**

EDST Unless Otherwise Indicated

**"Good News of 1940"**

Reviewed Thursday, 9-10 p.m. Style—Variety. Agency—Maxwell House Coffee. Sponsor—Best & Bowles. Station—WEAF (NBC-Red network). Good News, with Walter Huston as the new emcee, offered Thursday (12) a program of unusual excellence. In addition to strong variety talent, show went off on a literary tangent as sort of tie-up with Columbus Day. Walter Huston read Joaquin Miller's poem, Columbus, displaying a keen understanding of the rhetorical and metrical requirements of the piece. Frank Travers, too, added to the dignity of the occasion by singing W. E. Henley's

Invictus, an apt selection, but not up to the level of Huston's stirring delivery. Program's producers might advantageously make a point of having Huston knock off a piece of verse occasionally. In its more usual comedy vein, *News* started off well, with Fannie Brice, Hanley Stafford and Roland Young getting their usual laughs. Brice and Stafford act in still a tremendous piece of nonsense, and its central idea—wherein Miss Brice is a spoiled, precocious brat and Stafford a heckled father—remains unchanged. This piece of business can go a long time with no tampering.

Program's short drama was a weird, ghostly piece played by Roland Young, Edith Fellowes and Huston—with Young

and Miss Fellowes doing the chief roles, and Young outstanding. Miss Fellowes, a Columbia starlet, 16 years old, was the guest star. She sang one song in addition to her dramatic stint, revealing a fair voice.

Connie Boewell, torchy and swinky, did the vocals, and Huston, too, essayed an occasional tune. In fact, entire cast, including Brice and Stafford and Young, took choruses when the program closed with a take-off on *Are You Having Any Fun*.

Meredith Wilson ork still bating out the mustard already sponsoring a gimmick to encourage the composing of good American music. This is done by having the band play some number—on this show it was Brahms's *Lullaby*—and then commissioning a composer to do a piece in the same mood, the tune to be called *American Lullaby*. Performance of these "commissioned" songs are to be made on the program five weeks later. Ackerman.

**"Metropolitan Auditions"**

Reviewed Sunday, 5:30-6 p.m. Style—Singing. Sponsor—Sherwin-Williams Agency—Warwick-Legler. Station—WJZ (NBC-Blue network).

Now in its fifth year, Metropolitan Auditions strongly consolidated its position as one of the most dignified programs on the air. Sunday show was unmarred by blatant or hokey commercials—the producers having enough sense to keep the copy trimmed so as to be consistent with the class audience for which the programs are intended.

Granting that *Met Auditions* are slanted toward a sharply defined audience, they undoubtedly hold this audience very well, because each of the shows carries with it an element of chance—so much so that the listener is tempted to feel he is on the inside track in the event a singer of exceptional merit is found.

Two singers heard Sunday were Gifford Gordon, baritone, and Tai Sal Peters, mezzo-soprano. Each did a solo, followed by encore, followed by a duet. Miss Peters' numbers were classical, her voice revealing good quality and virtuosity. Gifford, who appeared on *Met Auditions* two years ago, did one classical number and followed with Sigmund Romberg's *Deser Song*. His voice impressed as possibly being more commercial, but not as suitable for opera as Miss Peters. Five judges listen to the auditions, and recordings are made so that voices can be checked prior to final decision. Milton Cross announces. Ackerman.

**"Stop Me If You Heard This One"**

Reviewed Saturday, 8:30-9 p.m. Style—Joke quiz. Sponsor—Quaker Oats Co. Agency—Ruthrauff & Ryan. Station—WEAF (NBC-Red network).

Not especially original in concept, *Stop Me If You Heard This One* should nevertheless get a good-sized audience. It's a good comedy show, despite the fact that originally many of the questions were of a standard characteristic of its material. With Milton Berle as a fast-working and fast-thinking emcee indications are it has enough, maybe some to spare, on the ball. Show is a patent adaptation of *Informations*, which was a show that would-be Fadiman and a board to supply

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**Radio Talent**  
New York By JERRY LESSER

**TONY BLAIR** not only did an elegant job on the NBC television script of *Butter and Egg Man* but also saved the show, due to reasons better not mentioned. . . . A shift has been made in the *Day Tonight* program over CBS. It will hereafter be heard over the Columbia networks on Saturday nights instead of Sunday. . . . A shift has also been made on NBC's *Horse and Buggy Days*. It is now being kicked around again. . . . **DAN SEYMOUR**, emcee of *Young Man With a Bend*, claims he's acted on more musical shows than any other network announcer. . . . **PHIL LORD** has just returned from Maine after spending the summer on his island off Bar Harbor. From **ALICE CORRETT** has signed with **ZAVIER CUGAT** and opens in Detroit at the Statler October 17.

*lor Graves and William Rainey were old cronies out west.*

**LEN DOYLE**, Harrington on *Mr. District Attorney*, has landed a role in the stage play *Time of Your Life*. . . . **ETHEL OWEN** is an added starter to the *Big Sister* cast. . . . Happy birthday to **FLORENCE MALONE**, who portrays Mrs. Drake on *Betty and Bob*. . . . **ED BYRON**, producer of three top evening shows and originator of one, is being talked of for director of a fourth nighttime dramatic program. . . . **AMY SEIDELL** is known as the "425 words a minute gal." She can talk of anything or anybody on any subject. . . . **PAUL STEWART** brings paper bags of Greek olives to the studio with him to eat at rehearsals. They're a throwback to Stewart's childhood in Bucharest, Roumania. **PAUL** claims they're better for the throat than all the coughdrops in the world but can't convince the rest of the cast. . . . **IRENE NOBLETT** has signed for an additional 12 weeks on the *Texaco Star Theater*. . . . **HELEN LEWIS** won two roles this week. You'll hear her on *The Shadow* and *Big Sister*. . . . **JUAN HERNANDEZ** is a native of Cuba and has traveled all over South America studying and collecting tribal dialects. His linguistic scope extends far beyond the Western Hemisphere, for he can even imitate such remote groups as the Papuans, natives of New Guinea. . . . **ED BYRON** told me that he has received scripts from all over the country. It's nice to know that this column is being read. Wish you'd all write me once in a while so I can let you know what you want in it. . . . **BERT WILSON**, formerly in vaude, is now writing scripts and doing local shows in Boston.

**Chicago** By HAROLD HUMPHREY

**RENE GERKIE**, **BOB PURCELL**, **VERNE SMITH** and **JESS KIRKPATRICK** have been scheduled by various auto manufacturers as do plug slants from the floor of the forthcoming auto show. . . . **NAN MCPARLAND**, newcomer to Chi radio circles, has nabbed a part on *Ma Perkins*. . . . **WILLARD WATERMAN** is doubling between leads on WGN's two newest sustainers, *The Living Bible* and *Gully Bystanders*. . . . **ART HEARNE** chosen for the new lawyer role in *Manhattan Mother*. . . . **DON McNEILL** and his *NBC Breakfast Club* hopped down to Wichita, Kan. over the week-end for a personal appearance. . . . Actor **ART PETERSEN** is reviving his radio theater group and expects to be in production on his first play in another couple of weeks. . . . Actress **ANNETTE HARPER** and announcer **PAUL LUTHER** are the latest additions to the new *Caroline's Golden Store* series.

has been signed up for *Red Sealton's "Avalon Time"* shot on NBC. . . . **Tony Wons** returns to the air for the first time in a while but now with a new WMAQ show titled "Tony Wons' Radio Scrapbook." Starts October 29 as a three-act speaker for a greeting card sponsor. . . . **Bill Gray**, many-voiced WGN speaker, is doing the emcee job at the State-Lake Theater this week. . . . **Irving Viktor**, **WJJD** mikeman, turned up this week with a new home in North Edgebrook, Ill., and a new baby, *Mary Ann*. . . . **Quin Ryan** is celebrating his fifth "anniversary" with his "Marriage License Bureau" show at WGN, and *City Hall* is still furnishing him with plenty of material.

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the last lines of gags. Permanent gag busters are Harry Hershfield and Jay C. Flippen, both of whom are natural for the assignment. Flip, of course, probably knows every vaude gag there is and is a fast follow on the ad lib. libs.

First show had rough spots and pace that faltered, but it shouldn't take long to remedy them. Hershfield was overly polite in saying that Flippen should answer this or that one (even tho Hershfield knew the answers). Guest board-member, Colonel Stoopnagle, didn't seem up to his usual standard. Listeners who send in questions get five smackers and a case of the cereal; another pound of the coin of the realm if the right line isn't given. Unlike information, please, several attempts to supply the right answer are allowed. Only one should be.

A different band each week, with Joe Hines on the first show and doing, in the brief time allowed him, okay.

Franken.

## Ben Bernie

Reviewed Sunday, 5:30-6 p.m. Style—Variety. Sponsor—American Tobacco Co. Agency—Young & Rubicam. Station—WABC (CBS network).

If you like the Bernie brand of entertainment then you have to vote Lehr (Newsreel) Lehr very unfunny. The two go together like the Reich and Soviet sweetheating, but in a world of starstruck sweethearts, politically, maybe it's a good idea to vote for Lehr as a straight dish to Confucius McSocrates Bernie and "All the Lads."

This is Bernie and Co.'s return to the lanes after filling personal appearances. Not to be too pesky about it, Bernie must be admitted the some of the wind instruments were off on the high notes. The Yowah maestro himself alluded subtly to a misbehavior cornet.

Bernie starts the ball rolling with topical references to Frank-Rede, Red-frace, and he doesn't include W. Winchell out, either. Mary Small does a couple of vocals neatly. Buddy Clark gives off a couple himself and the Bailey Sisters offer the harmony stuff. Bernie's singing is good, but he's okay, but after three straight by the announcer (Bill Jenkins) it mounts up to a lot of boredom. As for Lehr, he is probably okay for those who can't detect gags telegraphed long in advance. Traube.

## "Silver Theater"

Reviewed Sunday, 6:30-7 p.m. Style—Drama. Sponsor—International Silver Co. Agency—Young & Rubicam. Station—WABC (CBS network).

This was the first of the new *Silver Theater* series of half-hour dramas, with Hollywood stars inaugurating its third season. The first, "The Case of the Nagel" is back as director, as well as sharing the commercials. Series has always had good pacing and polished staging, and the premiere, first installment of a "Fresidan" amnesia piece, was no exception. It is also a little bit better. Young back to the mikes. Of the slew of film stars congesting the airplanes she seems among those most suited by voice and manner to the right of way.

Story, by Tru Donndam, staff scribe and script surgeon, is set in Basel, Switzerland, where Angela Carter (Miss Young), daughter of an American diplomat, suffers a loss of memory following attempted suicide. After an unsuccessful attempt at recuperation in the Carter home she is sent, strangely enough, to an insane asylum. There she meets an aviating countryman, Michael Nolan (Elliott Lewis), and at conclusion of first chapter it is indicated that he'll have something to do with curing her. Carter and Nolan fall into a clinch at final is also taken for granted. It sounds sappy but was effectively done. This Lewis is all right.

Commercials, by Dick Joy, are in keeping with the dignity of the product. Felix Mills composed the score and conducted the orchestra. Traube.

## Martha Dulin

Reviewed Monday, 8:45-9 a.m. Style—Woman's commentator. Sponsors—Co-Operative. Station—WBT (Charlotte).

Martha Dulin, conductor of *Woman's World* over WBT, has a very nice phone-home manner, a soft, pleasing voice, flawless diction and evidently good writing ability. But while her program is listenable by male as well as female listeners, she has no real appeal to the male commentators giving cooking recipes smack in the middle of her program.

Altho radio recipes are popular with the enterprising housewife, it is questionable whether the time expended on the slowly enumerated and re-enumerated quantities of sugar, flour, eggs and gadgets is justified. Miss Dulin reads these recipes at a snail's pace, which perhaps is necessary in order for listeners to write them down. But it bogs the program. Perhaps it would speed up the program to offer recipes by mail to anybody who is interested and save listeners a dull cooking lesson on the airwaves.

Otherwise she puts on a very listenable show. The program caught attention of new, about prominent women, told with all the tricks—suspense, drama, color. Then followed household hints, among which at least one listener learned how to get French dressing off a few suits. After that came a nicely handled description of an outstanding woman personality, Hattie Caraway, the Arkansas senator.

There are, of course, plugs for the participating sponsors, ranging from the value of hoarsey to the high quality of a certain flour. But these are neatly blended and aren't offensive.

Justice.

## Ben Kaplan's Idea

NEW YORK, Oct. 14.—Ben Kaplan, radio editor of *The Providence* (R. I.) paper, was in New York last week, working on plans for syndicated his radio column.

## EQUITY MOVES

(Continued from page 5)

—two active contenders for the field—for protection of their interests. At the moment paid-up cards in any of the Four A branches are recognized in television. Final arrangements among the unions may be the achievement of first class membership and quality of membership cards, with Equity remaining in the governing position.

This week, also, Equity was called on for first time to invoke a three-year-standing regulation regarding television performances, with result that Max Gordon and the AFRA withdrew from their plan to telecast a rehearsal of *Very Warm for May*.

Rialto rumors that television was stirring up another internal war for the Four A's was just so much talk. Dullzell said, reiterating that the jurisdiction is Equity's. If AFRA and SAG had legitimate claims to the jurisdiction he explained, they would have done something to regulate it. Activity in the field has progressed to such an extent in the past two months that Equity can no longer sit by and let its members exploited unduly. On the other hand, George Heller, speaking for AFRA, declared that there had been no Four A disposition of the jurisdiction as far as he knows. He holds the matter to be still open.

Some months ago, a critic of the APAREE used the term "crisis" and as a result of SAG's attempt to grab the tele jurisdiction thru claims of Kenneth Thomson, executive secretary, Four A's appointed a committee consisting of representatives of AFRA, SAG and Equity. That committee has not met as yet. Dullzell declared, forcing Equity to take the initiative.

"The policy of watchful waiting has ended," he said. Equity committee is said to be appalled at the working conditions now presented in direct rehearsal or there is flagrant abuse of rehearsal privileges, some lasting for several hours a day and for two-week runs at only \$25 a week. The fact that working under the terrific heat of the lighting apparatus is a greater evil than doing direct rehearsal seems to have no consideration among the tele producers, he charged.

Other Four A members unofficially disclosed that AFRA and SAG would probably fall in line with the Dullzell analysis if a plan can be devised whereby both unions' members can have easy access to television employment without paying double union dues and without having to work for scales less than those prevailing in their fields.

Meanwhile Equity has taken the first step to protect as much of the working conditions as it has embodied in its 1936 rulings. Gordon, together with NBC, had planned a series of telecasts of shows to be presented in direct rehearsal or previews before Broadway openings. Both NBC and Gordon intended to operate on a salary scale of one-eighth of a week's salary, which is scale set for radio broadcasting of a current production. Equity held that this was not fair and would apply its ruling titled "Picturization of

# Advertisers and Agencies

By PAUL ACKERMAN

## NEW YORK:

RUDY VALLEE takes over the Don Ameche spot on Chase & Sanborn beginning November 12. He will remain for four weeks after that, pending Ameche's return from vacation. . . . Lou Holtz, starting November 9, will sub for Bob Burns on Kraft Music Hall while Burns is on vacation. Holtz is signed for two weeks, and if he does well J. Walter Thompson agency may give him a spot on the program. . . . Hal James and Florence Spert (Mrs. James) are driving south for a vacation. . . . Hal is one of Compton agency's program managers and wife is in charge of casting. . . . Screen Guild returns from Coast next month. . . . Lum and Abner will do a Southern tour of theaters, broadcasts to emanate from the different houses.

Ben Wain has been re-elected another 13 weeks on *Lucy Strike "Hit Parade"*, beginning November 4. . . . Jean Black radio press agent, with the Group Theater. . . . John Taylor, Compton general script supervisor, coming in Tuesday (17) from Chicago, where he went for the launching of "Right Handed" on Perry Lewis, of Young & Rubicam, arrives Monday (16) from Coast, where she lined up stars and scripts for "Silver Theater." Denise Connor an addition to Y&R pub-

licity staff. To do daytime programs and feature stuff. . . . Dick Marvin, vice president of William Esty Co., flew from Hollywood to Nashville, Tenn., for "Grand Old Opry," part of which is sponsored by Prince Albert. . . . Liz, a 19 coming contract agent, on Stan Shaw's "Milkman's Mattinee." . . . Dr. Lee De Forest now a member of Columbia's board of consultants for Columbia's School of the Air.

## CHICAGO:

FERRIS & LIVINGSTONE publicity office has been retained by the Hunt, Hirst & MacDonald agency to promote its radio stuff. . . . Brown & Williamson are talking for the cash prize rags. Boston the pipe and tobacco giveaway on its Uncle Walter's Doghouse show, cash sums of \$50, \$25 and \$15 are being dished out for best yarns and also. . . . Studebaker Corp. is relying on the NBC set with its Richard Himber Ork series of RT's. . . . Charles Logan, of the WBBM-CBS publicity staff, has been called by his alma mater, the University of Illinois. . . . Jerome Schwartz, of the KXN control on October 23—giving the lowdown on the rocky road to radio jobs. . . . Johnson Wax is reported dickering for the Jimmy Dorsey Ork to add to its Fibber McGee and Molly show. H. H.

# Hollywood and Los Angeles

By DEAN OWEN

JIMMY McHUGH JR. trains to New York for six weeks for MCA. Will return to handle Horace Heidt's Band on

play." Rule reads:

"Where a picturization or sound recording, in whole or in part, of a legitimate or a musical comedy production, or a purely spectacular production, be made, the actors engaged therein shall be paid a minimum of one week's salary for each day or part thereof employed on such picturization or sound recording. This rule shall apply whether the picturization or recording takes place at the theater or elsewhere."

Dullzell explained that the difference in salary price between a theater production, a simple broadcast, or a telecast lies in the change in audience potential audience in each class.

Contrary to trade impression, the Equity measure is not of recent compilation but of 1936 vintage.

Speaking of the committee's draft of minimum salaries, Dullzell assured that rates would be more than adequate to meet the standards of both AFRA and SAG. But there will be no ground for producers and the telecasting companies to charge the union with stifling the new medium with unreasonable financial burdens, he promised.

## TELEVISION REVIEWS—

(Continued from page 6)

of the most refreshing acts to hit these parts. They have special lyrics, far and away above run-of-the-mill pop tunes and they have a sharp satiric sense. They are Judith Thrain, Betty Carden, John Ford, Alvin Hays and Adolphe Menjou.

Besides the Revuers, show had Michael Loring and Virginia Verril singing. Miss Verril's top tune was *Why Does My Heart Go Throb in This Place*. But top vocal honors went to Loring, who also televises amazingly well and should have an inside track when the medium becomes a paying proposition.

Gene Kelly, tap dancer, appeared in a satiric sketch on types of dancers. His best were versions of ballet and sexy tappers. Music by Gregoire Fanzel's orchestra.

Technically, the Tuesday program again illustrated television's inability to screen more than a few people advantageously. The Revuers, for instance, include five people; but when all five were shown, most of the time, their delineation were badly blurred. Image, too, was not always uniform in lighting.

With the exception of the Gene Kelly turn, the camera did not have to follow any particularly fast or confusing action. Kelly, doing a simple, was followed all right. Camera work has definitely improved in one point; that is, faces of the actors no longer appear to be horribly yawning chasms. Ackerman.

the Coast. . . . Barbara Jo Allen gets two guest spots on Chase & Sanborn. . . . Arthur Lake is haunting the San Pedro water front shopping for a boat. . . . Shirley Lauter takes over at KFI-Mutual as assistant to Mark Finley in the press department. . . . MCA is booking Lane Adler for a solo spot on the Kraft show. . . . George McCall is back from New York following confab with agencies. . . .

By Tony Martin, of the KXN control on staff, has just completed a new book entitled *Oscar the Ostrich*.

Grace Hayes taking the bonus for her portrayal of Mickey Rourke's mother in the film, "Babes in Arms."

Alice Faye returned from Fox Studios to find her *Enchante* mansion in flames. . . . Morris of the KXN control on staff, has just completed a new book entitled *Oscar the Ostrich*.

# Material Protection Bureau

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# MIDWEST OPS SHUN SEMIS

## AFM Exec Board To Modify One-Nighter Booking Contracts

NEW YORK, Oct. 14.—According to indications, one of prime topics of discussion at the meeting of the executive board of the American Federation of Musicians next Thursday (19) will be the union's new contract governing one-nighters. Revisions are likely owing to squawks of leaders that contract provisions would reveal information they regard as confidential—such as exact amount of agent commission, transportation and other expenses.

When new contract was first scheduled leading band agencies squawked over its provisions and obtained a delay in date the contract was to become effective, but according to Bert Henderson, AFM exec, the federation is not particularly concerned with agents' peevish. Extension of membership, tho, will be given the consideration.

It is considered likely that the exec board will consider routine matters at this meeting, with airing of radio contracts to come later. It is also possible that a report on television may be given. James Petrillo and Harry Brenton having collected data some time ago relative to employment possibilities in the television industry.

## Golly Great Guns at Ritz

BRIDGEPORT, Conn., Oct. 14.—Cecil Golly in his first appearance here made a highly favorable impression before 1,612 dancing folks at Ritz Ballroom last Sunday (8). Duets, sealed at 55 cents for men and 40 cents for the weaker sex, made a nice gross of \$475.75. Crowd milled around the stand to cheer various hits, and according to Joe Barry, one of the operators of the ballroom, many requests were made to book them back again soon. Next Sunday brings Will Bradley, with Jimmie Lunceford slated for November 12.

## Music Sales Corp. No Longer WB Subsidiary

NEW YORK, Oct. 14.—Music Sales Corp., Warner Brothers subsidiary, this week was bought out by Wyn Brookhouse, who will operate the firm independently of the pic company. Brookhouse previously managed the sub for Warners. Music Sales acted as music dealer and distributor for all publishers as well as those firms operated by the film concern, namely, Witmark, Harms and Benck. Reorganization of the outfit under Brookhouse is not yet complete.

## Ork Bookings on Upbeat as FBMC Hits Hitz Books

NEW YORK, Oct. 14.—This business of booking and building bands continues to be bullish as far as Frederick Bros' Music Corp. is concerned. Since branching out its services on a nation-wide scale less than a year ago, office has made great strides in every direction. And in scanning the sheets for this coming season, E. W. Frederick, secretary-treasurer of the corporation, reports that bookings in all the branch offices are decidedly on the upbeat.

Office's biggest prize as the season's starter is in selling its attractions to the Ralph Hitz hotels for the first time. First flying the FBMC colors is Lawrence Welk, who takes over the stand October 22 for four weeks at Nicollet Hotel, Minneapolis. Ray Herbeck accounts for another Hitz sale, set for a fortnight at Adolphus Hotel, Dallas, starting November 16. Herbeck is also set for a one-nighter next Sunday (20) at Hitz's Hotel New Yorker here.

At other class hotel spots, office has Joe Penny at the Schroeder, Milwaukee, rounded out a three-weeker, with Jack Crawford slated to take over for the

## IS ASCAP's "Face" Red!

NEW YORK, Oct. 14.—When the American Society of Composers, Authors and Publishers was giving its swing concert last Friday (6) little did the enchanted listeners realize that they were listening to some music controlled not by ASCAP but SESAC (Society of European Stage Authors and Composers).

Specific time was *Sunrise Serenade*, which was played three times, once each by Glenn Miller, Benny Goodman and Paul Whiteman.

No permission or royalty was necessary in this case in that admission was free.

## Memphis Casino to Bennett for 10 Years

MEMPHIS, Tenn., Oct. 14.—Casino Ballroom opened its season last Wednesday (11) to the tune of \$300 with 500 dancers paying 40 cents per to hear Richard Diggons' augmented ork with vocalist Jay Starr, who had a brief fling with Bob Crosby during the summer, as the added attraction.

Joe Bennett, Casino operator, signed a new 10-year lease for ballroom, originally built by the Welch interests of California but located on MidSouth Fairgrounds property. M. M. Holman, Los Angeles attorney, and Henry Beaudoin, fair exec, concluded negotiations on the lease this week, terms of which provided for payment of a percentage of the gate to the fair.

Bennett said he planned four shows during the winter and would bring name bands into the spot for the first time in five years. Regular dance sessions will be on Wednesday and Saturday nights, with attendance limited to couples only on Saturday. Diggons' Ork, raised from seven to 10 pieces, will do house duty.

## Basic Sweet at Sweet's

OAKLAND, Calif., Oct. 14.—Burned out at the Palomar, Los Angeles, Count Basic made good a one-nighter that was originally out of line with the near-by ballroom booking and pocketed \$1,585 for himself for the night. Playing a race dance on October 2 at Sweet's Ballroom here, Basic outdid himself on the draw, considering that he was set at only a \$700 guarantee against a half-and-half percentage. Gate was over \$3,000 and getting 90 per cent of the gate made for forty cravy all around. Basic originally fixed the date, since his standard asking price is \$750 for promoters.

## Christmas holidays, Herbie Holmes opens an indef stand today (14) at the Brown Palace, Denver, and Carl Lorch starts an indef sentence Tuesday (17) at the Paxton, Omaha. Current are Red Nicholas at the Dayton, (O.) Baltimore, and Al Johns at the Providence, Biltmore.

Chicago branch is making strides with the outlying ballrooms as well, having landed bands in both Madura's Dancehall with Paul Page, and the Oh Henry Ballroom with Eddie Mellen, a newcomer to the FBMC band rolls. Newest acquisition is Ace Brigade, moving over from the MCA fields.

Most recent bookings in ballrooms bring Wally Stoefler to Tantilla Gardens, Richmond, Va., for November; Joe Hart for a fortnight, starting the 24th, at the Pia-Mor, Kansas City, Mo.; Boyd Robinson opening tonight (14) at the Rainier in Denver and at the same time Cecil Golly at the Grande in Detroit, both for four weeks. Stan Norris is set to follow Golly into the Grande November 10 for four weeks, opening two weeks prior on Oct. 29 at Lantz's Merry-Go-Round, Dayton, O.

## Ballrooms Find Mid-Bracket Bands Fail To Justify Cost

Toppers at top money and territorial at \$150 okeh—make good music, but \$300-\$400 orks are money losers—six Negro bands—old-time dances popular

DES MOINES, Oct. 14.—One of the most pressing problems facing Midwest ballroom operators today is—What to do with the semi-name bands? Survey of conditions in this territory revealed that the middle-bracket bands, those just below the name group and yet costing the operators much more than territory outfits, have become an acute problem. This territory has done well with top attractions, with the higher priced bands turning in nice profits for the operators. But most of the semi-name bands have turned out to be money losers, according to the complaints of the operators. Check-up showed that while the semis play good standard, reliable music, they were very weak on the gross. Territory bands, on the other hand, were heavy on net grosses for the operators.

Fall and winter bookings also reveal operators are more heavy on the name bands and easy on the higher priced middle-bracket combos. Territory band bookings have shown a decided increase and will continue to do so unless the picture changes. Operators complain they can't handle too many \$300 and \$400 outfits and lose money on them, while they don't have to gamble on good territory orks around the \$150 figure.

One lown operator, who didn't care to be quoted directly, made the flat statement he wouldn't use semis in his hall until he could make money on them.

Traveling Fees Figure Operators point out that booking fees, higher pay rolls and methods of transportation bring about the much higher costs for semis over territory bands. Most of the territory bands use sleeper (See MIDWEST OPS on page 12)

## Ellington & Gordon Gravy for Turnpike

LINCOLN, Neb., Oct. 14.—Turnpike Casino gathered in the shekels here last Friday and Saturday (6-7) with Gray Gordon and Duke Ellington the features. Gordon's end of the gate was \$540, selling 83 cents advance and \$1.10 at the door. Ellington followed right in with \$1,530 on Saturday night—priced at 83 cents and \$1.10 advance, \$1.35 at the door.

It was a cut and dried week-end for money, a big crowd in town for the Minnesota-Nebraska game, which Nebraska won, and merry-go-round was in the air. Both Gordon and Ellington played excellent engagements, and audience approval of the bands was of the highest caliber, according to Turnpike manager, R. H. Pauley.

## First Try So-So But D. C. To Continue Harvest Moon Balls

WASHINGTON, Oct. 14.—Harvest Moon Ball is to become a permanent local institution, promoters Freddie Buchholz, of the Occidental Hotel, and Eddie Talburt, ticket broker, decided, despite the so-so success of this year's venture in Griffith's Stadium.

The two men managed to get expenses out of Glen Gray's three-day appearance (October 3 to 5) in weather damp and cold enough to give the box-office chills. However, they feel Washington harbors enough swing addicts to make the venture worthwhile and that the idea should be nurtured long enough to establish property rights in it. Next year is now in the planning stage, and the two promoters plan to hold the dance in late August or early September, with the ball park still in mind.

This year's attempt had to be sandwiched in between baseball and the football schedule. With several days of cold rain preceding the affair it was only the hottest rag-outters who attempted to

brave the elements at the outdoor bleachers. Plan was similar to those worked in other centers, with jittersburg contests running two hours before seated ticket buyers, who look over the 10,000 square feet of dance floor for the remaining three hours. White persons held sway the first night and the colored element took over on the next, attendance running approximately 3,000 persons and \$200 people on the respective nights. One reason for the big colored attendance is believed to be their proximity to the stadium; another, their addiction to rhythm. Tickets scaled from 65 cents to \$1.65.

Third night a formal ball in the Willard Hotel, brought out approximately 700 couples at \$2.30 per, which helped trim the deficit. Local plans for the building of large auditorium plays part in determination to continue the plan next year.

Kirk Miller, formerly on local papers, handled publicity and managed to get plenty space.

## Chi Sherman Weeds Out Nickel Spenders

CHICAGO, Oct. 14.—Sherman Hotel's Panther Room, no-minimum no-over-homes of swing bands and jitterbugs, is adding a minimum fee this week for the first time since switching to a name-band policy. Figuring that the swing fans are educated enough to take the Panther Room road during after-dark hours, management wants to make sure now that no single-coke-a-night customers will take up valuable space any longer. Since Gene Krupa, Bunny Berigan and Fats Waller have come and gone, room has taken a new lease on life and has been playing to packed stands almost nightly.

Minimum charge is \$1 week nights and \$2 Saturdays, taking effect during the tail end of Harry James' current engagement and continuing for the return run of Gene Krupa, starting November 4.

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Featuring  
BOB PACE  
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ON RECORDING VOCALION RECORDS

FREDERICK BROS. MUSIC CORP.

# Orchestra Notes

By M. H. ORODENKER

### Gotham Gab

SWING street notwithstanding, the biggest musical kicks in store hold promise down in Greenwich Village at the Crosby Hotel. New band policy makes its bow Tuesday (17) . . . JOE SULLIVAN, who left his piano post with Bob Crosby's Band, makes his maestro bow with a small combo . . . JOHN HAMMOND is on the assist in organizing the new gang, and the combo will be managed by WILLARD ALEXANDER at William Morris Agency, where Joe will have another Crosby pianist-turned-maestro for a stablemate—BOB ZURKE alternating with Sullivan will be JOE MARSAIA, who has discarded his big band for his first love—the small jam gang . . . in addition, swing diva BILLIE HOLIDAY will be back and the "boogie woogie" piano boys are set to return by the first of the new month . . . hopes for Nick's, near-by swing rendezvous, to bring in MUGOSY SPANIER from Chicago fell flat now that General Amusement Corp. is building a big band for the trumpet see . . .

COBBY BYRNES, ex-Jimmy Dorey slids trombone star, getting started with his own band for GAC and is whipping it together in the woodshed to preem on Decca platters . . . another trombonist-maestro has given up the ghost JACK MYLES returning to CUB Goodell's brass section for a seat he held down some years ago . . . HANK BIAGINI, one-time Casa Loma leader man, has also laid down his horn and baton to book and manage KEN ROBERTS, current at Sunco Gardens in Flint, Mich. Ken formerly handled the trumpet chores in Hank's band . . . JOE GLASER, Glaser-Consolidated chief, manifesting as much interest in the white sweet bands as in his stellar swing attractions, booked LEE SHELLEY into the Arcadia Ballroom to finish out the month . . .

JOHNNY GLUSKIN adds MITCHELL AYRES, Hotel St. George maestro, to his personal management holdings . . . Hotel Pennsylvania is set for the season with music making for its new Cafe Rouge, which ARTIE SHAW prems Wednesday (18) . . . GLENN MILLER has previously been set to follow January 10, and now TOMMY DORSEY has a return ticket gone for March 10, and BOB month the hit in . . . BOBBY PARKS, cutting short his stay in Bermuda because of the war scare, enlarged his band and goes under CRA management . . . RAMONA and Her Men of Note, holding court for a more week at Canal Hotel, Eddie, signed by Ed Oberstein for U. S. Records.

### Cocktail Combos

DICK STEVENS, cocktail unit manager for Music Corp. of America in Chicago, signed CLARENCE LAVERENZ, organist . . . makes the first solo performer in his field to be managed by the office . . . Stevens plans to build him into the hotel route, Laverenz currently filling a third run at Lincoln Hotel, Evansville, Ind. . . JOE DUFFY, another Hammond harmonist, took over the organ controls at Nixon's Cafe, Pittsburgh . . . TIE JARISTOCALTS, staying at Blackstone Hotel, Chicago, until November 26, are to be followed by BOB HEEM'S Hawaiian strummers . . . THE THREE SUNS now in their second year at De Witt Clinton Hotel, Albany, N. Y. and Buddy Russell's MANNING TRIO, finishing a two-week stroll at Penn Albert Hotel's Chrom Room, Greensburg, Pa., are slated for an early return to the room . . . WANDA and her ESCORTS take over the chores at Warwick Hotel, Philadelphia . . . AMBASSADORS OF NOTE (Eddie Fritze, Harry Shock, Hal Behan and Syd Fisher) opened an indefatigable this week at Book-Cadillac Hotel, Detroit, after winding up a series of Tuesday night dates at Chicago's Blackhawk Restaurant.

### California Clippings

IMPRESSED by the early rushes on his first flicker, studio officials are expected to lift their option on KAY KYSER for a second feature picture before he leaves the Coast after his airshow next Wednesday (25) . . . sponsor wants him back in New York early next month, but there'll be no answering of location calls, the professor preferring to clean up on the theater, ballroom and college kale . . . shuttering its London branch for the duration of European

hostilities, Beverly Hills branch here of Music Corp. of America gets pretty busy brother, Herman Stein, and Earl Bailey, who takes a desk in the band department . . . CHUCK POSTER draws a holdover until December 14 at Hollywood's Biltmore Bowl . . . TED LEWIS hooked at Rainbow Gardens, Sacramento dancery.

### Chicago Chat

VIRGIL MYERS, recently manager of Casino Ballroom, Catalina Island, Calif., returned to guide Andrew Karzas' Tri-sona Ballroom here . . . DICK HILL left the Tri-sona post to work in another branch of the Karzas org. . . ELLA FITZGERALD closes a six-week run at Ed Fox's Grand Terrace end of month to start a swing of one-nighters arranged by Bob Sanders, of CRA here . . . In-teresting trip around Tom Archer's Iowa ballroom circuit . . . EARL HOFFMAN closed at Medinah Club and has his eye on the Oriental Gardens band stand which makes a switch late this month . . . JACK RUSSELL, playing the Sunday night sessions at Boulevard Room of Stevens Hotel . . . MARK FISHER returns to Royale Frolics Cafe next week for a second season.

### Eastern Rambles

GEORGE KING, coming in from the Cleveland territory, makes his Eastern bow Thursday (19) at Darling Hotel, Wilmington, Del. . . maestro was one-time manager for Sammy Kaye and responsible for the "swing and sway" stigma . . . and naturally, King's Chicago night sessions at the Hotel . . . SAMMY KAYE returns to his post the following Thursday at New York's Commodore Hotel, he gets his last road filing in three one-nighters at Worcester (Mass.) Auditorium, the following night at Ritz Hotel, Pottsville, Pa., and finally for Fred Luther at the Coliseum in Carrolltown, Pa. . . RUDOLPH FRIML Jr. locates this week in Washington at Lafayette Hotel, Joe Marsala bowing out . . . Haymer Ballroom, Boston, gets JACK JENNEY Friday (20) for a fortnight

### Broadway Bits

MEYER DAVIS renewed contracts to supply music this season at the Miami-Building, Roney Plaza and Palm Beach Biltmore, all Florida offices . . . HOWARD and LESTER LANIN office added to its growing list of attractions with BROOKS STEELE, current at the World's Fair Ballroom in New York . . . WIN GILBERT, who has just completed the summer sessions at Atlantic Beach Club . . . among the smarter society spots, Pete's Monte Carlo relights Wednesday (18) with TED STRAETER, choir director on the Kate Smith in New York . . . MCA makes for a hand change at Ciro's of London on setting VAL OLMAN to follow Johnny Gato that swank setting this week, and Meyer Davis has BERNIE DOLIN heading a unit at Sherry's . . . LARRY CLINTON follows Joe Venuti into Roseland Ballroom Thursday (18) and is set to follow Glenn Miller at Meadowbrook Country Club December 7 . . . Golden Gate, new Harlem ballroom under JAY FAGEN management, makes its bow on Thursday (18) with TEDDY WILSON, ANDY KIRK and BUDDY WAGNER's "Electro-Swing" for the first stanzas.

### Notes Off the Cuff

JOHNNY (SCAT) DAVIS, current at Chicago's Blackhawk Cafe, signed to deliver 20 waxed sides to U. S. Records for the first year on his recording contract . . . DEE PETERSON touring the Virginia towns for the next three weeks out of the Hot Pumpfrey office in Richmond . . . JIMMIE LUNCFORD slated for a fortnight at Southland Cafe, Boston, starting November 27 . . . Jack Kurtz's Rollickers, cocktail combo, set for winter at Erie (Pa.) Press Club . . . club membership club for fourth establers . . . with three months under his belt, TOMMY DOLAN holds over for the winter at Don Meta's Sky-Vus niter in Pittsburgh . . . FRANK NAGEL, draws four more weeks at Hotel Wash. Ball Room . . . BONY LANTIER, who left Tin Pan Alley to set locations for CRA in New York, is back in the song pluggers pack, joining the new Mercer & Morris Music Co. . . and so we send our cuffs to the cleaners.

## Music in the Air

ROCKLAND, Me., Oct. 14.—Eddie Whalen, New York, bomber, is another firm subscriber to the adage that the show must go on. The Whalen Org recently was hired to play at a wedding reception at North Haven, exclusive island resort near here, but soon after taking off in a motor launch for the spot engine trouble developed which sent the boys back to the mainland again. But they made the date in plenty of time, via a large seaplane and the nearest airport.

The flight was a new experience for some of the boys but an old story to Whalen, a licensed pilot since he was 16, with over 1,000 successful flying hours to his credit.

## Brett's Birmingham Promotions Socko

BIRMINGHAM, Ala., Oct. 14.—Mortel Brett, who has been running name band dances here for the past five years, has planned ambitious promotions for this season at Municipal Auditorium. For the first time Brett was able to get an okh from the city fathers for an exclusive colored dance, and success of the Jimmie Lunceford promotion on October 2 augurs monthly race dances for the territory's Negro population. Limited to the colored newspapers and window cards for explanation, total grossed \$3,407.75, with 4,101 paid admissions. Lunceford ran into his percentage, taking out \$1,480 for the solo stand.

Last month, on September 1, Brett brought in Clyde McCoy, who clicked with a \$1,792.20 gate on 2,860 payees, and on September 22 Jan Garber made for a smash stand when 2,693 dancers deposited \$2,130.70 at the door. Gene Krupa comes in for Brett on Monday (16), with Henry Busse slated for a November 3 stand.

## MCA Signs Leonard; Another KC Hopful

KANSAS CITY, Mo., Oct. 14.—Now that Harlan Leonard's Kaycee jump band has been signed to a seven-year pact with Music Corp. of America, with the prospects of a national build-up bright, residents of the town's Harlem hotteries feel they are pretty well justified in reviving the old "local boy makes good" story. Leonard, head of MCA-Chicago office, signed Leonard, stablemate with Count Basie in the old Bennie Moten Band.

Call Galloway was jerked from a niter here in 1928, rushed to New York, and placed at the old Cotton Club in Harlem. Jimmie Lunceford, with all Kaycee musicians repeated, Count Basie was next, and then followed Andy Kirk. Pete Johnson and Joe Turner, boogie-woogie artists, last December left town to appear in Carnegie Hall, New York, in a Jobs Hammond-New Manser concert. They've been going strong ever since. With Leonard signed, local cats are pointing at Jay McShann, recently set to disk for Decca, and stoutly declaring "he'll be the next."

## Sheet-Music Leaders

(Week Ending October 14)

Acknowledgment is made to Matrix Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.	Title
1	1	1	On the Rainbow
2	2	2	The Man With the Mandolin
3	3	3	An Apple for the Teacher
4	4	4	Beer Barrel Polka
5	5	5	South of the Border
6	6	6	In an 18th Century Drawing Room
7	7	7	Oh, You Crazy Moon
8	8	8	Day In, Day Out
9	9	9	Blue Orchids
10	10	10	Sunrise Serenade
11	11	11	Under the Star in My Arms
12	12	12	A Man and His Dream
13	13	13	Moon Love
14	14	14	Scatterbrain
15	15	15	What's New?

# Music Items

## Publishers and People

**FRANK KELTON** brings his experience as former professional manager of Shapiro-Bernstein and Mills Music to a new publishing house which he and Abe Frankl are setting up out on the West Coast.

Charles Gordon, formerly of Miller Music, joins Jack Johnston's staff at Tommy Dorsey's Sun Music Co. as contact man.

Jimmy Van Heusen and Eddie DeLange are set to do the score for Erik Charrin's swing production of *A Midsummer Night's Dream*, to be called *Singin' in the Dream*, when it opens at the Center Theater, New York.

Bill Wiseman, Edward B. Marks sales exec, is back from a two-month business trip, which took in about 20 key towns. He claims the trek was one of his most successful in years, reporting increased sales of both sheet music copies and musical instruments.

With rumors to the effect that any number of band leaders, and Artie Shaw in particular, are financially interested in the reorganized Lincoln Music Co., Sam Wicker, who purchased the firm from George Simon, states firmly that not a single maestro is in the picture. He claims that he and one other person who is not a musician are the owners of the firm. Understood the "other person" is Andrew D. Weinberger, Shaw's attorney, reported to be in for 25 per cent.

## Songs and Such

**MISSOURI WALTZ** celebrates its 25th anniversary. The Frederic Knight compo is being revived by Forster Music Publishers, Chicago firm.

Joe E. Howard, Diamond Horseshoe troubadour in New York, bobs up with a patriotic ballad, *Let's Stay Over Here*. Teddy Powell's theme, *Blue Sentimental Moods*, and Leonard Whiting's authorship, gets a Robbins publication. Lon Mooney's first official act as Miller Music's new professional manager was to acquire Mack Gordon's and Jimmy Van Heusen's *Speaking of Heaven*.

Mills Music gets the score of the new "Grand Terrace Revue," now current in its seventh edition at Chicago's Grand Terrace Cafe. Ells Fitzgerald features the honor in the show, including "Baby, What Else Can I do?" "Me and Columbus," "It's the Things You Do With Your Feet" and "Waltz in Blue." Gerald Marks and Walter Hirsch, who have tuned out Grand Terrace scores before, are responsible for the new one.

## Hollywood Highlights

**FREDERICK HOLLANDER** is back on the Paramount lot after his loan to Universal for the Marlene Dietrich *Heaven, Hell and Hellas Again*. His first assignment on the home lot is *Remember the Night*. . . Moe Jerome and Jack Scholl turned out the tunes for one of Warner's ambitious shorts, *Royal Rodeo*. Titles are *Sons of the Plains*, *That's the Way to Be a Buckaroo* and *The Good Old American Way*. D. R.

## Union-Sponsored Dances

**WILKES-BARRE, Pa., Oct. 14.**—Local musicians' union is sponsoring two big nights of dancing at near-by Sans Souci Park on Monday (16) and October 23. First shindig is a Polka Dance Night, with old-time music by Brunon Kryger, Lenzo Brothers, Leo Jacobs and Bujnack's Slovak Orchestra. Modern Dance Night for the second stanza, gets the local orchestra of Ralph Paul, Donnie's Pennsylvaniaans, Jack Melton, Milt Weiner, Ray Franconi and Junior Maguire.

## Wrong End

**CHICAGO, Oct. 14.**—Bob Strong, musical director of the Avalon radio show, and Dick Todd, program's singing star, were discussing Harry James' virtuoso trumpeting at a round-table in Hotel Sherman's College Inn here, James' current stand. The thing they were most interested in finding out from Harry was how his lip stood the terrific pressure of his roof-reaching tooting.

"It's not my lip that bothers me," quoth the maestro, "but my feet. Standing on them while leading the band all night is the really tough part of this job."

## Pickman on Own To Manage Bands

**NEW YORK, Oct. 14.**—Instead of linking with Stan Zucker or any other personal management combine as he had originally intended, Milt Pickman left General Amusement Corp. this week to strike out on his own for the time being as a personal manager for band attractions. His intention to leave the band-booking office was announced previously and he expects to open shop this week.

In addition to Ted Lewis, who has been under his personal management since leaving Music Corp. of America two years ago, Pickman will manage Larry Clinton. Deal is also on fire for Shop Fields to come under his wing. Further, another deal is shaping up for Pickman to serve as entertain-

# Nixes Pay-Off to IA for Orks Using Electrical Instruments

Rosenberg, 802 chief, rules employer and not band leader must pay for any extra stagehand labor—Del Courtney theater stand forces issue

**NEW YORK, Oct. 14.**—In a statement which promises to be of great significance in clarifying the contractual relations of band leaders employing electrical instruments, Jack Rosenberg, prez of musicians' Local 802, this week said that maestri cannot undertake to hire extra stagehand labor in the event the band's use of electrified instruments makes such labor necessary. Band leaders must not pay stagehands, insisted Rosenberg. Statement followed a tiff involving stagehands' Local 1, management of Loew's State Theater and Del Courtney, maestro, who finished an engagement at the house Wednesday (11).

Courtney protested to 802 that the IAESE local tried to make him hire an electrician, in addition to the staff in the house, on the ground that Courtney's use of an electric organ necessitated extra help for the public-address system. According to Rosenberg's interpretation, the stagehands' representative had first tried to get the house to take the extra man, but the house management told the rep to put the bee on Courtney. Rosenberg termed this "hijacking."

Elaborating on his thesis that leaders need not enter into such "transactions" ment director of Hotel Astor here, a poet similar to that he has held for many years at the Village Barn, local Greenwich Village nitery.

With stagehands, Rosenberg added that such matters strictly concern the IA union and the theater management. He pointed out that in the event a band was booked into a house for scale, such a levy would bring the musicians below scale. In the event a band is booked for over-scale, however, there is nothing to prevent the management from figuring up its added stagehand or electrician expense and offering the band—to use a hypothetical figure—\$4,900 instead of \$5,000 for the week.

Statement of policy on this matter by Local 802 is of particular interest at this moment because of band leaders' increased use of such electrical instruments as Hammond organs, Novocords and electric guitars. Some cries, such as those of Adrian Cracraft's and Biddy Wagner's, are entirely electrified.

## Songs With Most Radio Plugs

# "Day," "Prayer" Grab Lead As "Moonlight" Takes Dive

Songs listed are those receiving 10 or more network plugs (WJZ, WJAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, October 13. Independent plugs are those received on WOR, WNEV, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Plugs	Title	Publisher	Net	Indie
12	1. Day In, Day Out	Bregman, V. & C.	31	13
7	2. My Prayer	Skidmore	27	9
6	3. South of the Border	Shapiro, Bernstein	26	14
5	4. What's New?	Witmark	23	17
5	5. Over the Rainbow (F)	Robbins	22	23
6	6. Man With the Mandolin	Santley, J. & S.	19	12
8	8. It's a Hundred to One	Miller	19	6
10	7. Little Man Who Wasn't There	Robbins	17	13
6	8. Moonlight Serenade	Robbins	16	13
6	8. Blue Orchids	Famous	16	12
3	9. Oh, You Crazy Moon	Witmark	15	20
9	9. Are You Having Any Fun?	Crawford	15	13
10	9. Melancholy Mood	Harms	15	12
9	9. Go Fly a Kite (F)	Famous	15	11
9	10. Good Morning (F)	Chappell	14	19
7	10. Man and His Dream (F)	Santley, J. & S.	14	14
10	10. Comes Love (M)	Chappell	14	12
3	10. To You	Paramount	14	8
12	11. Lamp Is Low	Robbins	13	10
14	11. Goodnight, My Beautiful (M)	Crawford	13	10
13	11. My Last Good-Bye	Bertin	13	8
11	12. Jumpsin' Jive	Marks	12	9
5	13. Moon Love	Famous	11	12
7	13. An Apple for the Teacher (F)	Santley, J. & S.	11	8
13	13. Vol. Vista Gaily Star	Green Bros.	11	7
11	13. Cinderella, Stay in My Arms	Shapiro, Bernstein	11	7
11	14. Melancholy Lullabye	Famous	10	8
12	14. El Rancho Grande	Marks	10	5

## Miller-Oberstein-RCA Record Impasse Goes to Exec Board

**NEW YORK, Oct. 14.**—Instead of making the decision himself, the ramifications being far-reaching, Bert Henderson, assistant to APM proxy Joe Weber, is going to let the federation's executive board rule on the dispute involving contractual difficulties between Glenn Miller, Ell Oberstein's United States Record Corp. and RCA-Victor. Meeting is scheduled to start Tuesday (17). According to present indications, union leaders consider it very possible that Miller will have to live up to the Oberstein recording contract, despite fact that counsel for Miller claims the contract to be illegal.

Squabble came to the attention of the federation about one week ago, when a representative of Oberstein's company squawked that Miller, under contract to U. S. Record, was recording for RCA-Victor. Oberstein claims his pact with Miller predates the RCA-Victor agreement. Federation's first move was to secure a photostat of the Oberstein pact.

In event executive board rules Miller must fulfill terms of Oberstein contract, Miller can still take his case to court; but such action on his part is considered unlikely.

## Miller's \$1,980 a Killer

**SCRANTON, Pa., Oct. 14.**—With close to 2,000 attending, Glenn Miller lived up to all advance notices here last Wednesday (4) as dance lovers crowded Masonic Temple. Ticket sale hit \$1,980 on a \$1 per person tarp tariff.

OPENING TONIGHT, OCT. 18TH, HOTEL AMBASSADOR, NEW YORK!

# DEL COURTNEY

AND HIS ORCHESTRA — "CANDID CAMERA SHOTS IN MUSIC"

NBC RED & BLUE NETWORKS - VOCALION RECORDS

SINCERE THANKS TO MESSRS. SIDNEY PIERMONT, AL ROSEN and GENE MURPHY FOR A MOST PLEASANT ENGAGEMENT AT LOEW'S STATE, JUST CONCLUDED.

DIRECTION WILLIAM MORRIS AGENCY  RKO BUILDING, RADIO CITY, NEW YORK.

## Review of Records

THE merchandise is set and standard, there's an appreciable change for the better in the classic Horace Heidt makes for the Columbia packages. With less production embellishments in his arrangements, that formerly weighed down the danceability factor, Heidt is rightly paying more attention to the band and is relighting a spark that originally made his music produce a characteristic tinge to make it all the more desirable. The arranger's dikes restrain the usual vocal floods and the emphasis is on music for dancing.

It's sweet stuff without leaving a sticky saccharine taste in his footling for *Goodnight, My Beautiful* and *Our First Kiss* (both from George White's *Sensational*) and for *Melancholy Lullaby* (Benny Carter's pensive theme song) coupled with *Lilacs in the Rain*, a beautiful ballad of hit parade proportions. The stinging guitar, this time by Bob Knight, (See REVIEW OF RECORDS on page 65)

## Bands on Tour

## Advance Dates

Jimmie Lunceford: Palms Royal, South Bend, Ind., October 30; Miramar Hall, Gary, Ind., October 31; 8th Regiment Armory, Chicago, October 22; Greystone Ballroom, Detroit, October 23; Snell's Academy, Syracuse, October 24; Earle Theater, Philadelphia, October 27 week; Royal Theater, Baltimore, November 3 week; Armory, Newark, N. J., November 10; Bedford Ballroom, Brooklyn, November 11; Ritz Ballroom, Bridgeport, Conn., November 12; Trenton (N. J.) Armory, November 15; Howard Theater, Washington, November 17 week; Lafayette College, Easton, Pa., November 24; State Theater, Hartford, Conn., December 15; State Theater, Brooklyn, December 22; White Plains (N. Y.) Community Center, December 23; Renaissance Ballroom, New York, December 24; Albert Hall, Baltimore, December 26; Apollo Theater, New York, December 29 week.

Dean Hutton: University of Florida, Gainesville, Fla., October 20-21. Bill Marshall: Castle Farms, Cincinnati, October 21-22; Flatbush Theater, Brooklyn, October 28 week; Windsor Theater, Bronx, N. Y., November 2 week; Audubon Theater, New York, November 9 week; Carlton Theater, Jamaica, L. I., November 16 week.

Teddy Powell: Paramount Theater, New York, October 25 for two weeks. Bob Sissel: Lee's State Theater, New York, October 28 week.

Al Donahue: Capitol Ballroom, Johnstown, Pa., October 26; Cornell University, Ithaca, N. Y., November 4; Lafayette College, Easton, Pa., November 10; Williams College, Williamst., Mass., November 17; Strand Theater, New York, December 1 for four weeks.

Buddy Fisher: Topper Ballroom, Cincinnati, October 28, 29, 31. Ray Hinton: Palms Royal, South Bend, Ind., October 31; Men's Gym, Athens, Ind., November 3.

Russ Morgan: Alabama Polytechnic Institute, Auburn, November 3-4; Mayfair Club, Atlanta, November 6; Municipal Auditorium, Atlanta, November 7; Piedmont Driving Club, Atlanta, November 8; Fort Whiting Auditorium, Mobile, Ala., November 9; Pickwick Club, Birmingham, November 10; Auditorium, Montgomery, Ala., November 12; Armory, Agnes, Ga., November 14; Citadel, Charleston, S. C., November 17-18.

Mal Hallett: Keith's Theater, Dayton, O., November 10 week; Yale University, New Haven, Conn., November 17; Shubert Theater, Cincinnati, November 18 week; Palace Theater, Cleveland, December 18 week.

**CAN USE**  
SECOND TRUMPET MAN WHO DOUBLES ON GUITAR AND VIOLIN

Freddie 'Schnickelritz' Fisher

Own The Billboard, Cincinnati, O.

## The Reviewing Stand

## Music in the Air

By DANIEL RICHMAN

## Frankie Masters

(Reviewed at Essex House, New York)  
MASTERS lacks nothing in the way of complete equipment for handling the music chores in this type of smart hotel room. Band's whole style is built for a discriminating patronage, and it's a clean, showmanly performance from start to finish, geared to please every musical palate except the out-and-out insatiable J-bug.

Three brass, four sax and four rhythm work cleanly and well together, taking every request for congas, rumbas or waltzes with the same musical proficiency brought to the regular pops and oldies featured in the books. Ork is technically a style band, its "bell tone" designation deriving from the use of broken chords for modulations and breaks. Trick never clutters up arrangements to the point of melodic suffocation, however, and is a conditioner rather than the whole meal. Arrangements, by Bob Doyle (in the band), are consistently listenable and terp-provoking.

Band carries plenty of showmanship sock. Quotient is further developed thru quartet and individual warbling. Masters notes in his masterly fronting, and he gets able vocal assists from Julian J. Rogers and Marion Francis. Leader and Rogers play no instruments. Boys are all clean-cut looking, Masters himself setting the pace along those lines and handling the baton and the crowd with affable pliancy.

Richman.

## Carl Schreiber

(Reviewed at Pershing Ballroom, Chicago)  
A YOUNG and personable leader. A Schreiber is a local lad who has enjoyed a good rep during his few years at the helm. Musically, he is an adept outfit, very capable on the dance side.

Band has a two brass, three reed and four rhythm. Schreiber works out frequently on his own sax in many of the arrangements and Al Kochan trips from the guitar to viol to vibraphone, all adding to the sweet effects of the music. Ork doesn't attempt to send anyone out of this or any other world, but just goes along in the dance tempo groove and a very sweetly. Library is generously sprinkled with standards and all in all the boys stack up okeh.

Vocals are by Danny Ryan, who has a good pair of pipes and handles the song work in a fitting manner. Schreiber's batoning has plenty of spice and he knows how to make the boozers feel at home.

Humphrey.

## Mitchell Ayres and His "Fashions in Music"

(Reviewed at Bermuda Room, Hotel St. George, Brooklyn)

Mitch is of the school of mellow maestri, band carrying on a co-op basis since busting away several years ago from Little'Jack Little. Dedicated to the hyper-complex, disapproving but it's no straight-up-down row-stuff they dish out. Ayres dresses the ditties in the finest of musical fashions, giving added credence to the band's billing. Tune selection runs the gamut of dance tempos to match every dancing step, all smartly arranged with plenty of novelty interludes, vocal and color variation.

Set-up takes in three sax, three brass, four rhythm and a fiddle, the handsome maestro strutting another Strad out in front. Mary Ann Mercer brings a consignment of charm to the smartly-tailored toolsters on the stand. An arresting song painter, she's plenty bullish on it.

It's all smart synops for the smart spots, all soothing to the ear and easy to take on the hoof.

Oro.

## Ella Fitzgerald

(Reviewed at Grand Terrace, Chicago)

Late brown-skinned singing find of the late Chick Webb carries on where her discoverer left off, only this time without the valuable aid of predom-

inating drum work which was the life blood of the old Webb Band. Ella leaves the direction and to one of the boys and confines herself to the singing department, which was her old job. Her name, however, is proving a magnet out front and drawing them in by doves.

She is still posed as a vocal stylist, giving her individual interpretations alike to ballads and swingeroos. Voice has an abundance of quality both in tone and depth, enriched by an interesting and youthful personality.

Band is swing most of the way and pitches in with a sentimental tone only when the customers are out of breath. Otherwise, the six brass are constantly employed to lead the way, with plenty of power provided by the four reed and four rhythm. It is pounding melody and just the dish to get jitterbugs in the groove.

For the more reserved patron, there is interest listening to the compact arrangements and to the unorthodox yet entertaining versions of standards, such as *Dark Eyes*, which she transposed into modern style with little damage.

Honigberg.

## Carl Nebbe

(Reviewed at Tromar Ballroom, Des Moines)

SWITCH to sweet music makes a great change in Nebbe's Band, now pouring out a two-beat rhythm heavy on reeds and muted brass in place of the former four-beat brassy swing. Band is now strictly sweet, with plenty on the vanilla side, keeping dancers on the floor most of the time with a style of its own not patterned after any other current.

Instrumentation is three tenor, three brass and three rhythm, with Dean Horning fronting and handling vocals with a pleasing enough voice. Ed Atkinson, piano, arranger, and Reid Hurlburt, piano stylist, are outstanding. Band is slightly rough in spots but capable of touching up.

Weber.

## Leighton Noble

(Reviewed at Terrace Room, Statler Hotel, Boston)

RETURNING here for a second season, Noble brought back a group of 12 (three brass, three rhythm, four sax, novachord), the novachord a recent addition to the music. Chick Floyd, producing fine, clear tones on the new electrical instrument, back a new depth to the band's melodies. Noble is over the pleasing front.

Band plays sweet music, never gooey, similar to that of the late Orville Knapp. Noble and Floyd, who is also arranger, came from the old Leads and made all clean-cut, resembling the nicer college boys, with their general appearance matching their good music.

Song selling is in the keeping of the major vocalists out of the band, and Edith Caldwell, with pleasing voice and plenty of verve.

Hern.

## Harlan Leonard

(Reviewed at Street's Green Room, Kansas City, Mo.)

WHEN Bennie Moren, a legendary figure in the annals of Kansas City swing, died in 1935, the members of his band split up, some going with Count Basie, Bennie's piano pounder, into the Reno Club here and then on to fame, and others staying around town with Harlan Leonard, sax wizard, to form the nucleus of the Kansas City Rockets. The Rockets, for years top-notch swing crew in the hearts of Kansas City's septa citizens, were until recently relatively unknown to the town's jazz-faddist circles. However, an earlier two-weeker at local Fairland Park Ballroom, which stretched into six, pushed the outfit several rungs up the ladder.

Style of the band is patterned more after Count Basie than any other maestro. Hot tenor take-offs by Fred Culliver and James Keith generally highlight the fast selections, with Darwin Jones playing some beautiful alto passages on the slow waltzes. Brass consists of three trumpets and Richmond Henderson's trombone, which balance the sax quartet remarkably well. Ed Johnson, first trumpet, takes the torrid rhythm.

Rhythm is provided by Winston Williams' bass and Elzeger Ware's guitar, backed up by Jesse Price on traps. Piano is by William Smith, who plays in the style of Mary Lou Williams. Vocalist with the band is Helen Rothwell, formerly with Ernie Fields. Looks.

## Peters the Great

EVERYTHING else offered for public consumption has a little known name or rep doesn't necessarily mean inferior merchandise. On the contrary, it can sometimes signify something quite superior along one particular line. BOBBY PETERS (*Hotel Gibson*, Cincinnati WABC) can be marked down as a pretty nearly perfect example of same.

Filtering into Eastern loud-speaker unheralded and unknown, Peters displayed a knowledge of audience psychology, showmanly and all-round rascals shrewdness that fell upon these jaded ears as a pleasant shock and that must have had a lot of dialers making mental notes to look for this outfit's next air show. The Peters system is not complex; it embodies mainly a simple, direct approach to listeners, delivered intimately, sincerely and with a maximum of appeal, from the opening theme request to "let us play and sing for you," thru the announcement about "being rigid" to "turned your dial our way" to the closing expression of "thanks for listening." It's sure-fire stuff to get on the right side of any audience.

## Tain't What You Do

PETERS' show was definite proof that it's not what you do but how you do it that counts. Program selection was all pops, performed well, but pops without pop and the technic used ("You've heard us play and you've heard us sing, now c'mon and hear us swing" after a couple of ballads and before *Well, All Right*) completely convinced that defect. Greatly commendable presentation such as this is to be roundly applauded.

JOHNNY (SCAT) DAVIS (*Blackhawk Restaurant*, Chicago, WOB) selects a program nicely, mingling pops, oldies and unusual items in the proper proportion, but being three ballads together, and being that with the similar mistake of putting *Ignor* after *Hawaiian War Chant* wasn't smart. Apart from those errors, the show caught was entertaining thru the use of varied vocals and good tunes.

## MIDWEST OPS

(Continued from page 9)

buses, making a huge cut in traveling expenses. Fred Gunn, secretary of the Iowa Ballroom Operators, explains the situation as follows:

"The chief problem facing promoters is the ever-increasing question of what to do with the semi-name bands, which at this time in Iowa seem to mean less than some of the better territory bands which can be bought for considerably less money."

Along this line it can be said that Alvin Wallace, Hal Leonard, Doc Lawson, Paul Morehead and Al Menke and other territory bands turn out top grosses with comparatively low music costs. The situation regarding territory bands is unique in the Middle West, especially in Iowa, which is regarded as the garden spot for one-night stand business.

"Good territory bands which are sellable both as to music and personality do well, grow to be the more popular bands at the gate than the semi-name bands which have higher pay rolls."

Another trend noted in this territory is that operators complain they are sick of Negro bands, reporting that the colored orks have failed to do biz up to previous standards.

Decline in Negro band demand can be attributed in part to the switch from swing to cover music. In the case of the ballroom, the brassy stuff is fading fast, while the tenor outfits are now scoring the hits.

A couple of Iowa operators have elicited with a combo of mixed music old-time and modern, building it up where it now amounts to a large item.

## Old-Time Dances Click

Leading ops in this unique layout are Vearl Sissel with his Oelwein, Coliseum and Carl Fox and his Surr at Clear Lake. These two spots, which operate on this type of dancing about once a week, are grossing running up into the \$1,000 mark. Sissel has a six or seven-piece band capable of playing both modern and old-time tunes, with a music cost around \$60 or \$70.

## HOTEL MEN FIGHT 5% TAX

## Show Cards to Phono Ops To Plug Dansant Dates on I-Nighters

CHICAGO, Oct. 14.—Novel tie-up idea with phono ops hit upon by Larry Geer, operator of the Laramar Ballroom at Ft. Dodge, Ia., has been snapped up here by the Frederick Bros. Music Corp. to further the promoting of its bands with both dansant and phono ops.

Geer has been distributing easel-back show cards to the phono men in Ft. Dodge to plug Tiny Hill's one-nighter on Tuesday (17). Card carries the titles of Hill's two latest disk releases and their numbers on the machine, plus the info that the cork is coming to the Laramar. Music machine ops have taken to the idea because it pulls extra nickels in the phono and it's free publicity. Meanwhile the customers playing the records are impressed with the idea that the band is coming to their home town. And of course it means more record sales.

Tie-up of this sort makes for a natural for the bookers, and Joe Kayser, at the FIMC one-night desk, has laid plans to use this card promotion in connection with most of his Midwest one-night

Having a Good Time—  
Wish You Were Here

NEW YORK, Oct. 14.—The Quintones, vocal quintet, did so well in Washington at the Earle Theater that they were offered a job at Lafayette Hotel there if they could recommend a name band to co-star with them. Returning to New York, they scouted around and found that Joe Marsala was available. Hotel was satisfied and sent on contracts.

It was then that the Quintones discovered that the theater would not allow them to play another stand in the Capitol city for 30 days. So now Marsala writes to them every day, telling them what a wonderful time he is having and wishing they were there.

stands. Bookers have been finding it tough to get lists of phono ops for direct mail tie-ins, but according to Kayser this new twist seems to be the solution. FIMC will mail out these cards to the dansant op for its recording bands, to be given to the music machine operators. Whole biz is figured to add prestige to the cork, help the one-night biz and sell disks.

## AFM To Slap Five Per Cent Tax Above Scale If Hotels Persist

Extra charges would cripple band booking agencies—it's tough enough trying to get extras for commish—American Hotel Association forces issue

NEW YORK, Oct. 14.—Recent Bureau of Internal Revenue ruling, reversing previous decisions by levying the Social Security tax against the band leaders instead of hotels buying the bands, may result in the American Federation of Musicians revising agency booking contracts for an extra 5 per cent tax above the scale to be paid by all hotels on all band buying. Subject is main topic scheduled for Tuesday's (17) AFM exec board meeting, and comes to light now since the American Hotel Association has been active in fighting the bureau's earlier rulings which favored the musicians. Slapping an extra 5 per cent tax above the scale on all hotel and sundry bookings will be almost a death-dealing blow to the band-booking agencies. It's tough enough trying to get enough money covering the usual 10 per cent commission charge, many hotels paying only scale and the agency chalking it up to prestige. If there is going to be an additional 5 per cent tacked on it will complicate the financial set-up on bookings still further.

Originally, AFM was the only organization in the amusement industry going to bat for members to get social security tax responsibilities pointed off on to the band buyer. Federation's general counsel, Gen. Samuel T. Ansell, has been able to obtain over 300 favorable decisions. On basis of these, AFM established standard band-booking contracts to make certain the band leader was not classed as employer. Came along the hotel men and their counsel, Frank Roland, to argue their side of the story. Hotel men main-

tain they are not employers of the bands because they do not have the right to hire and fire the members of the band; that the leader is not an agent working for the hotel, but an independent contractor; that the hotel has no jurisdiction over the manner in which the band performs, and that stipulating working hours for musicians does not establish the employer-employee relationship.

Hotel association obtained concessions in cases against band leaders Sammy Watkins and Emerson Gill on Ohio hotel engagement. Technically, the reversal being retroactive, it would require band leaders to pay up 5% taxes since 1936. Understood that the hotel association will agree that where hotels have been paying until now, band leaders would not have to bear that expensive brunt, which runs into thousands of dollars if the federation does not try too hard to have that ruling upset all over again. If musicians, however, press the point and insist on the exemption for the leaders, hotel men may not be so gracious and will apply for refunds.

Legally, the only ones protected, if the retroactive measure is enforced, would be those whose cases were specifically reviewed by the bureau. All others who went along on assumption that they fell in same category would be liable.

Union, having felt safe in its contract forms, feels that members should not be penalized with retroactive requirements. Had bureau indicated band leaders would eventually be held responsible, union would have set up different agency regulations. If bureau insists upon retaining its present stand, union will try to meet situation by revising contract forms. If that does not work, union will assess hotels an extra 5 per cent above the prevailing wage scale to take care of the retroactive past due taxes and the current.

## Selling the Band

Exploitation, Promotion and Showmanship Ideas

Applying the principles of the business world to the band business, exploitation stunts, promotional campaigns, tie-ups, etc., are all being constantly employed to "sell" the band to the buying public. Starting with this week's issue, The Billboard resumes "Selling the Band," a service feature devoted to the application of these principles. Orchestra leaders, bookers, ballroom managers, promoters, hotel and theater men are invited to participate in these columns as an open forum for the exchange of ideas. It is by learning how others are selling their bands that you can better sell your own. And to complete this co-operative cycle, tell us how you are selling your band so that we may tell others and help them to sell theirs.

## Community Jive Sings

HARRY SQUIRES, ordinarily concerned about booking bands on tour for General Amusement Corp., manifests a keen sense of business acumen in his managerial obligations to Slim Gaillard, who made his debut as a band maestro this week at Irwin Wolf's Rendezvous Cafe, Philadelphia. Slim's guttural outpourings are strictly in a hard-core jive groove, lending his songwriting talents to such name effusions as Flat Foot Floogie, Vol Vitis Gaily Star and similar stuff and such. Since Slim features many of his lived brainstorms, Squires has designed a song-sheet booklet containing lyrics of 20 Gaillard originals. An inviting "you can't whistle the words" bleeds the cover page, and by being able to join in on the

second chorus a better time is had by all. Name of the spot is imprinted on the cover and it serves as an excellent souvenir piece for the spot's patronage. More important, it's a constant reminder of Slim and his songs.

## Selling the Savoy

AL WILDE, for the Savoy Ballroom, New York's citadel of swing in the heart of Harlem, has made pretentious plans for a "solid" Thanksgiving Day. The night before the turkey carving all the swing maestros in town will turn out to pay "thanks" to the Savoy for nursing and weaning this thing called "swing." Band boys will fix their John Hancock to a memorial plaque to be presented to Charley Buchanan, Savoy manager. Plaque will hold a place of honor on the ballroom's walls. In return for the homage paid, Savoy will present to each participating maestro a statuette of him at the base. A glass show case, to be a permanent "Hall of Swing" fixture in the ballroom, will house the statuettes. Case will be sealed and opened only to add new swing-lights from time to time. Appropriate ceremonies, of course, will attend each case opening. It's all designed to boom ballroom attendance and can't help but hypno Savoy stomping.

## Matchless

It's not new, nor is it original. But it's sure-fire for getting the attention desired. So that there be no forgetting

among the gentlemen of the press that Paul Whiteman is opening Tuesday (17) at New York's Hotel New Yorker, Dick Mocker, hotel's ingenious press host, sent each newspaper scribe a carton of personalized Paul Whiteman book matches. Mocker, in association with Frank Burke, Whiteman's manager, who can by-line a book of his own when it comes to band promotion and publicity, is formulating elaborate plans for a hotel celebration to mark Whiteman's 20th anniversary in the orchestra world next month. But that's a story in itself. And from the way early plans are shaping up it promises to be the tops in hotel promotion.

## Another Philly Ork Bureau Aims To Horn In on Davis

PHILADELPHIA, Oct. 14.—Antone Bove, local maestro, in association with Lee Shaw, club booker, started an orchestra booking bureau catering to the needs of the social set.

Office will attempt to cut in on the society work in town, now almost the exclusive province of Meyer Davis. Contact man with the swing set will be John B. Stokes Jr. Bove has signed 45 musicians to the office for call work.

THE ORIGINATOR OF ROLLING RHYTHM

JACK WARDLAW

Currently Playing Fox Midwest Theatres

IN 1928 Joe Davis Predicted That "BASIN STREET BLUES" Would Develop Into a Standard  
Now in 1939 Joe Davis Makes the Same Prediction For

## PEACH TREE STREET

(A "BLUES CLASSIC")

WORDS AND MUSIC BY ANDY RAZAF, MARGARET BONDS AND JOE DAVIS

SHEET MUSIC, 35c

VOCAL ORCH., 50c

GEORGIA MUSIC CORP.

(JOE DAVIS  
President)

DANCE ORCH., 75c  
(Arranged by Cornel Tanassy)

1619 BROADWAY,  
NEW YORK CITY

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

Orchestra Routes

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

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

Adams, Vernie; (Hollywood) Pineville, La. ac.
Akers, William; (Miami) NYC, h.
Akin, Jr., Bill; (City Club) Erie, Pa. ac.
Alberti, Jules; (Sheil Chateau) Wilmington, Del. ac.
Albin, Jimmy; (Van & DU's) Olean Falls, N. Y. r.
Anderson, Van; (Top Hat) Union City, N. J. ac.
Anshel; (Beretolotti) NYC, ac.
Aron, Harry; (Hickson) Chi., h.
Armstrong, Louis; (Oulton Club) NYC, ac.
Arson, Fred; (La Congo) NYC, ac.
Arson, Harry; (Honey) NYC, ac.
Austin, Harold; (Crystal) Buffalo, b.
Ayres, Mitchell; (St. George) Brooklyn, N. Y. r.

Freeman, Bob; (Seven Gables) Milford, Conn. r.
Frick, Larry; (Develer-Wallick) Columbus, O. h.
Gamble, Jack; (Lincoln Terrace) Pittsburgh, Pa. h.
Gardner, Clyde; (Geo. Washington) Jacksonville, Fla. h.
Gasparre, Dick; (La Martinique) NYC, ac.
Gates, Bill; (Black Cat) Wilmington, Del. h.
Gentry, Tom; (Riviera) Lake Geneva, Wis. h.
Georgia Trio; (Frederick's Lounge) Santa Monica, Calif. c.
Gibson, Larry; (Greylock) Canton, Ill. h.
Glegg, Bob; (Home Run Club) Chi., ac.
Golden, Nell; (DeWitt) Clinton, Albany, N. Y. h.
Golden, Ned; (Stuyvesant) Buffalo, h.
Golly, Cecil; (Grande) Detroit, h.
Gray, Gerry; (Crosby) Syracuse, h.
Goodman, Benny; (Waldorf-Astoria) NYC, h.
Gordon, Al; (Probes Club) Albany, N. Y. p.
Gordon, Charles; (Cronaca) Daytona Beach, Fla. h.
Gordon, Gray; (Southland) Boston, ac.
Graft, Johnny; (Anchorage) Phila. ac.
Grady, Fred; (Crosby) Syracuse, h.
Gray, Glen; (Orpheum) Omaha, t.
Gray, Len; (Pineola) S. Westport, Mass. ac.
Green, Hal; (Casino Gardens) Los Angeles, h.
Grove, Perde; (Ford Exhibit) World's Fair, N. Y. h.
Groshoff, Dutch; (Silver Beach) Waitsa Lake, Wash. h.

Baker, Jim; (Miramar) Boise, Ida. h.
Bardo, Bill; (Edgewater Beach) Chi. h.
Barone, Jackie; (The Oaks) Winona, Minn. ac.
Barrows, Charlie; (Brook) Board Brook, N. Y. h.
Bartel, Jeno; (Pleasidly) NYC, h.
Barron, Russ; (Edison) NYC, h.
Bass, Charles; (Olympic) Irvington, N. J. p.
Bass, Paul; (Chalet) NYC, ac.
Bass, George; (Evergreen Gardens) Pittsburgh, Pa. h.
Bass, Charles; (St. Regis) NYC, h.
Baum, Howdy; (Schenley) Pittsburgh, h.
Baxter, Bill; (White Star) Pittsburgh, h.
Bergere, Maxmillian; (Versailles) NYC, ac.
Billmore Boys; (Stevens) Chi., h.
Bishop, George; (White Star) Pittsburgh, h.
Bono, Richard; (Stalder) Cleveland, h.
Boone, Lee; (Black Cat) NYC, ac.
Bunks, Buddy; (Red House) Steubenville, O. h.
Brown, J. T.; (Evergreen Inn) Steubenville, O. h.
Bruce, Roger; (Club Gloria) Columbus, O. ac.
Broadfoot, Nat; (Park Center) NYC, h.
Brody, Harry; (Country Club) Ind. h.
Berkhart, Johnny; (Bluegrass) Lexington, Ky. c.
Brody, Sonny; (Coral Cabaret) Lansing, Mich. ac.
Bush, Eddie; (Seven Seas) Hollywood, ac.
Buss, Harry; (Amelia) Atlanta, h.
Butcher, Charlie; (Green Tree Inn) Wichita, Kan. ac.

Cansy, Fernando; (Cobey Club) Chi. ac.
Candela, Charlie; (Ace Club) Hollywood, ac.
Candulla, Harry; (Atlanta-Biltmore) Atlanta, Ga. h.
Carler, Benny; (Savoy) NYC, h.
Chesler, Bob; (Adolphus) Dallas, h.
Chick, Eddie; (Reno Casino) Englewood, N. J. r.
Cherry, Lou; (Grove) Baton Rouge, La. h.
Chick, Bill; (White Star) Wichita, Kan. h.
Ciano, Joe; (Old Mill) Salt Lake City, Utah, h.
Coda, Maurice; (La Salle) Erie, Pa. h.
Cody, Jack; (Vanity) Detroit, h.
Conrad, Jackie; (Club Chandler) Madison, Wis. h.
Conrad, Manuel; (Henry) Pittsburgh, h.
Coon, Dell; (Eden) Chi., h.
Cordova, Roman; (Reno Casino) NYC, ac.
Costello, Edna; (La Congo) NYC, ac.
Courtney, Del; (Ambassador) NYC, h.
Coutts, Charles; (Club 70) Seattle, Wash. h.
Cogan, Xavier; (Stalder) Detroit, h.
Cunningham, Bernie; (Ben Franklin) Phila. h.
Cutler, Ben; (Rainbow Room) NYC, ac.

D'Arques; (Sun Valley) World's Fair, NYC, re.
Deanna; (Crosby) NYC, h.
Daugherty, Jimmy; (Blue Ribbon) Albuquerque, N. M. ac.
Davis, Al; (Saratoga Inn) Saratoga Lake, N. Y. h.
Davis, Johnny; (Seal); (Blackhawk) Chi. c.
Davis, Joe; (Larue's) NYC, h.
Davis, Paul; (Martins) Lima, O. ac.
Davis, Bill; (Crystal Lodge) Council Bluffs, Ia. h.
Day, Hobbs; (Show Bar) Forest Hills, N. Y. ac.
De La Rosa, Oscar; (La Martinique) NYC, ac.
Demetry, Danny; (Club Royale) Detroit, ac.
Dennis, Mort; (Pennsylvania) NYC, h.
Depp, Jack; (Schroeder) Philadelphia, h.
Deutch, Emory; (Paradise) NYC, re.
DeVoti, Don; (Mother Kelly's) NYC, ac.
Dickert, Sammy; (Pavilion) Detroit, ac.
Dolan, Tommy; (Sky-Vue) Pittsburgh, ac.
Dorsey, Tommy; (Palmer House) Chi., h.
Dorey, Jimmy; (Meador's) Cedar Grove, N. Y. r.
Eddy; (Flora) NYC, h.
Eddy, George; (Commodore Ferry) Toledo, h.
Doke, Jules; (Tusler) Birmingham, h.
Dorey, Harry; (Chicken Inn) World's Fair, NYC.
Dennore, Eddy; (Casa Del Tula, Okla. ac.
Derrada; (La Congo) Hollywood, ac.

Hall, George; (Stanley) Pittsburgh, t.
Ham & His Yeggs; (Ohio Grill) Steubenville, O. ac.
Hastler, Johnny; (Trisnon Club) Santa Fe, N. M. ac.
Hamilton, Dave; (Villa Bee) Jackson, Mich. h.
Hardy, Bob; (Planning) Boston, ac.
Harte, Carl; (Chamberlin) Old Point Comfort, Va. h.
Hartman, Hal; (Cawthon) Mobile, Ala. h.
Hauser, Harold; (Mayflower) Akron, h.
Hawland, Dick; (Crosby) Tavern) Detroit, h.
Hawkins, Coleman; (Kelly Stables) NYC, ac.
Hawley, W. V.; (Victoria) NYC, h.
Hein, Bob; & Royal Hawaiian Ambassadors; (Oriente) Decatur, Ill. h.
Held, Horace; (Biltmore) NYC, h.

Herbert, Arthur; (Dupont) Wilmington, h.
Hills, Worthy; (Bayrock) West Haven, Conn. h.
Hilson, Barry; (Barrett) Lake Jackson, Tex. h.
Himler, Richard; (Pierre) NYC, h.
Hollywood Harmonizers; (Post Tavern) Westbury, N. Y. h.
Holmes, Herbert; (Brown Palace) Denver, h.
Hopkins, Len; (Chalet Laurier) Ottawa, h.
Horton Orlis; (Joe Brill's) Newark, N. Y. p.
Hudson, Joe; (Washington College) Chesterfield, Mo. h.
Hutton, Ina Ray; (Oriental) Chi. ac.

Igiera, Three; (St. Moritz) NYC, h.
Irene, Harry; (Churchill Tavern) Pittsburgh, re.
James, Harry; (College Inn) Chi. h.
Johnson, Henry; (Childs Paramount) NYC, re.
Jill, Jack; (El Tivoli) Dallas, h.
Johnson, Gals; (Crosby) NYC, h.
Johnson, Bill; (Cory Corner) Detroit, ac.
Jones, Jerry; (Laguna) Salt Lake City, Utah, h.
Jordan, Louis; (Rix's Rendezvous) NYC, ac.
Joy, Frank; (Loon Lake) Loon Lake, N. Y. h.
Juras, Tommy; (Show Boat) St. Louis, ac.
Jurgent, Dick; (Araxon) Chi. h.

Kalsow, Karl; (Sugar Loft) Winona, Minn. ac.
Kard, Gene; (Rugby) NYC, ac.
Kassal, Art; (Blumarck) Chi. h.
Kauffman, Mac; (Mayfair Manor) High Gate Lake, N. Y. h.
Kavell, Al; (Van Cleve) Dayton, O. h.
Keating, Ray; (Sherman's Pavilion) Caroga Lake, N. Y. h.
Kemp, Hal; (Strand) NYC, t.
Kendal, Sonny; (Stork Club) NYC, ac.
Kerney, Earl; (Carnegie) Lancaster, Pa. h.
Kent, Larry; (Utah) Salt Lake City, h.
Kincaid's Band; (Maple Lake) Steubenville, Pa. h.
King, Henry; (Chase) St. Louis, h.
King, Wayne; (Drake) Chi., h.
Kintner, Lester; (Brookline) Denver, ac.
Kinsey, Ray; (Lexington) NYC, h.
Kirby, John; (Ambassador East) NYC, h.
Kirkcaldie, Rhythmic Club; Cincinnati, h.
Kramer, Sammy; (Turkish Pavilion) World's Fair, NYC.
Kirk, Cecil; (Embassy Club) Panama City, Fla. h.
Kurtz, Dick; (Astor) NYC, h.
Kurtz, Jack; (Erie Press Club) Erie, Pa. ac. h.

Lamb, Drexel; (Club Lido) Jackson, Mich. ac.
Lambert, Paul; (Jack & Jill) Portland, Ore. ac.
Lang, Teddy; (Club Cavalier) NYC, ac.

Lang, Lou; (White) NYC, h.
LaPorte, Joe; (Old Ryzanian) NYC, ac.
Lap, Horace; (Royal York Toronto, Can. h.
Le Baron, Eddie; (Rainbow Room) NYC, ac.
Lee, Emeer; (St. Regis) NYC, h.
Leonard, Steven; (Melody Hill) Chi. h.
Leonard, Bob; (Sports Circle) Hollywood, ac.
Leonard, Jackie; (Terrace Gardens) Rochester, N. Y. h.
Lefloy, Demis; (Madison Gardens) Ann Arbor, Mich. ac.
Levas, Paul; (Mushelbach) Kansas City, Mo. h.
Levin, Billy; (Egan's) Schenectady, N. Y. ac.
Light, Enoch; (Taft) NYC, h.
Livingston, Jerry; (Mother Kelly's) NYC, ac.
Lockage, Frank; (Fruitport) Muskegon, Mich. h.
Lombardo, Guy; (Rosevelt) NYC, h.
Lorch, Tony; (Pacifica) Miami, ac.
Lore, Sam; (Crosby) NYC, h.
Loveland, Archie; (Olympic) Seattle, h.
Lowe, Sam; (Troika) Wash. D. C. re.
Lustig, Billy; (Maxwell's) Bronx, N. Y. re.
Lynn, Abe; (Crosby) Chi. ac.
Lynn, Deb; (Cave Under the Hill) Omaha, ac.

McCann, Jack; (Trisnon) Chi. h.
McCoys, Clyde; (Beverly Hills) Newport, Ky. ac.
McCune, Bill; (Carleton) Washington, D. C. h.
McCune, Don; (Parkinson) NYC, h.
McGee, Dick; (Blue Bus) Hollywood, ac.
McLean, Connie; (Kitt Kat) NYC, ac.
McPartland, Jimmy; (Old-Beal Club) Chi. ac.
McPherson, Jimmy; (Toch Club) Los Angeles, ac.
McRae Bros.; (Havana Casino) Buffalo, ac.
McRae, Eddie; (Blosser) Brooklyn, h.
Madriguera, Enric; (Cocoanut Grove) Los Angeles, h.
Mack, Cogie; (Saks Show Bar) Detroit, ac.
Mansel, Don; (Gig-Galleux) Peoria, Ill. h.
Marcellino, Muzzy; (Wilshire Bowl) Los Angeles, h.
Marin, Freddie; (Hay Loft) Concord, N. H. h.
Marin, Hugo; (El Chico) NYC, ac.
Marin, Eddie; (Arcadia) Detroit, h.
Marin, Freddy; (St. Francis) San Francisco, h.
Martin, Lou; (Loon & Eddie's) NYC, ac.
Martin, Don; (Cog Rouse) NYC, ac.
Martini, Herb; (Westwood Club) Little Rock, Ark. ac.

Masters, Frankie; (Essex Hotel) NYC, h.
Mason, Fran; (Wisconsin Roof) Milwaukee, h.
Messner, Johnny; (McAlpin) NYC, h.
Miller, Bob; (Neil) Columbus, O. h.
Miller, Al; (Crosby) NYC, h.
Mills, Floyd; (Lillian Beach Club) Rehoboth Beach, Del. ac.
Mitchell, Dal; (Lakeside Outing Club) Ipswich, Mass. ac.
Mooney, Art; (Henry Grady) Atlanta, h.
Murray, Carl; (Danco; (Old Vienna) Cincinnati, re.
Morgan, Ross; (Paramount) NYC, t.
Morton, Hughie; (Anchorage) Pittsburgh, ac.
Morton, Gerry; (Warwick) NYC, h.
Mossely, Sam; (Queen's Terrace) Woodside, N. Y. h.
Muddy, Jimmy; (Onyx) NYC, ac.
Murphy, Francis; (Ten Eyck) Albany, N. Y. h.
Murphy, Lyle; (Spad); (Blue Gardens) Armonk, N. Y. ac.
Murray, Charles; (Mon Parai) NYC, ac.

Newell, Dick; (Ocean Beach Pier) Clark's Lake, Mich. h.
Nichols, Red; (Dayton-Biltmore) Dayton, O. h.
Nichols, Leighton; (Stalder) Boston, h.
Noble, Ray; (Heverly-Wilshire) Los Angeles, h.
Noumhaman, Gerry; (Sal Tamarin) San Francisco, ac.
Oakes, Billy; (Main Center) Astory Park, Ore. h.
O'Brien & Evans; (Louis Jollet) Detroit, h.
Olsen, Phil; (Mayfair Gardens) Coral Gables, Fla. ac.
Orlando, Don; (Colony) Chi. h.
Orlando, Al; (Gazet Hall) Detroit, Mich. h.
Owens, Merrill; (Marine Club) Madison, Wis. re.

Pablo, Don; (Palm Beach) Detroit, ac.
Page, Paul; (Madura's) Chi. h.
Palmer, George; (Crosby) Rochester, N. Y. h.
Palmer, Freddie; (New Colonial Inn) Singac, N. J. re.
Panico, Fred; (Versailles) NYC, ac.
Pancho; (Troador) Hollywood, re.
Patrick, Henry; (Open Door) Phila. ac.
Patrick, Ken; (Honorburgh) Saskatoon, Sask. h.
Pearl, Ray; (Trisnon) Cleveland, h.
Pearl, Chester; (Zarok) Hollywood, ac.
Pete, Bobbie; (Gibson) Cincinnati, h.
Petty, Eddie; (Savoy-Plaza) NYC, h.
Pitkin, Ed; (Club Delta) Pittsburgh, ac.
Pinaldi, Al; (Yaht Club) Steubenville, O. ac.
Pollock, Ben; (Hofman) San Diego, Calif. ac.
Pollock, Walter; (Old New York) World's Fair, NYC, re.
Powell, Teddy; (Famous Door) NYC, ac.

Primo, Louis; (Hickory House) NYC, ac.
Puzelle, Don; (Pappy's 66 Club) Dallas, ac.
Quartell, Frank; (Coliseum's) Chi. h.
Quintana, Don; (El Chico) Miami Beach, Fla. ac.
Raeburn, Boyd; (Rainbow) Denver, h.
Ramon, Ramon; (Ambassador) NYC, h.
Ran, Louis; (International Casino) NYC, ac.
Rapp, Barney; (Barney Rapp's) Cincinnati, h.
Ray, Don; (Coca Birelle) Franklin Square, L. I. re.
Raymond, Nick; (Cog Rouse) NYC, ac.
Reed, Ted; (Club Mayfair) VeroBeach, Fla. ac.
Reichman, Joe; (Peabody) Memphis, h.
Reid, Louis; (Havana-Madras) NYC, ac.
Rines, Joe; (Bois-Casille) Detroit, h.
Ritz, Gene; (Ritz-Bradford) Conn. h.
Riviera, Antonio; (International Casino) NYC, ac.
Roberts, Bill; (Florence Gardens) Hollywood, ac.
Roberts, Chick; (Tally-Ho) Albany, N. Y. p.
Robie, Chick; (Ye Old City) Chi. ac.
Rodriguez, Ramon; (Havana-Madras) NYC, ac.
Rodriguez, Jose; (Maxwell's) Bronx, N. Y. h.
Rogers, Eddy; (Belvedere) Baltimore, h.
Rogers, Fred; (Hollywood) New Orleans, h.
Rogers, Harry; (Half Moon) Coney Island, N. Y. h.
Rosen, Arthur; (Troador) Los Angeles, ac.
Roth, George; (University Grill) Albany, N. Y. ac.
Ruhl, Warner; (Lincoln) Hancock, Mich. h.

Sachs, Coleman; (Pickwick Yacht Club) Birmingham, Ala. h.
Salem, Jack; (Club Rustique) Prestonsburg, Ky. ac.
Saunders, Harry; (Montparnasse) NYC, re.
Saunders, Hal; (Lincoln) NYC, h.
Saunders, Three; (Syracuse) Syracuse, h.
Sawyer, Fred; (Havana) St. Charles, Ill. h.
Sears, Lee; (Club Moderne) San Francisco, ac.
Sears, Walt; (Palm Gardens) Columbus, O. ac.
Sear, Peter; (Hollywood) New Orleans, La. h.
Senna, Henry; (Lowry) St. Paul, h.
Serendano; (Village Vanguard) NYC, ac.
Shelton, Dick; (Pennsylvania) NYC, h.
Shelton, Dick; (Washington Youre) Shreveport, La. h.
Sherr, Jack; (Capitol City) Atlanta, ac.
Sherwood, Bobby; (Palace) San Francisco, h.
Sherr, Jack; (Havana) St. Charles, Ill. h.
Siegel, Irving; (Rex's) White Lake, N. Y. c.
Silvers, Johnny; (Belmont Club) Miami Beach, Fla. h.
Singleton, Zutty; (Nick's) NYC, ac.
Sissle, Noble; (Paramount) NYC, h.
Sisson, Benny; (Town & Country) Milwaukee, Wis. h.
Smith, Stu; (Cafe Society) NYC, ac.
Smyth, John; (Havana) St. Charles, Ill. h.
Solari, Phil; (Dunes Club) Narragansett, N. I. c.
Spencer, Jack; (Casey) Scranton, Pa. h.
Souza III, John Philip; (Paxton) Omaha, h.
Spratt, Jack; (Club Jop) Lexington, Ky. ac.
Starr, Gene; (Hickory House) NYC, ac.
Steck, Gus; (Berkeley-Carter) Astory Park, N. Y. h.
Stein, Brooks; (Ballantine Inn) World's Fair, NYC, re.
Stern, Sammy; (Oasis) Detroit, ac.
Stevoy, George; (Chandler) Millburn, N. J. ac.
Stevens, Dale; (Arabian Club) Columbus, O. h.
Stipes, Eddie; (Bank Bar) Toledo, ac.
Stuart, Nick; (Plantation) Dallas, ac.
Stuart, Gene; (Hickory House) NYC, ac.
Stuy, Joseph; (Belmont Plaza) NYC, h.
Sylvio, Don; (Beretolotti) NYC, ac.

Thompson, Lang; (Bill Green's Casino) Pittsburgh, h.
Thompson, Lang; (Hickory House) Newman Lake, Wash. h.
Toasty, Paul; (Grossner) Chi. h.
Toscani, Fred; (Crosby) NYC, h.
Tucker, Orrin; (Mark Hopkins) San Francisco, h.
Tupper, Tommy; (Murray's) Tuckahoe, N. Y. re.
Urell, Dave; (Club Alabama) Chi. ac.

Van, Garwood; (Casino Gardens) Ocean Park, Calif. h.
Van Odell, Jimmy; (Lookout House) Covington, Ky. h.
Varzo, Eddie; (St. Moritz) NYC, h.
Vasquez, Walter; (Rainbow Room) Astory Park, N. Y. h.
Venut, Joe; (Horseland) NYC, h.
Via, Pedro; (Cuban Casino) NYC, ac.
Vinson, Henry; (Club Woodland) Huntington, W. Va. ac.
Vocalists; (Marine Grill) Detroit, ac.
Wallace, Anne; (Riverdale) Tunon, Ariz. h.
Wallace, Jim; (El Club) Santa Monica, Calif. ac.
Warney, Leo; (Monte Carlo) NYC, ac.
Ward, Jack; (Hickory House) Cleveland, h.
Watson, Leo; (Onyx) NYC, ac.
Weeks, Ramon; (International Casino) NYC, ac.
Webster; (Armando's) NYC, h.
Whalen, Eddie; (Oakland) Rockland, Me. p.
Whelan, Fred; (Belmont-Stratford) Phila. h.
Whitman, Paul; (New Yorker) NYC, h.
Whitley, Jimmie; (Sal-a-Lair) Boston, h.
White; (Pococo Summit) Pocomo Summit, Pa. h.
Wilder, Ben; (Riverdale Park) Phoenix, Ariz. h.
Wildie, Ben; (Cosmopolitan) Denver, h.
Williams, Bende; (Astoria) NYC, h.
Williams, Fred; (Belmont-Stratford) Phila. h.
Wittich, Doris; (Yuma) Chi. re.
Wood, Grant; (Summit) Baltimore, ac.
Woods, Howard; (Village Bar) NYC, ac.
Young, Ben; (Northwind Inn) Detroit, ac.
Young, Eddie; (Broadway) Denver, ac.
Zand; (Lombard's) Bridgeport, Conn. ac.

Zarin, Michael; (New Ocean House) Newark, N. J. h.
Zito, Louis; (Cheer Ami) Buffalo, ac.
Zerke, Bob; (Nicollet) Minneapolis, h.

Abbott, Sam; (Hickory House) NYC, ac.
Adams, Vernie; (Hollywood) Pineville, La. ac.
Akers, William; (Miami) NYC, h.
Akin, Jr., Bill; (City Club) Erie, Pa. ac.
Alberti, Jules; (Sheil Chateau) Wilmington, Del. ac.
Albin, Jimmy; (Van & DU's) Olean Falls, N. Y. r.
Anderson, Van; (Top Hat) Union City, N. J. ac.
Anshel; (Beretolotti) NYC, ac.
Aron, Harry; (Hickson) Chi., h.
Armstrong, Louis; (Oulton Club) NYC, ac.
Arson, Fred; (La Congo) NYC, ac.
Arson, Harry; (Honey) NYC, ac.
Austin, Harold; (Crystal) Buffalo, b.
Ayres, Mitchell; (St. George) Brooklyn, N. Y. r.



## Out-of-Town Openings

## "Tonight We Dance"

(Harris Theater)

CHICAGO

A comedy in three acts and four scenes by Marcella Burke and Gladys Unger. Staged by Arthur Lee. Settings by Stewart Cheney. Presented by the Shuberts. Cast: Ruth Chatterton, Barry Thomson, Lila Lee, Richard Irving, Jimmy Roland, Adeline Rotino, Roy Johnson, Marcel Journet, Robert Wallsten, Tina Thayer, Shirley Poirier, Thomas Hune.

After an absence of 15 years, a period that has seen her in 101 movies, Miss Chatterton returns in the footlights in a light comedy that allows her to shed the "Madame X" robes and frolic as the amorous wife of a Santa Barbara race-horse gambler and jolly inebriate and as the mother of three alert kids. There is the divorce in Reno when hubby breaks his promise to get rid of his bad habits and go to work and then the inevitable reconciliation because, being in love, they would rather be together in poverty than with other mates in wealth.

Presenting little new in theme, the comedy depends basically on frothy situations, catchy lines and the work of the cast. Performances are adequate enough, particularly on the part of Jimmy Roland, Tina Thayer and Shirley Poirier, who portray the children, and Barry Thomson, who gets a real opportunity to draw good humor as the lovable but too practical father. Miss Chatterton delights in those scenes that emphasize her talents as comedienne, speaking lines beautifully and getting the most out of them. In general, her role is not the most dominating.

Good support is furnished by Lila Lee, who is after hubby as soon as he is divorced; Richard Irving, as the family friend, and Marcel Journet, as Miss Chatterton's admirer. Direction is smooth thorough. Sam Haisberg.

## "The Time of Your Life"

(Plymouth)

BOSTON

Play by William Saroyan, in five scenes; directed by Mr. Saroyan and Eddie Dowling; settings and costumes by Boris Aron-

son; presented by the Theater Guild. The cast: Eddie Dowling, Charles De Shelm, Edward Anderson, Julie Hayden, Curly Conway, Martin Ritt, Reginald Beane, Nene Vibber, Grover Burgess, Housley Stevens Sr., Dorothy Francis, William Bendis, John O'Malley, Len Doyle, Michelele Fernal, Robert Wood, Margaret Sorensen, Evelyn Keller, Jerry Cheffy, Eva Leonard Boyne, Charles Henderson and Will Lee.

William Saroyan's second attempt at the drama is as annoying and bewildering as his first try, *My Heart's in the Highlands*. It can hardly be called a play, since it is in five scenes with no act divisions and since it possesses such a thin thread of plot. It could be better classified as a series of character shots with a common locale as background. The setting is mainly Nicky Pacific Street Saloon on the Embarcadero in San Francisco. This is frequented by a very odd collection of individuals—an eccentric the wealthy man (Dowling), a streetwalker (Hayden), a venerable trapper, an Arab with fez, a longshoreman, occasional cops, a Negro who is a pianist, a nondescript individual playing marbles and a number of other wanderers.

There is a lot of talk about what a horrid world it is and how fine it would be if people would find each other and live to live. Dowling consumes an unbelievable amount of champagne and with Nick (De Shelm) goes about doing innumerable boy scout acts in attempts to rehabilitate the local slumblums. Dowling saved the life of Tom Andrews and so the boy becomes his wife. A love affair between Tom and the prostitute (Hayden) is aided by Dowling, who feels that Kitty is too good a girl to be in the business. A number of the vignettes are of an intrusive and after being very nasty gets shot by the talkative trapper in the only scene of any action in the show.

Dowling's portrayal is very well done. Miss Hayden is weak as the streetwalker, but her minor parts are uniformly good characterizations. Len Doyle as the trapper supplies the comedy element; Will Lee, who spends the whole evening playing the marble game, does so with an enthusiasm that is amusing and so does Charles De Shelm as Santa Claus' assistant and Edward Andrews as admirer of Lord Bountiful do justice to the roles. It was the customers who had the most trouble with the play. Gerald Fern.

## Rebuilt N. O. Aud Shed

NEW ORLEANS, Oct. 14.—Equipped with a rebuilt Municipal Auditorium seating about 9,500, New Orleans is promised a short but more certain season of legitimate efforts this fall and winter. Theater, part of the huge auditorium, has for several years been the scene of straggling plays that left with the many complaints of poor acoustics, bad lighting, poor stage placement, etc. Several thousand dollars were spent during the past summer in correcting practically all of these ills.

Benedict Grunewald, music house head and director for many years of musical and concert stars at local spots, brings in the four Legitimate Theater Corp. productions, opening October 28 with *Golden Boy*. Irwin Poche, manager of the auditorium theater, promises other plays to be sandwiched between the Grunewald efforts.

## FROM OUT FRONT—

(Continued from page 15)

aided his country immensely, without doubt; but by aiding his country he also aided himself.

Washington, on the other hand, had nothing to gain and everything to lose. He had wealth, success and position—and he tossed them all away to lead a forlorn cause whose ultimate success can be attributed only to a miracle and the friendly blundering of Billy Howe.

He stripped himself of power and glory, to captain a band of tattered farm hands in a suicidal struggle against one of the greatest powers of the world. He risked his life, when he was assailed by the enemy, and a battered, reeling but almost superhuman courage. He forged a nation upon the anvil of adversity; and he had so little care for his own glory that he refused a third term as that nation's leader, merely to avoid even a hint of dictatorship in the government of the land. May all his successors be forced to the same path. He was, I think, always suspected, just a little bit too great to be fully appreciated by the public at large, which demands a lessening of Lincoln's understandable and familiar self-seeking in all of his heroes. And Mr. Anderson's great play about him shared a similar fate. Combining the high flights of idealism and the grim, earthy irony of the man of whom he wrote, Mr. Anderson turned out a drama that they didn't like the combination—and neither did the critics, who later slobbered over the jejune incompetence of Abe Lincoln.

The radio presentation of a few weeks ago served to recall the fact that a great play about the greatest of all Americans has been almost entirely forgotten in the space of a few years. Things are going to be a fine pass when radio has to remind the theater of the theater's own great things.

## New Play on Broadway

Reviewed by Eugene Burr

## MOROSCO

Beginning Wednesday Evening, Oct. 11, 1939

## SKYLARK

A play by Samson Raphaelson, starring Gertrude Lawrence. Staged by the author. Settings designed by Donald Oenslager. Built by T. E. McDonald Construction Co. and painted by R. W. Bergman. Stage manager, Stage manager, Buford Armitage. Presented by John Golden.

George Correll.....Walter Gilbert  
Theodore.....Horace Sinclair  
Tony Kenyon.....Donald Cook  
Gertrude Lawrence  
Ned Franklin.....William David  
Charlotte Franklin.....Gertrude Bryan  
A Maid.....Ann Driscoll  
Bill Blake.....Tommy Anderson  
Myrtle Valentine.....Vivian Vance  
Harley Valentine.....Robert Burton

ACT I—Scene 1: The Living Room of Tony Kenyon's Country House in New York City. Before 8 o'clock on an Evening in Early Autumn. Scene 2: After 4 A.M. ACT II—Early the Following Evening. ACT III—The Next Saturday Afternoon.

Miss Gertrude Lawrence, a member of that great triumvirate of English pixies that also includes Bea Lillie and Noel Coward, brought her vaudeville act back to Broadway Wednesday night at the Morosco Theater under the aegis of John Golden. The surrounding bill this time is a play by Samson Raphaelson called *Skylark*, which probably is not as excellent a handout for the familiar acrobatic comedy turn, but also gives her several opportunities to create delicate, lovely and profoundly effective moments of drama. It has its weaknesses as a play but as a vehicle it's a Rolfe Boyce Special.

Mr. Raphaelson seems to be trying to say something about the not entirely unfamiliar Broadway problem of the relationship between a woman, a man and a job—and at times he almost threatens to say it. He puts reverse English upon the ripe dramatic eight-ball of a neglected wife, and only in his third act does he scratch woefully, because of fuzzy thinking and the necessity of finding a "happy" ending. But in the meanwhile he has provided a splendid opportunity for his players, a large number of hilarious lines and even more hilarious situations, some smooth and flowing writing and the germs of a couple of ideas. The play went thirty at least by the first day, season, with much rewriting and recasting before it emerged in its present form; and both the revisions and the present weaknesses are understandable. They're also forgivable, since the total effect—least in the present superlative performance—is as much on the credit side as a warring nation would like to be with a neutral.

A synopsis is bound to sound much more stereotyped than the play itself, since Mr. Raphaelson has built his comedy on a series of twists that turn triteness to brightness. It is the tale of Lydia, who loves Tony even after having been married to him for 10 years, and Tony, who loves both Lydia and the advertising business, but spends almost all his time with the latter. Under the influence of an idealistic cynic (find me a cynic who isn't idealistic at heart) Lydia leaves her husband in search of "what she's always wanted" under the title of a pale parabola of joy; and Tony takes the advice of a couple of advertising agency

associates, and lies to her. He lies by saying that he's willing to throw up his job and try again to get the real things out of life. So Lydia decides to stay—and asks Tony, a lawyer, questions "picking a fight with the ruthless squad of a big client and so getting Tony freed."

But Tony, freed, finds out that he really does like it; and Lydia begins to waver in her own resolution and the play follows suit. The idealistic cynic (who is also, of all things, a lawyer) questions Tony's motives, and Lydia sees thru the hoax he attempted—and loves him all the more because he was willing to go to all that trouble to keep her. So Tony takes an amazingly convenient job offered by another man; but he also decides to adopt a baby—which Mr. Raphaelson, it seems, figures will mitigate Lydia's storm and drang and give Tony something real to work for.

The laughs are mostly those of situations and character, which in reality they are far more solid than those created merely by lines—and some of the scenes are masterpieces. In the big telephone conversation in the second act, for example, Mr. Raphaelson has written one of the funniest interludes of the modern stage.

And, in addition to his sardonic wit, he has assumed the direction with startlingly fine results, creating a smooth, polished, beautifully framed and altogether effective performance.

Miss Lawrence is aided immeasurably by Donald Cook as Tony, by Glenn Anders, who does a beautiful job as the cynical lawyer, and by Walter Gilbert and William David as a couple of the agency boys. Mr. Cook's performance, as a matter of fact, surpasses even Miss Lawrence's in its variety, the perfection of its timing and shading, its unobtrusive comedy and its perfect detail. In a play that is so quiet in its quality, it probably won't receive the praise that is due it.

As for Miss Lawrence herself, she turns in what is probably her best job to date—which is saying plenty. She displays far more variety than usual, swinging from the somewhat acrobatic comedy of the first act to the quiet sincerity of her work with Anders to the hilarity of the phone scene to the delicate beauty of her last-act speeches about the baby. It is both a bravura and a sincere performance, and a common combination—and it also serves to display Miss Lawrence as a gallant trouper victorious against all but overwhelming odds. This last occurs when she is forced to play a "good second" to the prima of Tony's client's dictatorial Delilah. And in which, without any aid at all from her vis-a-vis, she succeeds singlehanded in establishing the reality of both their characters.

It is, as you may have gathered, a good play. If the English would confine their propaganda to sending us Miss Lawrence, it would be a lot easier to consider England as one of the civilized nations.

## Cast Gets All of Producers' Share In "Day" Film Sale

NEW YORK, Oct. 14.—Sale of picture rights to *Tomorrow Day* by producer Philip Dunning represents the first time in record of Actors' Equity Association that a producer received none of the profit from film sale. The full managerial share went to eight players. In keeping with contract the manager had obtained when he applied for cuts during run of the show back in winter of 1933. Even the \$5,000 picture profit of which the manager's share was \$2,700, was insufficient to cover full amount of cuts cast had taken. Estimated that picture deal would have had to be more than \$10,000 if Dunning were to have received anything for himself.

Ironic sidelight is fact that shortly after play closed Paramount had offered \$17,000 for the script. Later there was a \$10,000 offer, but that, too, was turned down.

Cast in show had taken a 50 per cent cut for several weeks. Since money received did not cover in full, Equity compelled payments on pro rata basis so that each member received 180 per cent of his share of the picture figure. Three checks ran as high as \$540 apiece.

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## Kemp Sets Units, Acts for South; Bowes, Terhune

CHARLOTTE, N. C., Oct. 14.—The Major Bowes 22-piece All-Star Show has been set for three weeks showing in Virginia. Opened Thursday (8) at the Colony Theater, Portsmouth, Va., by Southern Attractions, Inc., according to T. D. Kemp Jr., manager of SVA.

Theaters booked for the revue, which includes five-piece band, are Suffolk, Emporia, Bedford, Winchester, Buena Vista, Waynesboro, Pulaski, Marion, Covington and South Boston.

Kemp also has booked Max Terhune, star of Three Mesquites, for a tour of Virginia-Kenney Opera House Wednesday (11) at the State Theater, Spartanburg.

Kemp also is dickering with several name bands for fall appearances in Wilby-Kinsey Class A houses throughout the South.

## RKO Chi Spot Booking Again

CHICAGO, Oct. 14.—Local RKO office is picking up spot bookings again in Illinois and Iowa. Warnie Jones, RKO manager, set the Blackstone magic show in the Orpheum, Champaign, Ill., for three days last week-end and reports that other units have recently been placed in Davenport, Cedar Rapids and Sioux City, Ia. Latter town had the Count Berni Vici unit, while Davenport last week-end played the Johnny Perkins show. On an average, each town is open to flesh two week-ends a month.

Locally, RKO will soon pick up the Kadzie Theatre, which closed the warm months. House will again use five acts Saturday and Sundays and serve as a showing date for many new acts in this territory.

## Vaude for Bound Brook

BOUND BROOK, N. J., Oct. 14.—Bound Brook, local Ekouras house, has resumed vaude with a five-act policy on Saturdays and Sundays. Charles Barrows Orchestra is on the stage.

House capacity is 1,262.

## Brent Joins "Paree" Unit

CHICAGO, Oct. 14.—Evelyn Brent rejoins the Nick Bolla-Sam Roberts unit, Streets de Paree, in Richmond, Va., October 18. Show, according to Roberts, has several weeks lined up in the South following that date. Another Bolla-Roberts unit, Flying Down to Rio (formerly known as La Copsa), moved to Richmond, Ind., last week and then went east. Armida is starred.

## Tries Band One-Nighters

PITTSBURGH, Oct. 14.—Warner has opened in Duke Ellington for a one-nighter this Sunday. Ellington has been at first in a series of name bands. If policy pans out, other houses may be added to list.

## Pitman Vaude Dropped

FITMAN, N. J., Oct. 14.—Broadway Theater, which for the last 18 years has run flesh week-ends and holidays, has abandoned vaude in favor of double features. Ralph Wilkins, operator of the house, is said to have been forced to the present policy by the difficulty in obtaining first-grade vaude, in combination with difficulties with the musicians and stagehands union.

## Names for the Versailles

NEW YORK, Oct. 14.—Versailles, swank East Side niter, gets Joe E. Lewis December 28. On the same bill will be Lillian Garmen and Ruth Day. Gertrude Nelsen opens October 19 for a long run, with no bookings filled in as yet between Nelsen and Lewis. Estelle Taylor filled in the week-end spot prior to Nelsen's opening on accounts of Sophie Tucker having to appear in Philadelphia with Leave It to Me.

Paul Small, of the Morris Agency, booking the spot.

## Life Is Short!

CHICAGO, Oct. 14.—The fleeting box-office life of a name act playing combo houses was indicated in a local booking office this week when the Ritz Brothers were submitted for \$4,500.

A little over a year ago act asked and was paid between \$12,000 and \$15,000 per week.

## Dance Team Group To Air Problems; May Set Up Code

NEW YORK, Oct. 14.—Association of Ballroom Teams, according to its spokesman, Jonas Silverstone, will try to bring to the attention of the American Guild of Variety Artists the salary problems "peculiar to the field." In addition, the group will attempt to lobby for better conditions of members, and also contemplating a death benefit and relief fund.

Silverstone points out, too, that his group will in no way impinge upon AGVA's functions as a trade union, but will merely point out abuses and ask the union to correct them. Group may also set up an ethical standard or code of fair competition.

Ballroom association, according to Silverstone, will be national in scope and present membership is figured at about 700 teams. A membership meeting soon to be held will elect officers and discuss scales, and probably vote on joining AGVA in a body.

Appropos of wage scales, Silverstone points out that a dance act is "in the nature of a specialty—a class act." It carries its own costumes and routining, and this should be figured in when minimum scales are set. Problem of fares is also held important.

## New York City:

MARION DANIELS, the girl who was front-paged after dancing for Adolph Hitler, returned to the United States last week. . . . DIOS CORTEZ and DEST ARNAZ will also double between legit and night clubs with George Abbotta's Too Many Girls and La Conga.

ETHEL SHUMTUP into the Glass Hat at the Hotel Belmont Plaza, October 17 for four weeks. . . . JOHN HOYSRADT will double for six weeks between his legit show, The Men Who Came to Dinner, and the Rainbow Room. . . .

MEDRONNA and DONNA, current at La Martinique, set for the Roney-Plaza Hotel, Miami, Fla., in January. . . .

HARRY RICHMAN also being dickered for to do a stint at the Roney-Plaza. . . .

GRACIE BARRIE, now at the Glass Hat, goes into Alex Finn's Club Mayfair, Boston, November 18 for two weeks.

## Chicago:

ART JARRETT will pick up several vaude dates after his current Drake engagement. . . . BILL BAIRD goes to the Elson, St. Louis, Sunday for two weeks and then heads east.

ENLARGED band policy for the Stevens Hotel begins October 28 when Griff Williams opens a four-week run. Ork, set by MCA, will be aired over WGN-Mutual.

## Here and There:

BOB ALLEN has his Gayboy Revue at Club Mayfair, Eastwood, Ky., which is working as under new management of Lloyd Brennan and Fred Sheldon. With the revue, besides Allen, are Billy Irwin, Roy LeRoy, Ches Lee, Wanda Lane and Princess Lola. . . . YVONNE, formerly of Harris and Yvonne, dancers, is working as a single at the Shoreham, Washington. . . . FOUR GOLDEN GATE GIRLS are in their fifth week at Stamp's Cafe, Philadelphia. . . . DE CARLO AND DU BOIS are perfecting a new act.

FRANKIE and a number performed within a space of five feet. Apparatus now being completed creates the impression that the number is done in the clouds. . . . VERNON AND VANOFF are at the Arabian Club, Columbus.

TOMMY HOWARD has booked up with Chris Battalarias and is planning to open a night club in Buffalo.

## More and More Film Names Being Offered for Vaude

CONSTANCE BENNETT—first vaude tour in her career as a film star. Opens October 20 at the Palace, Columbus, O., then to Palace, Cleveland, and Shubert, Cincinnati. William Morris office is negotiating three to four more weeks for her.

JOE E. BROWN—opened Thursday (12) at the Colonial, Dayton, O. for a five or six weeks' stretch. Time lined up includes the Shubert, Cincinnati; Lyric, Indianapolis; Palace, Cleveland, and Palace, Chicago.

MARSHA RAYE—set for 10 weeks thus far. . . . Megan Fryer (13) at the Earle, Philadelphia. Rest of the tour takes in the Paramount, New York; Stanley, Pittsburgh; Earle, Washington; State, Hartford; Shara's, Buffalo; Shubert, Cincinnati; Palace, Columbus; Palace, Cleveland, and the Hippodrome, Baltimore.

JOHN BOLES—on tour with unit for the William Morris office.

RITZ BROTHERS—unit opens November 1 at the Golden Gate, San Francisco. . . . JACK HALEY and MARY CARLISLE—unit starts out late this month on a tour being mapped out by Music Corp. of America.

BETTY GRABLE and ROCHESTER—finished 10-week tour and going out on another.

DEAD END KIDS—unit to make a tour of Warner houses and other time that can be picked up. May play the New York Strand with the Hal Kemp show.

LEO CARRILLO—coming East and will do a p.-a. tour, being arranged thru Nat Kalchauer, of the Morris office, which is also working on a Sally Rand unit. Other film names that the Morris Agency has

on its availability list for vaude include Charlie Butterworth, Ed Lugo, Johnny Downs, Stuart Erwin, Hugh Herbert and Wally Vernon.

THE BALLEE—from Warner Bros.' On Your Toes is doing a p.a. in conjunction with the pictures opening in San Francisco, Seattle, Portland, Omaha, Chicago, Pittsburgh, Washington, Baltimore, Philadelphia. Zorina's only p.a. with the show will be at the New York Strand premiere.

SUSAN HAYWARD, OLYMPE BRADNA, PATRICIA MORRISON and J. CARROLL NAISH—doing a series of p.a.'s in the Midwest in conjunction with the Paramount picture, What a Life!

RALPH BYRD—billed as Dick Tracy, makes his vaude debut with a 12-week tour arranged thru Martin Wagner, of the Morris Agency. Opened Friday (18) at the Richland, Carrollton, Ky., and plays Atlas, Washington, week of October 27. Mostly one-nighters.

KEN MAYNARD—starts p.a. dates October 22 at the Live-Stock Show, Omaha.

SMILEY BURNETTE—resumes vaude at the Atlas, Washington, November 20. . . . THE FILMS—starts another p.-a. tour in December. Just finished his sixth annual tour for the Morris Agency.

BILL BOYD—and unit begin another p.-a. tour in January. Thru Morris office.

ANN SHERIDAN—now doing well at the New York Strand, with more dates to follow if studio can postpone starting on her new film.

HENRY ARMETTA—now in the Midwest and continuing his vaude tour.

MAX TERHUNE—cowboy name, set for Southern tour, opening October 16 at the State, Spartanburg, S. C., for the T. D. Kemp office.

LUPE VILEZ—plans to play vaude with unit after finishing current film for RKO.

CHARLES LAUGHTON—making p.a.'s at premiere of his new film, Jewels Inn in six cities.

CLIVE TREVOR, Marian Martin, Freddie Bartholomew, Marie Wilson, Chester Morris and Raymond Walburn are among other film names being offered to vaude by their agents.

## Floor Shows Out But Acts Still Working London

LONDON, Oct. 14.—Altho no elaborate floor shows are being staged, there is an increase of activity at some local night spots. Adelaide Hall is the attraction at the Florida, renamed New Florida, her own particular rendering of Hallelujah being in great demand.

At the Savoy, Tex McLeod is spinning his lariat and selling yarns to good effect. The Kit Kat has a Negro singer, Cyril. The Cabaret has a modest but bright floor show, Fairy Tales at Decca. Other places such as Grosvenor House, Dorchester Hotel, Grosvenor and the Mayfair, are relying on dance bands.

## New Cafe Theater Opens in Detroit; Aerial Acts Okeh

DETROIT, Oct. 14.—First local theater-casino since the ill-fated Downtown Casino closed last winter is the reopening of the Main Street Club, formerly the Main Street Bar.

Jack McEwitt is proprietor. Spot has been entirely remodeled on a terrace layout. Frank Sidney's Orchestra booked for an indefinite run.

Bowes are being booked by Mabel Duggan, of the Gus Sun Office here, who reports this as the only spot in town able to play genuine aerial acts. The aerial bar team, Ora and Minerva, were on the opening bill.

NEW ORLEANS, Oct. 14.—Pete Herman has switched opening date for renovated Club Plantation from October 13 to 26 and has replaced Louis Escobedo as ork leader with Earl Denton.

# Club Talent

MARTY BECK has closed his season at the Laurels Country Club, Sackett Lake, N. Y.

FRANCES PARKS and her Debutantes, comprising the Kelly Slaters, Norma Croven and Sally Walker, are set incidentally at Martin's Tavern, Lima, O.

BROOKLYN CLUB, St. Louis, recently reopened, has on its current bill Johnny Hale, Ruth Craven, Bud Sweeney, Fuda and St. Clair and the Brooklyneites. . . .

BOBBY HERMAN opened Monday at the Shoreham Hotel, Washington, as emcee for two weeks. . . . THERESA and her accordion are currently appearing at Merrie England at the New York World's Fair. . . .

BUDDY LESTER is the new emcee at the Lookout House, Covington, Ky. The supporting bill includes Sis and Buddy Roberts, Wee Eddie Rollins, Wendell Capps and the Clair Ray Girls.

JACKIE GREEN, Gaudschmidt Brothers and their dogs add George and Joann comprise the new bill at Beverly Hills Country Club, Newport, Ky.

ROMO VINCENT and the Sterner Sisters booked for two weeks into the Club Mayfair, Boston, starting November 4. . . .

PIERCE and HARRIS started a four weeks' engagement at the Bookers in Detroit, October 16. . . .

WALLE and LEROY and Tride opened Thursday at Jack Lynch's Walton Roof, Philly. . . .

HARRY RICHMAN, Betty Bruce and D'Angelo and Cord follow into Lynch's spot November 2. . . . SOPHIE TRICKER, on tour with Leave It to Me, booked for two weeks into the Lookout House, Covington, Ky.

COUNTESS ARIE, featured at the Club Mayfair, Detroit, after four weeks at the Corby Hall Tavern, there. . . . LYMAN and DRISCOLL have split, with Bob Driscoll now doing a single, emcee and ballet tap specialty, at the Raleigh Hotel, Washington. . . .

ARTHUR SHERRICK has been renewed at the Wonder Club, New Orleans, for the fall and winter. Remainder of the show includes Billy Austin, Bert Lapsage, Chickie Forest, Don Rand and Kittle Crowell. . . .

THE ASHBOUNS are at the Biltmore Bowl, Los Angeles, for four weeks.

Grace Hayes Lodge,  
Hollywood

Using a type of showmanship sadly lacking in most nighteries, Grace Hayes has built up a clientele that makes this spot a heavy money-maker. Altho prices are steep, the customer gets his money's worth, there being something going on all the time. Having a seating capacity of 150, the spot has an intimacy that makes the patron feel he is right in the center of things instead of sitting on the sidelines.

Top talent is used exclusively. Nick Cochrane, who fronts a four-piece dance combination, opened the show doing a couple of his own numbers, *Saving a Woman in Half* and *The Body in the Bag*. Cochrane has a brand of song-selling that is strictly different, and his comic antics would make him a good flicker bet.

Bobby Pinkus threw himself all over the dance floor and managed to amuse with a couple of zany numbers, *I Love To Sock Myself* and *A Crooner in Love*, the latter being a romantic interlude with a microphone. He wound up with *The Punchdrunk Fighter*. This has been done before, but not the way Pinkus does it. Peter Hayes joined Pinkus and the pair

did a hop-head routine that was good for plenty of laughs.

Grace Hayes came on singing a medley of old tunes, including *I Can't Give You Anything But Love*, *Baby and My Heart Belongs to Daddy*. Then working with Neville Flessner at the piano, she went comic with a little number about a cigarette girl and her man who "done her wrong." She put over the characterization in a manner that proved she is still a top performer.

Peter Hayes shows a versatility in impersonations seldom seen around here. Working at perfect ease and with a reserve that helps punch his stuff all the more, Hayes started with takeoffs on Vallee, Allen, Richman, Crosby, Burns and Skinnay Ennis. His best was his Carmen Lombardo impersonation.

Hayes then showed the origination of two dances which he claimed were copied from the distinctive walk of the Barrymores (John and Lionel). Hayes put across the characterizations. Best selling point was his ability to start his impersonations straight and then suddenly go screwball.

Charley Foy, working with Joe Frisco, wound up the show. Started off with their *We're a Couple of Entertaining Boys*. Their stuff was rapid fire, with gags falling thick as rice at a church wedding. The boys dragged everything out of the book, but the crowd loved it. Frisco finished strong with his patter about the horse player at the bookie joint. This spot is quite a tourist hangout, with the out-of-towners coming to oggle the flicker celebs. Impromptu entertainers contribute to the show. Judy Starr doing a couple of numbers night the show was covered. Four-piece dance band includes Nick Cochrane, Al Graham, Johnny Black and Ollie Partillo.

Charlotte Rogers handles p. a.  
Dean Owen.

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## Mary Jane Brown

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## Night Club Reviews

Scotch-and-adding. The striking and tasteful decor puts to abase many of its larger, more publicized brethren in the night club belt.

Unfortunately, however, in previous seasons it went more or less unappreciated by local diversion seekers until this fall, when it apparently took a new lease in life. The spot has been doing exceedingly well recently with capacity week-ends and comfortably filled tables mid-week.

Entertainment is in the same modest vein, so it's evidently a case of the crowd just discovering that it's a nice spot to go to. Back on the two-by-four band stand is Gerry Morton, here several months last year. Morton, heading a four-piece unit (including himself), is young, personable and anxious to please. Song dancers, Chabo comprises the maestro's piano, sax, accordion and bass. Morton's pianistics indicate he could very easily hold down a bench at the Steinway in any name band styled for hotel or club spots.

Another Raleigh Room prodigal returning for the fall is Dell O'Dell, whose prestidigitating tricks and humorous manner of working are ideally suited to a small room of this type. Miss O'Dell's patter is mostly in rhyme, and a good part of it is clever in addition to being original. Her stunts are wonder-evoking and so good that the Chinese rings trick with which she concludes is anti-climatic. This item has been overworked by every second magician in the SAM, and Miss O'Dell has enough other good stuff to omit it. Fem magician is on for about 25 minutes.

Food and drinks are good, but the real attractions are the averse atmosphere, beautiful decor, and the circular glass dance floor, lit from beneath.

Daniel Richman.

## Club Kona, El Cerrito, Calif.

Located just 20 minutes across the bay from San Francisco, spot is East Bay's newest hitery. Owners Henry and Phil Molino usually give patrons a good evening's entertainment at low tariff.

Club is decorated in the Hawaiian motif. Shows offer a line of four Hula dances, besides Billy Joy and Juanita; Dennis McCurtin, vocalist; Charles Nolan and Moselle Phil Molino, emcees.

Opening number is a hula by the line. Practically meaningless. McCurtin, next, sings to an encore. In his 10th week here and a favorite. Moselle, exotic dancer, got over nicely. A juggling novelty is offered by Nolan, who uses lighted clubs. Pair but lacks showmanship.

Billy and Juanita do a routine of straight tap and comedy that left the crowd wanting more. Couple looks well. Paces off nicely with another Hawaiian group number. Paul Molino sells the show nicely.

Club seats about 125, serving \$1.50 dinner and no cover or minimum. Music by Johnny Strangio.

Sam Roney Agency books exclusively.  
Edoard Murphy.

Gold Coast Room, Drake  
Hotel, Chicago

Back in the swing again after its customary summer layoff, serving the blue bloods with name bands, small shows and regal service. It is the largest hotel room in town catering to the Gold Coasters and has no trouble getting its \$2.50 minimum week nights and \$3.50 Saturdays.

Managing Director A. S. Kirkeby spends most of the entertainment budget on orchestras, with only a sprinkling of it for acts. An exception has been made for the opening bill by using Wayne King's outfit and a show topped by Art Jarrett, one of cafe-dom's better singing entertainers. There's plenty of entertainment from both ends and the type that will please a more varied class of audience.

The show is emceed by King in stock fashion, starting himself with a medley of Viennese waltzes that brings out the full melody of his 14-year-old band. The arrangements are semi-classical all the way, a treat to swing-beat ear drums.

Mary Jane Brown, radiant little tapstress who makes as non-theatrical an appearance as a high school freshman, peppers thru a couple of routines playfully. Works in a refreshing style and wins over the customers.

Jarrett stays on for several pop tunes, each rendered with a commercial delivery, if not with an unusually strong voice.

Has a natural style, evidenced in both his songs and introductions. His repertoire includes *Soak America Way, If I Had My Way, Begin the Beguine and Over the Rainbow*.

Pierre and Renee Charles (formerly Pierre and Temple), ballroom team, close with three numbers, each highlighted with a number of turns and arm tricks. Woman's appearance lacks youth but her dance work is okeh. Opened with a waltz, then a medley of national steps in various countries and wound up with a tango. The Wayne King Band is in for eight weeks and is probably one of the most familiar combinations to regular Drake patrons. King has been here several times and seldom fails to please. Music is soothing even when it turns on occasion to more swingy melodies. Instrumentation includes three men in each of the rhythm, reed, brass and violin sections. Most of musicians are old-timers and with King for more than a decade.

New show coming in Saturday (21) will be the *Blue Bird* team, Marvin Green. Office handling publicity.

Sam Honigberg.

## Show Box, Seattle

Headed by Ted and Mary Taft, young musical comedy dancers in the best modern manner, the new show of Mike Lyons' recently constructed Show Box opened Monday (9).

The appearing before a small afternoon crowd, the entertainers were full of pep. And when the acteresses in the numbers it made up in laughter and applause for the five numbers paced by Steve Barrett, emcee.

Second spot went to the blackface team reminiscent of McTears and Heala, Gus Emery and Pete Sims. Introduced as "walking along the highway"—Sims with an old potato sack in which his uke has just given birth to three wee ukes. He plays the "mother," still with white gloves on his fingers, and sings a song by Emery. Comedy, in which Emery turns into a wild black African savage, with spear, shield and war paint, was exceedingly well received.

Three *Smart Girls*, a trio of tomboys in scanty shorts, staged a pleasing acrobatic, pantomimic dance in slow motion, bending and twirling as the revolving slowly turn space.

Kenneth Milton, presented as the *Heifer* of the *Zetronics*, gave a direct interpretation of *Tiger Rag*, switching harmonica in different keys. Opening number was Winston and Lolette, a graceful couple with smart new styles in tap. The girl is a averse brunet. Their taps in Spanish dance simulated a castanets.

G. M. Littlejohn.

## State Restaurant, Columbus

Another of Columbus' downtown night spots opened for the fall season here Saturday (30), with Paul Decker and band in the lead. Decker's spot, always well attended, cater to the younger set and so far is relying on the band for entertainment rather than floor shows. These will be added later, according to owner Louis Yee.

On opening night, pep rally in preparation for the first Ohio State football game was also held. The band was especially well received for its arrangement of Ohio State songs.

The Deckerens, with Marion Jones as songstress and a novelty trio of bandmen, should draw heavily. They come here from a summer in the Ionian Room of the Dasher Wallack Hotel.

The bandshell has been completely redecorated and local artist Ben Bloom. The band played for luncheon, dinner and supper sessions. Albert E. Redman.

## Club Gaucho, New York

Pura Reyes is new here. She's a lively, wenchy type of brunet who sings and struts around and gets by more on her hotcha personality rather than true talent.

Holdovers are Nedra Madera, doing a weak paso doble and a better Portuguese Poda; Gabriel and Giraida, dance team doing pictorial waltzes and paso dobles with the Latin steps; and Dan and the Gaucho Orchestra of four men. Makula's excellent gypsy airs, featuring trick effects, won encore calls. His small band handles the music assignment well.

The dance team will keep patting the new Latin steps beginning with next week from 8 to 10. Irma Gelabert, singer, opened Wednesday (3).

It's good Latin entertainment and music here, with host Pedro Wall speaking things more pleasant and personal attention. Dorothy Rosa is the p. a.  
Paul Denis.

## Cafe Society, New York

This Greenwich Village Club, which opened last year as a night club to end night clubs, mainly by satirizing cafe society uptown, is now one of the leading downtown "jitterbug" importations.

The main still stress social satire, but the catering power of the place is now centered around swing. This spot is the breaking-in ground for John Hammond's discoveries, and from there hope to go on to greater glories. Hammond, patron saint of the jitterbug clan, discovered Albert Ammons and Meade Lux Lewis and put them on their feet thru this spot. They are now working at the Off-Beat Club in Chicago, but are due back here this month.

All the entertainment, current, is colored, save for Jack Gilford, who is much more than an emcee. Like the old tune, "You've been more than a daddy to me," Gilford is the only entertainment force outside of jive and holds everything together.

Frankie Newton's Band is back, much improved, with Newton polishing off a hot trumpet and the band dishing out a brand of swing that's sending in any language. Jean Eldridge, vocalist, is another sander with a blues voice on pops and novelties. Royal Rhythm Boys, trio working with bass, electric guitar and piano, all doubling on the vocals, have a great future ahead of them as they slicken their arrangements. Peace, It's Wonderful was their outstanding tune. They're lively from the toes up. Should go places.

Gilford has his own act, mainly mimicry and satire, that sets him apart as a mime with a style, originality and odd material. Who would think of imitating a golf ball in slow motion? He does, and the results are funny. Material is typically funny and timely.

Barney Josephson, manager of the spot, is also concentrating on fine food and service and has brought in Joe Baird and Oscar Schiverman, of the Clarence and Oscar Schiverman, of the Clarence and Oscar Schiverman, respectively. Result is that the \$1.50 dinner is very superior for night club fare. Minimum is also \$1.50.

Ivan Black is press agent. Sol Zaff.

## Empire Room, Palmer House, Chicago

Tommy Dorsey played to an overflowing opening night crowd Thursday (12) in his first Loop hotel engagement. While it may not burst of prosperity every night, the business belt during Dorsey's stay in this classy room, judging by the maestro's current popularity, should be put to test to hold up a diet of steadily heavy trade. He looks like a natural-born showman, rid of any artificiality, and fronts one of the smoothest swing bands in the field. Band has some unorthodox versions of pops and standards, but almost every arrangement is kept within the bounds of good taste and consideration of the room's physical limitations.

Dorsey is generous with his famed trombone both during dance and show seasons, keeps the boys active in many well-prepared and entertaining novelties and emcees straight forward manner. A newcomer in the band's vocal corps is Anita Bever, pretty-faced songstress, who recently left bubbly Dick Barrie's outfit to succeed Edythe Wright. While not yet 100 per cent in the groove with the rest of the gang, particularly when helping out in Dorsey oldies (such as the Trombone Man), she will fill the spot capably with a little more time behind

her. Has the voice and an eye-appealing personality.

Jack Leonard, Dorsey's veteran deep-voiced tenor, participates in the mid-evening revue, peddling off several hits with ease and a winning delivery. Chap also is quite a vocal asset at dance sets. Merriell Abbott's new floor show has three acts and her bouncing 12-girl line. It is a well-produced show, abundant with talent. The Abbott Girls in the opening help Dorsey's Band sell its All in Favor of Swing number, strutting out in snoods, blue satin blouses and plaid skirts for a fast act routine.

Nick Long Jr., commercial tapper, works with an extremely breezy style. He impersonates the work of Buddy Ebsen and Eleanor Powell and then concocts some individual steps into a crafty, flashy finish. In the "little show" he reviews briefly the popular rhythm steps since the Swanee River days, with decorative help from two red-haired Abbott dancers (Beverly Allen and Margaret Van Sickle), and during his midnight turn he interprets, in swing time, Rachmaninoff's Prelude in G Sharp Minor, winding up with a Nola tap bit.

Abbott line for its second number frolics thru some acrobatic gymnastics in bright lights, followed by Bob Neller and his acrobatic outlet, Reginald J. Tricketts. Neller is a technical artist and his dummy is one of the most tricky making the rounds today. Some of the comedy lines are somewhat daring, but he has enough good hotel material to overlook this cafe-lab touch. A bright spot is the nonsense carried on with Dorsey, the latter stooging for Neller's school girlish voice. New bit in the act is the spotlighted dummy's monolog, Ten Minutes To Live, a laugh-down-laugh version of a Charlie McCarthy life between shows. While stretching the point to be taken seriously, it has its impressive touch for the moment.

Lynn Royce and Vanya, comedy ballroom trio, stopped the show with a sock puppeteer in a Charlie McCarthy life between shows. Appearance of the two men and the blonde is tops and salesmanship is equally good.

Abbott line finishes with a strong tap turn performed on stairs, produced from the elevated band stand. A flashy closing.

Phil Dooley's four-piece combination still on hand during intermissions. Al Fuller, veteran publicity guide here, is back after an absence of over a year. Dick Barstow, incidentally, remains as Miss Abbott's dance number assistant. Sam Honigberg.

## New Club in Ft. Worth

PORT WORTH, Tex., Oct. 14. — The Phoenix, on Jacksboro highway, which was built early this year as a drive-in cafe by Tom Daly, has now been converted into dine and dance spot. Tommy Tucker's Band is furnishing the music. Cover charge of 75 cents Saturday nights.

Daly's old Ringside Club is now the Coc-oo Club, operated by Ernie Palmquist.

## Takes Over N. O. Club

NEW ORLEANS, Oct. 14. — Jean Lafitte is new operator of the Chez Paree Club on Lake Pontchartrain. Maurice Reid is emcee and is using show ork. Francis Anello heads initial floor show.

## SUGAR'S DOMINO

(Continued from page 4)  
handmaiden. She is as charming as any woman could be. But just as firm, just as unbending and just as fearless when she knows that she is in the right as the most masculine of men. If any-

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body better qualified than that is needed by AGVA to put over its organizing job then they might as well give up hope of ever getting anywhere because no such human being seems to be available.

Mrs. Bryant was not a willing and docile tool in the hands of coniving union career men when she ran things over at Chorus Equity. She cannot very well play such a role now, being unfitted for it in personality, character, integrity and background. We have considerably less fears about the future course of AGVA with Mrs. Bryant's eagle eye trained on things; with her eloquent voice raised in behalf of what is right and with her strong arm forcing its way thru red tape and stagnant dictation. She has seen enough of stodginess, smugness and the ostrich brand of evasion in her busy career to know what to do in this day and age in theatrical unionism.

Mrs. Bryant has a tough job on her hands. There's an awful lot of cleaning up to do in AGVA for an organization so young. As with all movements conceived in revolution and its accompanying turmoil, AGVA has drawn into its ranks a formidable array of vermin. Being a good housewife as well as an excellent administrator, Mrs. Bryant ought to know how rapidly the two kinds of vermin grow—in a neglected home and in an ill-run organization. If she is given half a chance she will clean out the varmint; she will bring about as soon as it is physically possible a thoroughly democratic set-up and she will do more than her share to whip AGVA into line as a truly constructive force in bringing about more quickly and with greater permanence the revival of flesh activity now most assuredly on its way.

## COAST CLUBS

(Continued from page 4)  
the curtailment of film production may necessitate the return of vaude to many theaters. Many studios are going in for the longer films, which would kill off double features.

So far as vaude and night club acts in pictures are concerned the field seems to be opening up all the time. Apparently, producers are realizing there is plenty of good talent going to waste. By using more talent from the flesh field studios cut their costs and at the same time are confident that the talent at least knows the fundamentals of performing.

Many good acts are picked up here for flickers, but unless the performers have some sort of name the jobs are few and far between.

So far as booking goes, Music Corp. of America books more ace spots than any other local office. MCA's old stand-by is the Coconut Grove, which usually

offers four weeks.

Other MCA night club bookings are Skinny Ennis at the Tommy Hugo, with Jerry Lester and Vernon Wonder; Pancho and his orchestra at the Trocadero, Rose Murphy at Jim Otto's and Doc and his band at the T Cafe.

One of the biggest act users in this locality was the Palomar, which recently burned down. It is expected that the spot will rebuild.

Biltmore Bowl is booked by Joe Faber exclusively. He present it has Chuck Foster and ork and a five-act floor show. Florentine Gardens, with Bill Roberts and ork, uses floor show booked partially by Fanchon-Marco.

In the North Hollywood area the only nitery using a floor show is Grace Hayes' Lodge, which gets a terrific play from the film crowd. Nick Cochran and his ork are playing this spot.

Beverly Wilshire Hotel's Florentine Room, recently renovated, is featuring Ray Noble and ork.

Ace Cain's, on the outskirts of Hollywood, has been one of the middle-bracket spots that has never been without flesh. In the Southwest, part of town, Topsy's has always featured a floor show. Jan Garber is now playing this spot.

While a majority of the bookers and cafes claim that his is on the upswing there are plenty of acts squawking and claiming they are getting paid off in apples. However, it is generally conceded that salaries are much higher than a few years ago.

## BRANDT'S OKEH

(Continued from page 3)

Band, December 9, all opening four-week tours at the Flatbush.

Of the four circuit houses using vaude now, Audubon is claimed to be grabbing the lowest grosses. Opening week with Jimmy Dorsey was estimated at \$6,500, followed by Sammy Kaye Band and the Andrews Sisters-Britton Band bill, who reportedly fell below that figure.

## LONDON MUSICIANS

(Continued from page 3)

Empire. Same week Willie West and McGinty, also originally scheduled for Little Dog Laughed, played Portsmouth Hippodrome.

Variety Artists' Federation has requested Home Department to immediately withdraw all permits for enemy alien artists to perform in Great Britain. Membership of all such artists has been suspended.

Week of October 2 only three of Moss Tur's 22 halls remained shuttered. Seven played vaude; six plays, straight and musical; six production units. Of the seven General Theater Corp. halls two (Pala-dium and Holborn) stayed dark, two featured vaude, two production units and one a straight play.

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TELEFONO

★ ★ ★ ★ AND HIS ORCHESTRA ★ ★ ★ ★

OPENS OCT. 19

LOEY'S STATE, N. Y. C.

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

Abdullah, Sam, Girls (Lotta Garden) Washington, D. C.
Adams, Richards Dancers (Top Hat) Union City, N. J.

Allen, Bill & Gladys (Oriental) Chi.
Allen, Hank (Aquadeca) World's Fair NYC
Allen, Helen (Cotton Club) NYC
Allen, Robert (McAlpina) NYC

Amos, Bill (State Lake) Chi.
Arden, Dolly (International Casino) NYC
Arden, Don, & His Artist Models (Chez Ami) Buffalo, Pa.
Armist Bros. (Chicago) Chi.
Armstrong, Henry (Shirley) Pittsburgh, Pa.

Asch, Paul, Orch. (Hi-Hat) NYC
Asch, Paul, Orch. (Hi-Hat) NYC
Asch, Paul, Orch. (Hi-Hat) NYC
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Asch, Paul, Orch. (Hi-Hat) NYC

(For Orchestra Rooms, Turn to Music Department)

Acts-Units-Attractions Routes

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

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

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Kane, Vera (Show Bar) Forest Hills, N. Y.
Kamilo, Anna (Lexington) NYC
Karataki, Princess (Harry's New Yorker) Chi.
Karavaff, Simon (Russian Krechetka) NYC

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

Drysdale, Grace (Golden Gate) San Francisco, 18-24
Duffins, The (Royale Proletas) Chi.
Dunn, Mickey (Nappo Gardens) Chi.
Dupre, Jeanette (Pastor's) NYC

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Headly Twins (St. Regis) NYC
Hervot, Inez (St. Moritz) NYC
Hector, Harriet, & Co. (Pal Cleveland) N. Y.
Hild, Dorothy, Ballet (Chicago) Chi.
Hillegarde (Hayes Plaza) NYC

Headly Twins (St. Regis) NYC
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POLLY JENKINS

And Her PLOWBOYS
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## Reviews of Units

### "Streets de Paroe"

(Reviewed at Columbia Theater, Alliance, O., Saturday Evening, September 23)

Nick Bolla, Chicago producer, has extended himself in his newest unit, *Streets de Paroe*, which is about the best all-round stage revue to come this way in a long time.

Well balanced as to talent, replete with novelty, nicely costumed and fast-paced, it offers plenty of variety entertainment, minus snout, and presented in a manner that clicks instantly. Evelyn Brent, of the screen, and Harry Fox are the only names.

It's one of few units playing the local house in some time that carried a band that really could cut it. Much credit due to Paul Walker, director, who has used excellent judgment in the revue's musical score and the swell nine-piece combination. He also is emcee.

Parting of the curtain reveals the bandmen in tuxedos, with an eight-gal. hat, all good looking, and well trained, giving a Latin number that gets the revue away to a good start. Shirley Olsen spins on for a well executed and difficult act without routine. A finished artist, Evelyn Brent goes into their balance act with dance mirth. A do series of poses and semi-acrobatics that win them a big hand. It's a smooth working duo and a novelty on any bill.

Harry Fox gets a lot of laughs and puts everything on the old but well received *Ida*, which he does most capably enacting with *It Can Happen to You*. Line romps on again in Dutch garb for a popular *Betr Barrel Polka*, one of their best.

Back on again to introduce Evelyn Brent, who looks so young as when she was at the height of her career. Using Fox as a foil, she elicits and does a dramatic bit, which gives her an opportunity to demonstrate her acting ability. Miss Brent is really entertaining. She has an alluring personality. Scored heavily. Her part in the bill is brief, but entertaining.

Jack Greenman and Johnny D'Arca, funny from the old school, uncerk some witty sure-fire chatter. Their knock-about antics are near show-stopping. Their best is a bass drum number with help of the band.

Gene Fields is a clever impersonator. He mimics radio personalities capably, his best being Pat Barnett as Uncle Eric, and also screen stars, excelling in Ned Sparks.

The conclusion line comes on for its final effort, *South American Way*. Line's vocal effort, which is well and widely far above the average. Entire company on for the windup and a bow as the curtain falls.

House had standees at the end of the show Saturday night. Screen fare, *Gri From Rio* (Mono).

Rez McConnell.

### A. B. Marcus' La Vie Paroe

(Reviewed Friday Evening, Sept. 8, at Palace Theater, Akron, O.)

*La Vie Paroe*, newest A. B. Marcus unit, bowed at the Palace here, a bit rough in spots the first day. But by Sunday production had hit its stride and proved pleasing entertainment but nothing pretentious, and much below the standard of Marcus shows that have preceded it in recent years.

Capacity audiences greeted the first stage show of the fall season at the local house, and miscues were frequent but immediately corrected. Curtains, lights, music and sound equipment all contributed to the confusion at the unit's premiere. Despite all this, revue is excellently mounted and costumed, with girls in lovely costumes.

The gala have all of the feathers, glitter and glowing trains that are ex-

### Team Arrives by Freighter

NEW YORK, Oct. 14.—Harris, Claire Shannon arrived on the French freighter *San Pedro*, the ship making the trip from Bordeaux in 16 days instead of the usual nine. Act was playing the Riviera when war broke out and had to cancel nine weeks. Bad train service necessitated the act's leaving Juan Le Pina in a troop train for Bordeaux.

Harris suffered most discomfort. He is wearing a House of David beard because he could not use his own. He razzes on account of ship being in complete blackout.

performed in the extravaganza form of entertainment. Furthermore, costuming is as brilliant as appearing favorably with the more costlier evening shows. Harold Boyde and his Jig Saws is a novelty that clicks. Few names are mentioned other than Sofia Alvarez, a holdover from the Original tour.

Action occasionally flashes a bit of talent, this being true in the case of the Rio Brothers, with their eccentric dance and cockeyed comedy routine. The trio took top honors with their trouble.

There are, however, novelties that range from some excellent control acrobatics thru dances and songs. Ensemble and showgirl numbers are okeh, which in themselves is well worth the admission price. Even a troupe of jitterbuggers is present to display the latest swing-time gyrations. Line numbers help a lot.

So, from the girl in gold paint to the gal in and out of her ostrich plumes, *La Vie Paroe* has the possibility of being another strong hour of girly, girly entertainment. Troupe will work West, smoothing out the rough spots.

Screen fare, *Night Walk* (Beta).

Rez McConnell.

### "Pleasures of Paris"

(Reviewed Wednesday Afternoon, Sept. 27, at the Parisian Theater, Newport News, Va.)

A bare two weeks on the road, *Pleasures of Paris* got off to an auspicious start when Richmond, Va., newspaper reviewers lavished superlatives all over it during its showing there. While it is not particularly long on originality and has definite weak spots, it is a show that rates among the class productions of its kind.

The piece is distinguished chiefly for its French touches, its tasteful costuming, and a pair of foxy but average specialties. Lee-Vee and Margie, acrobats, and the Melva Sisters, xylophonists.

The chorus works in three numbers, all elaborately costumed, opening with a fishy can-can offering, sandwiching a racy Cuban thing half-way thru the show, and closing with a military tap. There are a dozen girls in the line, fair to middling on beauty, and they work hard, tho' their efforts did not show to best advantage on the narrow stage here.

Lee-Vee and Margie are on twice, their slave dance being especially effective. They work smoothly, but on a little too fast. Melva Sisters are just for a xylophone duet, and come back for novelty performance in the second act, a scene constructed from liquor bottles—a real flash that was enthusiastically received.

Mason and Johnson, blackface comics, manage to get some laughs with old material, and Louisa and Eugene Scherz are a fine looking young tap and acrobatic team.

M. Tony Sharabba offers some monotonous warbling of popular ditties, and the show even includes a modified strip tease by a shapely chorus member as the highlight of a comic novelty.

Off-stage emcee with phony French accent does a poor job of introducing performers; he was unintelligible at show caught. Picture was *What a Life* and business very good. Warner Turford.

### Francisco's Spook Show

(Reviewed Lincoln Theater, Lincoln, Neb., Sept. 29)

Currently touring the smaller keys of the Midwest on a series of midnight scare sessions, Francisco is a product of the "Big Show" here, and has been regularly for the past six seasons. His real name is A. F. Bull, but for obvious magical reasons he goes under the moniker which is his middle name. He has spoken his own light entertainment. During most of the very short time the house lights are out the work is done by aisle walkers with radiant masks.

Especially, he's a magician. The bulk of his tricks have been seen many times before, but he stretches his repertoire thru 45 minutes before killing the foos and ceilings and going into his graveyard routines.

He has two assistants, and usually picks an odds film, such as *Sh! The Octopus* for the screen fare. A few game on the assistant side, with at least one help to lend fill and sex appeal, might do it better. He's a show better. As his work is good, but a little too matter of fact.

Business here was stand-out.

Oldfeld.

## AGVA Breaks Into Vaude; Licenses RKO Chi, Morris; Signs Mort Singer Houses

NEW YORK, Oct. 14.—American Guild of Variety Artists got a toe-hold on the vaude field this week when it issued licenses to the William Morris Agency and to the RKO Chicago booking office. The Morris Chicago office books three full-week stands and the local Morris office is booking six houses. The RKO Chicago office books two RKO full weeks and spots occasional attractions into Mort Singer houses. Since the license provides that only AGVA members may be booked, the issuance of these licenses alone should force hundreds of members into AGVA and give AGVA great impetus in the Midwest.

AGVA licenses have also been issued to Murray Phillips and Jack Mandel, Col. Feodor Maybom, Ben Lipset, Frank Duncan, Sid Hall, Al Grossman, Miss Will Rohm and Don Boone, local agents, have applied for licenses. The AGVA board checks the applications.

Local AGVA office says it has a "working agreement" with the Mort Singer concern preliminary to a "revue" including contract covering wages, hours and conditions," now being drawn up. The temporary pact was negotiated by Leo Curley, Chicago AGVA rep; A. Warren Jones, RKO Chicago booker; Tom Corwin, Western rep for AGVA; and Morgan Ames, RKO executive. Singer houses include the Orpheum theaters in New Orleans, and in Sioux City, Davenport, Waterloo and Dubuque, all in Iowa; the Orpheum, Minneapolis; the Iowa, Cedar Rapids; the Brandeis, Omaha.

The agreement also covers two RKO houses, the Orpheum in St. Paul and in Champaign, Ill., and four indie-operated houses, the Palace, Ft. Wayne; the Kedzie, Chicago; Grand, Evansville, Ind., and the Lyric, Indianapolis.

The AGVA license may be terminated by either side by two-week notice; it is "personal to the licensee" rather than the corporation or agency name; disputes between the licensee and AGVA may be arbitrated; the licensee is subject to present and future rules and regulations of AGVA and to the laws applying to employment agencies; the licensee agrees to maintain an office in "the theatrical district" (which bars office-in-hat agents) and the license bars any compensation "over and above" rules of AGVA. AGVA has not as yet set any minimums on commissions.

AGVA committees are working out minimum salary scales and conditions. According to Miss Jean Muir, AGVA organizer, the membership wants "no free auditions" and the six-day week. She said the night club "themselves" want to "establish a very minimum" and that AGVA was using the local musicians' union wage scale classifications rather than the APA minimums as a guide.

AGVA has had no official dealings as yet with musicians' union Local 802, but prefers to wait until the Associated Actors and Artists effects an agreement with the American Federation of Musicians. Such an agreement would swing the musicians' locals in line to support AGVA.

AGVA denied reports that Aubrey Blair, recently appointed West Coast organizer for AGVA, was getting \$9,500 a year (his reported salary when he was an executive of Screen Actors' Guild) and that the other three regional AGVA directors would get the same salary. AGVA says Blair's salary is a "little more than half of \$9,500."

Hal Hixon, local organizer, has resigned to take a job in Philadelphia. Peley Wells, another local organizer, is resigning "when he gets another job." Robert Reinhardt, one of the leaders of the Ferrets anti-administration group in

the AFA, has been appointed to the AGVA board of directors.

AGVA announces the following chairman of committees: Henry Dunn, membership committee; Mario Naldi, night club committee; Ben Blue, wage committee; Hal Sherman, agents committee. AGVA today claimed a membership of "more than 5,000." It claimed 6,300 as of October 1.

Mrs. Dorothy Bryant, AGVA executive secretary, is planning quick trips to key cities to speed organizing.

CHICAGO, Oct. 14.—Local office of AGVA reached its strongest position this week, with contracts signed by both the William Morris Agency and RKO to book nothing, but union talent. Morris and RKO here held meetings with the agents to announce the action, adding that only contracts carrying the performers' union number will be accepted by those agencies. Membership list jumped considerably as a result, since agents and bookers are sending acts to the AGVA office for enrollment before proceeding to do business with them.

RKO of Chicago here books the Lyric, Indianapolis; Orpheum, Minneapolis, and spots attractions into the Mort Singer houses in Champaign, Ill.; Davenport, Cedar Rapids and Sioux City, Ia. Morris has the Riverside, Milwaukee; Minneapolis, Minneapolis, and Tower, Kansas City, the latter two handled by Leo Salkin.

At the same time a more amiable stage is being reached between AGVA and the Illinois Night Club Owners' Association, which represents some 60 spots in its membership. Negotiations are being conducted by Leo Curley, local AGVA rep, with John F. Ryan, INCOA business manager.

## Cantor Hopes for B'klyn Met Record

NEW YORK, Oct. 14.—Lew's Metropolitan, Brooklyn, resumes vaude Thursday (19), when Eddie Cantor opens a week's engagement. With Cantor will be his complete radio revue, including Bert Gordon, Leni Lynn, Fairchild and Carroll Sidney Fields, Joyce Hunter and the Stuart Morgan dancers. Show will give six times a day.

Ambitious Brooklyn promotion tie-ups have been arranged by the Lew circuit, which expects Cantor to break records at the Met, but he did at his recent Low's State date.

## Shows Set for St. Louis

ST. LOUIS, Oct. 14.—Fox Theater, local Pancho and Marco house, which reopened its occasional vaude policy on a full-week basis, has Gene Krupa and band set for October 20, Cab Calloway unit for November 10 and Horace Heidt unit for November 20. Booked thru Jesse Kaye, of the New York office.

## Willows, Pitts, Remains

PITTSBURGH, Oct. 14.—Encouraged by late summer business, the Willows on the Allegheny River will remain open indefinitely. Operator is Dave Janavitz. Benny Burton's Band has been held over. Milt Karz handles publicity.

DARIO (Dario and Diane) and Ramon (Ramon and Renita) deny they have outside backers for their new La Martinique Club, New York. The ballroom dancers turned night club owners say they own the entire stock of the operating company.

## The Original

# JOE JACKSON

## ROXY THEATER, New York

Permanent Address—Greenwood Lake, N. Y.

## Loons on the Loose!

CINCINNATI, Oct. 14.—Carl (Deacon) Moore, Old Vienna's band maestro, Dr. Marcus Gibson, Rathskeller's mad magician and double-talk expert, and Joe E. Brown, movie comic who opens at the Shubert here next Friday, made a trip to Keeneland race track, near Lexington, Ky., Monday that set a new high in laughs for the distance covered.

With Dr. Marcus handling the double talk and chief comedy, and Moore and Brown doing the stogging, the unholy three succeeded in accomplishing the following:

1. Double-talking and needing the toll collector out of the 15-cent fee in crossing the Ohio; 2. Breaking up an important court trial at Williamstown, Ky., with their sudden appearance and looney antics; 3. Making a WPA foreman for a set of plans on a bridge project, leaving said foreman amazed and in a trance as they pulled away; 4. Giving an impressive magic and song session at a country school they happened upon, and 5. Making a tour of Lexington in a laundry truck after double-talking the driver into a stupor.

## Vaudeville Notes

MORRIS NELSON unit, after winding up its fair dates at Belleville, N. C., October 7, opened on the Kemp Time at the National, Richmond, Va., October 12. Featured are Kee and Tuck, Peters and Maye, Swift and Swift and a five-piece orchestra.

ADD TO acts signed by Harry Sherman for his book-booking tour of units Mayor and Hart, Lord and Seeg, Reisinger Brothers, Anthony and Page, Jack and Jill, Clyde Bar and Tater's Comedy Canines. ... RADIO RAMBLERS canceled their European dates and are picking up vaude dates, booked thru Milt Shavin, of the Joe Glaser office, New York.

HOLLYWOOD HOTEL unit, Nils T. Granlund unit, Andrews Sisters, Mal Hallett, Milt Britton, Four Ink Spots and Henry Armetta have been booked by Al Dow for the Palace, Springfield, Mass. Negotiations are under way for Glenn Miller and Artie Shaw. Ozma Nelson and Harriet Hilliard, who opened there September 22, broke house records.

DOROTHY HILD, former line producer at the Oriental, Chicago, has moved to the Chicago Theater, that city, to stage line numbers. She replaces Fred Evans, who is busy again at the Chez Paree, Windy City night spot.

## Vaudeville Reviews

## Paramount, New York

(Reviewed Wednesday Evening, Oct. 11)

Show this week leans more toward personalities than straight band entertainment along usual Paramount lines. As a result, Russ Morgan's Band gets a bit lost in the shuffle. The first half of the proceedings is rushed thru breathlessly, but speed doesn't necessarily mean good pacing. Here it's just a case, apparently, of getting everything out of the way in a hurry to leave the field clear for Jimmy Durante, who definitely needs a clear field to work in.

James trots out all his old gags, songs and bits—and they're as great and hilarious as always. He insults the musicians and the ushers, he flings his champagne at the drummer with his old abandon, he plays the piano, he interrupts his own zany ditties for equally zany gags and patter. It adds up, as usual, to one of the funniest acts in show business. Durante's material is the least of it. It's that dynamic style, that simulated indignation and that unique and forceful delivery that make Durante the great comic he is. He's on here for 25 minutes, which pass all too quickly.

The Morgan Band does only two numbers, both winsome, and a specialty, in which the maestro delivers an imitation of Harry Rabinowitch. The patter and the comic interpolations from the orchestra are amusing, but with his limited time for holding the spotlight and with Durante on tap for the laughs, Morgan would have done better sticking to music rather than comedy. Carolyn Clarke, ork's vocalist, impressed with two numbers, demonstrating that it's possible for a girl singer to sell tunes without hopping around. Miss Clarke has real style.

Lydia Sue permitted only one routine, made the most of it with a superior exhibition of acro dancing. Her talent is worthy of more than the quick brush-off she got. Billy Blake's trumpet impressions of various band leaders show remarkable tooting ability that doesn't need the young man's grand-standing tricks to prove it's good. The contortions aren't necessary; the horn speaks for itself.

Patricia Norman, of Old Man Mose record fame, used about a 95-bar intro, in the form of three other ditties, to get into the piece de resistance. When it comes to proclaiming Mose's demise, the young lady is quite proficient; but that's pretty nearly the extent of her capabilities. Complicated arrangements on Wayne Hat With Cherries, Rencho Grande and It's Funny to Everyone But Me didn't help either.

Don Baker's organ solo drops its usual bland innocuousness and takes up to itself a purpose. Result is a 16-minute plug, via special lyrics for community singing, for the Powells, Teddy and Dick, stars of the next stage bill. The patrons seemed a little too surprised to vocalize, which had its points, too.

Paramount's picturization of the George Abbott success, *What a Life*, on the screen. Stage half runs about an hour.

House showed some wide-open spaces last show opening day.

Daniel Richman.

## Palace, Chicago

(Reviewed Friday Afternoon, October 13)

House has been dipping in the red ink well again, with the number of good pieces available thinning out and the supporting stage bills used not of the sort that will line them up out front. Combination this week, Universal's Rio on screen and Johnny Perkins' unit, will find the pickings slim, judging by end of first show opening day when the downstairs was only half full.

Unit looks like a Benny Davis revue, also most of the acts have been around before. Perkins refers to them as his "ring and ring" acts. The only one that is worth. Billy Scott's University of Indiana Band, part of the unit, combines forces with the house outfit, giving the stage a crowded appearance.

Perkins is his usual, but self-gagging, singing and taking part in the doings of the acts. He is a good salesman, with an ever-present smile. One thing he can do without, however, are war jokes which, as a rule, strike the audience as unfunny.

The band whams out an opening tune, with the Billy Scott vocalist, blond Arlene Owens, coming to the mike to wobble Cwena, foam. So-so voice. Vern Lee, comic, takes two spots, first in a straight acro routine and later in a drunk specialty. Good tricks, smoothly performed.

The Bushmer Brothers, two kids, manipulate marionettes on a miniature stage, using a costume couple in minut, a collapsible skeleton and a pitter-ting team. Good sight novelty.

Rita and Ed Oehman, tapping and acro dancer, plus a variety of personality act, clean-cut work. Rita on her own sings via the personality route *Beer Barrel Polka*, *Three Little Fishes* and *Irish Eyes* and together wind up with a rah-rah freshman specialty. The kids sell.

Scott displays an impressive tenor in an original, *I'm Delle Bound*, and the band next cuts up with saxman Max Murray's *Charge of the Swing Parade*. Martin and Allen, youthful band, balancing newcomers, have a stock but presentable turn, and Masters and Bolins, screwball comedy pair, are next to closing with nondescript face-contortion routine and legomania routines. Drew laughs.

All back for another bow.

Sam Hontigberg.

## Tower, Kansas City

(Reviewed Friday Evening, October 13)

Before it closed last May for the summer, this house had a record in the Midwest for consecutive vaudeville, having played 200 weeks of stage shows without a break. It reopened in September under the management of S. Bernard (Barney) Joffe, who had been managing his own revues each week, with a house ork and a permanent chorus line.

This week's show, billed as *The Rodeo Revue*, was planned along Wild West lines to cash in on the American Royal, being held in town this week. Opens with a chorus going thru routine in cowboy costumes and trick artists, to background of *I'm an Old Cossack*.

First act is Andrihlita, Spanish singer, who chirps *Des Grande* numbers. Best is *El Fandango Mexicano*, sung straight. A Castilian tune, which includes an audience participation stunt of clapping hands, also wins attention. Andrihlita introduces her partner, Joe Bongor, comedian with a frozen pan. Bongor dances waltz-like and performs some amazing musical tricks with the pump, washboard, jug and saw.

Don Harris, emcee who bears a resemblance to Jack Benny, gives out with a couple of vocals, *The Lamp Is Low* and *Egg-Timing Cowboy Joe*, and rates several encores.

Dorothy Crocker, dancer, goes thru a routine of ballet terpsichorography, dancing on one leg, keeping the other shaft held to her head in a permanent toe-kick. Nice lighting effects help out the number. The act's background of *On the Beach to Ball*. Chorus line introduces the act.

Next on is Texas Tommy and his wonder horse. The latter steals the act, coming on to the tune of *Pony Boy*,

and proceeding to ring bells, pick up handkerchiefs, open boxes and go thru various contortions. The animal demonstrates its ability to add, multiply and give risqué answers to its master's questions.

Novalan Payne, permanent singer at the Tower, does a solo of *Oh, You Crazy Moon*.

Eddie Peabody, banjoist and fiddler, starts the revue. Opens with a banjo solo of *Sunrise Serenade* and an eccentric dance, then switches to fiddle and a sweet solo of *I Tried For You*, which he suddenly drops for a swing version of the Martha Hayes manner. Other numbers are *Nole*, played pizzicato on the violin; *Listen to the Mocking Bird*, supplemented with bird calls, and *Over the Rainbow*, played on banjo. Calls for encores result in *Little Sir Echo* and a scorching version of *Tiger Rag*.

Show runs 60 minutes and audience interest is well maintained thruout. Producer is Frank Tracy. Accompanying pic, *Pack Up Your Troubles*. First evening's reception very good, with quite a bit of out-of-town biz. Bob Locke.

## Loew's State, New York

(Reviewed Friday Evening, October 13)

Lou Holtz is back and does wonders in tying the acts together and making the show this week enjoyable. Instead of a one-man band this week, Ruby Zwering's pit band is on the stage accompanying the show thruout.

Holtz is on after the opening turn and returns between the acts in addition to closing the bill with a session of comic songs, gags, mugging and kidding with the other performers. His *Lapin* stories are still very funny and some of his gags are familiar—but Holtz's delivery is so fine that he puts them over anyway.

Opener is Keene Twins and Vic and LaMar, a mixed dancing and acrobatic quartet that breezes thru a lot of fancy steps. Fast, lively stuff, just right for opening spot.

Sylvia Proos, sweet and perfectly poised, runs thru several songs, including *Won't You Baby Me*; a tearful ballad, *What a New*; *God's Country* and for an encore, *Shortin' Bread*. She is at her best when swinging rhythm numbers and weakest with slow ballads. Went over solid.

Don (Popkoff) Tannen show-stopped in a session of dialect gab—both Russian and French—with Holtz. Zany stuff and the type audiences like.

Stump and Stumpy, tall and short comic duo, rounded out the show-stuff with their eccentric dancing, sing-stuffing, comedy bits, impersonations. Their style is refreshing and their routine varied. The boys are definitely comers.

Frances Payne, in a quick return engagement, rounded out the show-stuff and sang and shouted hotcha lyrics, sending the audience even to the way the second girl singer on the bill. She did *Taint What You Do*, *Over the Rainbow*; *Well, All Right*, and *Comes Love*. She is a magnificent performer and she's at her best in an intimate night club, she managed to roll up a show-stopper here anyway.

Film is *The Star Maker* and business at show caught was good.

Paul Denis.

## Golden Gate, San Francisco

(Reviewed Wednesday Evening, Oct. 4)

A regulation variety bill this week with no big names or particular stand-out talent. Headliners are the Stroud Twins, who garnered some laughs from parts of the house.

Show opens with Peggy O'Neill's line gags, then Ann introduces the Teacher with a cute dance routine. Next, Jack Beckman, emcee for the week, introduces The Martingales, who offer a better-than-average adagio display. The team displays much grace and agility.

Beckman introduces the Al Samuels Trio, man and two girls, who offer excellent precision dancing and a bit of comedy. Lola Monte follows with her "Ferdinand, the Bull" turn, which proved to be the legitimate comedy hit of the show.

Beckman does a solo singing turn and scores okeh, opening with "Night in Manhattan," and following thru with a Berlin medley, both of which were well received.

Stroud Twins come on in the next-to-closing spot, and are followed by the O'Neill girls in a picture number of *Sunrise Serenade*, which serves to introduce Lee and Route in a ballroom dance routine. In any other spot than closing

## CASS, OWEN and TOPSY

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Floorshow Between Halves Of D. C. Football Game

WASHINGTON, Oct. 14.—Don Dickerman, of Pirate's Den here, will supply a pirate floor show between halves of the pro football game between Washington Redskins and Pittsburgh Pirates tomorrow. Show will include a outland wedding with a captive damsel in chains who will perform Oriental dancing.

Expected attendance of 20,000 will likely boost popularity of Dickerman's night club in the old Georgetown section.

Roxy, New York

(Reviewed Friday Evening, October 13) Vaude bill here has an air of nostalgia, with Pat Rooney representing the past and the Gae Foster girls doing a production number titled Old-Fashioned Girl. It's a well-balanced layout. Following come Florodora Sextet hummers by six Gae Foster girls, Rooney opens. Gabs with girls and does a Joe Frisco imitation with clever hooding. Rooney then delivers his own dance to Roxy O'Grady, followed by Foster ensemble with Rooney in front. For the closer, he does a fast soft-shoe number. The old master is still getting a strong hand. Ted Lester, novelty instrumentalist, is a clever performer. Produces from the folds of a cape a variety of instruments, including miniature sax, violin, clarinet and other more unusual instruments. He plays all these well. For the most part, his numbers were classical music, revealing good technical ability. Six females stand around, helping to dress the turn. Did all right. Jimmy Shields' singing was given the

benefit of smart production. Songs were delivered against a backdrop showing a silhouette of an old-fashioned girl—and in keeping with the mood, Shields' songs were mostly old-fashioned stuff like Pulling In Love, Put on Your Old Grey Bonnet, etc. During rendition of Old-Fashioned Girl house was darkened, Shields having just a spotlight on his face. Lights then revealed Foster females planted in the aisles and all the nooks and crannies of the theater. A nice piece of business. Shields' voice is very smooth.

Closer was Joe Jackson's terrific tramp comedy which he has been doing a very long time. It's 100 per cent comedy and bowled over the audience. Comes out in hobo make-up, flicks dirt from his clothes, tries to crease his pants and then goes into the shtick routine. Biko falls apart gradually, with Jackson meanwhile scoring continuously with pantio. Sure-fire for any house.

Production closer had a hay-ride scene very cleverly done, hoovers pulling the prop stuff galloped on a treadmill, creating an excellent flash. Pic, Hollywood Cavalcade (20th-Fox). Business fair. Paul Ackerman.

Oriental, Chicago

(Reviewed Friday Afternoon, October 13) It's Ina Ray Hutton and her Playboys now, a new musical organization fronted by the youthful looking bombshell of rhythm. They take the spot and continue until the end, furnishing some 30 minutes of fairly good entertainment. What band lacks, aside from additional compactness of unity that will come with time, is that Hutton and her mates there is too much frozen earth between the boys and Ina Ray. This new combination is in dire need of a corking novelty number that will bring about greater intimacy between the leader and the men. The material is there, why not cash in on it?

Band has 14 men (six brass, four sax and four rhythm), playing both sweet and spicy music, with emphasis on the scorchy side, giving Ina Hutton plenty of opportunity to tease the trade with her hoochie-licious figure. She struts, sings and introduces numbers with a winning style. Ork opens with Jumpin' Joe, followed by Gene Hill and Earl Worthington, satisfactorily Day In, Day Out and Over the Rainbow. Groovin' the Blues is the next loose one for the boys, and then they tone down for a medley of three Will Bruce ballads.

Allen, Stone and Allen, tap trio, give the leader a chance to pour herself into a new gown while they strike a favorable note with alert routines and clever timing. Ina taps. The most part, the girl make a sincere effort to please and score when it's all over.

Orchestra for the final chapter has good modern versions of Rain, Rain, Go Away and other favorites. The house line in a jitterbug angle. Same line, incidentally, starts the bill with a neat, ork, high-kick routine that is a corking curtain raiser. amateur Bobby Brent type of singer is a contest winner which entitles him to a spot on the bill. Has a ringing voice and the customers liked it for three numbers.

Preceding Miss Hutton's sessions are the show-stopping rope spinning and fancy dance steps by Will and Oladysa Ahern, who recently have returned from Europe. While some of Will's gags indicate that he has been out of the country for a while, his rope spinning and Russian footstep keep him in a class by himself.

On screen, Hotel for Women (20th-Fox). Business pretty good second show opening day. Sam Hontberg.

Orpheum, Omaha

(Reviewed Friday Afternoon, October 13) Glen Gray and Casa Loma Ork here for a week in keeping with Orpheum's policy to move their stars during the fall and winter. Deal is one of smoothest hand shows here in many years, with Gray handling the ensue job nicely.

Bollo and Verna Pickert, tapsters, open with a good act, with a jitterbug number on a girls that went over big. Vic Hyde, one-man band, has a lively act that switches from holcum about his home town to encores—starts on two, three and finally four trumpets. Snee and Margie in harmony are his best numbers.

Joe and Jane McKenna close bill with slapstick tap, soft shoe and adagio. Joe's dramatic play, The Dentist, is a jitterbug number on a girls that went over big. Pee Wee Hunt and Kenny Sargent, songsters, and Sonny Dunham, cornetist, get featured solo breaks as ork members. Screen had The Under Pup (Univ.). Biz slow on opener. J. Scott.

Ink Spots Encore

NEW YORK, Oct. 14.—The Ink Spots, septa foursome that landed in the forefront of the record picture with If I Didn't Care, now have an encore to that hit that seems to have every chance of surpassing it in popularity on automatic phonographs throughout the country. The new ballad is Address Unknown.

For further information on this and other recordings turn to the "Record Buying Guide" on page 64 of this issue of The Billboard.

Many New Orleans Clubs Reopening; Shreveport Active

NEW ORLEANS, Oct. 14.—Renovation of numerous clubs has been completed and there are weekly reopenings in the Vieux Carre area and transferring from roof to interior rooms in leading hotels. The Hawaiian Blue Room of the Roosevelt starts off the season as the city's only Class A spot, returning Buddy Rogers and band for the second time. Rogers is joined by his wife, Mary Pickford, at the club attraction.

Two clubs of the Vieux Carre start off. Joe Masera, operator of the Nut Club, has given that nitery a complete renovation and reopens it with Pinky Gerlach and ork to augment floor show booked by Masera and headed by Marion Owen, Marvel and Fried and Marco and Novelties. Pete Herman, former world's bantam champ before going blind, opens with Louis Escobedo and ork.

At Shreveport the Washington-Yours reopened its Fountain Room Saturday with a no cover or minimum charge except for 40-cent cover Saturdays. Dick Shelton and ork lead a four-act floor show. The fall season at the Glass Hat with a house band and floor show, including Jean Ellis, Vera Broker, George Rippano and Earl Williams. Spot features a daily free favorite cocktail on the house, football results by ticker and radio and astrologist booth.

Joe Cook Show's Evansville Opener

EVANSVILLE, Ind., Oct. 14.—Joe Cook heads a revue starting a four-day engagement at the Grand Theater here tonight, to be followed by an engagement at the Palace, Chicago. Cast includes Sir Geoffrey Hale, Hal Harper, the Deweys, Charlie Senna, Andy McEann, Johnny Sager, Dorothy Sherman and 20 Chester Hale Girls.

This is Joe Cook's first professional appearance here in 20 years. He made his debut in Evansville.

Cosgrove Opens New Club

LA SALLE, Ill., Oct. 14.—Timmy Cosgrove, operator of the South Bluff Country Club here, is building a new spot on Main street to open in about a month when the South Bluff closes for the season. Will use bands and shows. Bookings will be handled by Paul Marr, of Chicago.

Rendezvous, Philly, Reopens

PHILADELPHIA, Oct. 14.—Irwin Wolf's Rendezvous in the Hotel Senator will reopen when it regains its liquor license. The intimates, a crew headed by Ben Mostean, on the band stand.

Seranton Club Closed

SCRANTON, Oct. 14.—Cotton Club was ordered to remain dark when Lackawanna County Court refused to change an order of the State Liquor Control Board suspending its license. William McLaughlin is the proprietor.

Talent Agencies

MRS. CHARLES GRUNDMANN, of Grundmann's Attractions Booking Agency, New Orleans, has returned from a tour taking in New Orleans to Jacksonville, Fla.

HUNTER'S ARTISTS' BUREAU, Milwaukee, set several acts for the Milwaukee Food Show (October 9 to 14), among them Richard (Red) Skelton, Fenwick and Cook, John and Joris Armstrong and the Hazel Vincent Girls. MCA will have Alec Templeton on that bill.

MANTZ KILGORE, Buffalo, left town October 1 to join Mike Falke's orchestra booking office in Detroit, after having had considerable success in Buffalo. He will also organize his own band later.

WALTER J. GLUCK, Buffalo, has just added to his books Nat Norman's Normandy Inn, Warren, Pa.; Mary Roger's Velvet Grille, Lackawanna, N. Y., and Kaufman's in suburban Buffalo. . . . RAY S. KNEELAND, Buffalo, has booked John Philip Sousa's 10-piece band for a dance sponsored by the Veterans of Foreign Wars November 11. He also has a contract for Austin Wylie to play for the Galanti Athletic Club, Lackawanna, N. Y., November 4.

PAL SPIRO, former emcee at the Paramount, Toledo, is planning to send out road-show units this fall. Units will be tied up with local radio station and will show on Fridays, Saturdays and Sundays in small towns within a 100-mile radius of Toledo. Spiro is presently leading his own band at the Kin Wa Low Restaurant, Toledo nitery. . . . WALTER BUDD, formerly of Budd and Nolan, New York agents, has tied up with John T. McCallin, Baltimore agent. . . . JOE T. BARNETT, of the team of Barde and Cunningham, has become an agent, affiliated with Jack Mosconi in Philadelphia.

WILLIAM MORRIS AGENCY is booking the National Casino, Havana, for the coming fall and winter. . . . ALEXANDER OLSHANSKI, composer of Jewish musicals, has joined the ranks of agents. Associated with Irving and Marty Barrett.

RAY S. KNEELAND, Buffalo, has completed booking vaude turns thru Canada starting October 17. In co-operation with Bill Stewart, Toronto booker, has the Whirling Wheels and Eddie Dayton on tap for the first tour, which takes in three-day stands at Esquire Theater, Bramford, Ont.; La Salle Theater, Kirkland Lake, Ont.; Cartier Theater, Timmins, Ont.; Marmora Fair, Marmora, Ont.; Kinaman Carnival, Hanover, Ont., and Royal York Hotel, Toronto, Ont. If the stunt clicks the shows will be engaged again in 1940.

IRVING H. GROSSMAN, booker and show manager, is establishing a general booking office in Des Moines to handle clubs and conventions, orchestras and theaters. He is resigning as head of the WIO Radio Enterprises, Inc., but will continue to handle the radio station. The station plans to discontinue its booking activity.

4 Birmingham Clubs Under Way

BIRMINGHAM, Ala., Oct. 14.—The re-decorated Pickwick Club opened Monday (2) with Capt. Coleman Sachs and his Nautical Music-Makers the featured orchestra. The ballroom has been decorated to simulate the yacht. The club will have a full show, including Jackie White and Bob Conn.

The Thomas Jefferson Windsor Room opened on the same date, with Edith Hess and her girl Sophisticates, who play 12 instruments, sing and dance.

The Tutwiler is already open with Julie Duke in command of the Continental Room.

The Rex Club over the mountain is scheduled to open full time today, with Bob Sylvester in a duel of music with Paul Smith's Orchestra. Club now operating Saturday nights.

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Acts, Plays, Skits, Minstrels 240 New Minstrel Show, 85¢. No. 3 New Comedy Show, 10¢. 14 Brand-New Operettas, 5¢. 12 Comic Revuelets, 5¢. 6 New Vaudeville Acts, 5¢. 12 Musical Comedies, 5¢. Musical Comedies, Operettas, Operas, 5¢. Orchestras, Bands, Comedy Shows, 5¢. G. GAMBLE, Playwright, East Liverpool, O.

THEATRES 1270 SIXTH AVENUE RADIO CITY NEW YORK

## Strand Is Big; Other Vauders Do OK at B. O.

NEW YORK.—Paramount teed off the new week October 11 with Jimmy Durante and Russ Morgan's Band heading the stage show and *What a Life* on the screen, grossing \$18,000 for the first three days, which isn't up to par on a very strong attraction. Glenn Miller's third and closing week, with *Honeymoon in Bali* on the screen, yielded \$34,000. Total gross for the show's three-week run was \$126,000.

Opening week of *Dust Be My Destiny* at the Strand, with Ann Sheridan p. a.-ing on the stage in addition to Ted Weems Ork, drew \$44,000. A good gross, considering a strong picture and the first local appearance of the new Warner (See STRAND IS BIG on opposite page)

## Cantor Unit Draws 15,000 One Day For Buffalo Shea's

BUFFALO.—Eddie Cantor, plus Mr. Guffy and the Mad Russian, Len Lynn, the Stuart Morgan Dancers, pulled a seasonally large crowd to the Shea's Great Lakes Theater in a one-day stand, Monday (9). The attendance totaled 15,000 and Manager George Nason said this set a record for the house since its erection in 1927.

Shea's Buffalo Theater features Glenn Miller and vaude unit week of October 13, to be followed by a new conductor for the house orchestra, October 20. Ken Sisson replaces Ernie Watson. Sisson comes from the Stanley Theater, Jersey City. Next attraction at this house may be Horace Heidt in November.

The Twentieth Century Theater, after getting off to a grand start with A. B. Marcus revue (with a cast of '75), has cut out regular vaude and will most likely rely on occasional big-name shows.

## "Swing School" Tops Other Bowes Units; Seattle Vaude Okeh

SPOKANE, Wash.—Major Bowes' Swing School unit grossed \$3,000 in four days at the Orpheum, putting it definitely ahead of other Bowes units which have played the house. Manager Willard R. Seale said the way the show lined up reminded him of old-time vaude days when the house was called the Pantages. Finding public reaction more favorable to floor shows than for several years, he plans to book in more stage shows to augment dual pks.

Patronage picked up more than 25 per cent since Post Street resumed vaude September 1, according to Manager William L. Evans. Despite strong competition from Major Bowes' unit at the Orpheum, Johnny Weber, Edison and Louise, Jans and Lynton with Joey Dean, Nixon and Sandi and the Olvera Trio drew \$300 over the average on October 6 to 8, which was within a few dollars of the top draw so far this season set the previous week-end by Bailey and Marj. George West, Ted Arkin and Dorothy Roberts, Lee Doun and Phebe, Bruce and Betty.

## Washington Houses Look for Fair Biz

WASHINGTON.—Warner's Earle and Lorraine's unit is rather overly optimistic over prospects for this week's business, neither house featuring strong attractions.

Earle looks for only a fair week, ending October 19, with \$15,000 expected, despite heavy promotion of Zorina. A revue, *Sideswalk Cafe*, features stage, with Boyettes, Edward Boecker, George Prentice and Lorraine and Rogman. On screen is *Zorina's On Your Toes*. Last week, ending October 12, with *Honeymoon in Bali*, house squeaked out \$17,000. Capitol, featuring Jascha Heifetz film, *They Shall Have Music*, may do a fair \$18,000. Stage, featuring Gray Gordon's Orchestra, includes dancer Jean Blanche, Lorraine Brothers and Bob Broomeley. Last week, ending the 12th, Phil Spitalny drew \$19,000 with poor film, *Here I Am a Stranger*.

More Vaude Grosses on Opposite Page

## All Quiet on Chicago Front

CHICAGO.—Customers, from all appearances, are waiting for the big attractions to come before they will invade the Loop in droves. Little excitement in the new bills which opened Friday (13) and little more than average business on hand. Ina Ray Hutton and her new male band may prove an exception by giving the Oriental a \$16,000 week or a little more than the weekly gross Hutton has always been a good draw with the hinterland trade here. Has a second-run feature, *Hotel for Women*, in support. Week ending October 12 gave house an average \$15,000 with second showing of *Lady of the Tropics* and *Stanley and Livingstone* plus four-act bill.

Chicago is holding *When Reins Came* and an inconsequential stage show. Since its opening October 5, it drew a fair enough \$42,500, heaviness of theme holding down sensational biz. Palace ended a disappointing chapter Thursday (12) with Nurse Edith Gossell and four acts. War film, *Mad as Hell*, but too few people didn't care for that type of story with the gross falling to a gosh-awful \$12,200. Friday (13), when Rio and Johnny Perkins' unit moved in, things didn't look any brighter. Film means nothing in this office, but Perks' unit here may boost take to \$13,500 for week.

State-Lake last week (ended October 12) finished with a strong \$16,500, thanks to Chester Morris' personal (picture Coast Guard helping little). Current combo *Okie Nelson* recently finished a World's Fair engagement at 6 p.m. and the band had to do some tail rushing to make a 6:45 train out of Pennsylvania Station for Indianapolis, where they were to put in a week at the Lyric Theater. And after all the huffing and puffing they found when they arrived that the picture to be featured during their stay was *Indianapolis Speedway*. . . . A *Billboard* reporter was going his rounds last week minding his own business when he inadvertently stopped to listen to the lady who haunts Times Square advising all the shtuf to report. She was yelling at all and sundry when she spotted the innocent in the crowd and immediately addressed herself to him, walking half a block with him as he politely tried to get away. He finally shook her by hurriedly crossing the street, while she stood on the other side of the stream of traffic shouting, "You've got to report to me! Report! Report!" The recent Henry Goodman opening in the New York Waldorf-Astoria's Empire Room was one of those all-round very successful nights that happen only a few times in the course of a season, with the brilliance of the crowd matched by that of one of the best bands Benny has ever had. And a new high was reached in the representation of big-name maestra, included among whom were Artie Shaw, Glenn Miller, Larry Clinton, Henry Busse, Ben Bernie and Eddie De Lange.

Armetta Decent in Milwaukee

MILWAUKEE.—Despite competition from Alce Templeton and Red Skelton played a good show in the new bill at the bill at the Riverside Theater, headed by Henry Armetta, grossed a decent \$7,800 for the week ending October 12, at 25 and 30-cent admission prices. Included on the bill were baritone, Kenny acid, Billie Hughes, Hal Menckler and Lee Roth's Ork. Pic, *Calling All Marines*.

## The Broadway Beat

By GARY SPELVIN

THIS is one barnstorming tour that Bobby Blair, ace trombonist with Gray Gordon's Tic Tockers, won't forget for a long while. Having a few days off between dates he decided to visit his folks in Texas; on the day of his arrival, Monday, he met a home-town lass—and he married her on Thursday, just before he left to re-join the band in St. Louis. . . . Incidentally, when Gordon, who uses the ticking of a clock as the basic rhythm for his band, gets back to town he's going to be given a dinner by the local clock manufacturers' association. . . . On Wednesday the presserow and collection department of Local 802 of the AFM passed out 1,400 checks to members—money due them from single engagements. . . . Adele Longmire, of the *Abe Lincoln in Illinois* cast, has been in the hospital for two weeks—but a week after she left the show she was still being billed in the program. Which is fair neither to her nor her understudy. . . . Ozzi Nelson recently finished a World's Fair engagement at 6 p.m. and the band had to do some tail rushing to make a 6:45 train out of Pennsylvania Station for Indianapolis, where they were to put in a week at the Lyric Theater. And after all the huffing and puffing they found when they arrived that the picture to be featured during their stay was *Indianapolis Speedway*. . . . A *Billboard* reporter was going his rounds last week minding his own business when he inadvertently stopped to listen to the lady who haunts Times Square advising all the shtuf to report. She was yelling at all and sundry when she spotted the innocent in the crowd and immediately addressed herself to him, walking half a block with him as he politely tried to get away. He finally shook her by hurriedly crossing the street, while she stood on the other side of the stream of traffic shouting, "You've got to report to me! Report! Report!" The recent Henry Goodman opening in the New York Waldorf-Astoria's Empire Room was one of those all-round very successful nights that happen only a few times in the course of a season, with the brilliance of the crowd matched by that of one of the best bands Benny has ever had. And a new high was reached in the representation of big-name maestra, included among whom were Artie Shaw, Glenn Miller, Larry Clinton, Henry Busse, Ben Bernie and Eddie De Lange.

It takes the stretch of a magician's imagination to get a recent Whelan drug-store tie-up which features signs reading, "You'll enjoy Think-a-Drink Hoffman at the Broadhurst (where *Streets of Paris* is running); you'll enjoy a soda at Whelan's. . . . Years ago, Hugo Mariani recalls, he was engaged to report to a giant in Brooklyn in an effort to teach charm and grace to muscular control and bodily relaxation. . . . Joseph Stacey, manager of the Hotel Times Square bar and grill, formerly worked for Cohan & Harris, and is also an ex-song plunger. . . . The Hotel New Yorker sent night club editors cartons of matches with the Whitman's picture on them as a plug for "Pop's" opening October 16. . . . The height of something or other occurred last week when the secretary of a young legit producer, who's waiting around trying to get a suitable script, resigned—because she didn't have enough to do. And now her ex-boss is wondering whether it was ambition or a new form of criticism.

## Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For LEGIT MUSICAL

RANNY WEEKS—maestro currently appearing with his band at the International Casino, New York, where his duties include not only baton-leading but emceeing and singing in the show as well. Good-looking enough to bear a resemblance to Robert Taylor, he also possesses a nice singing voice and an easy manner and personality that would fit nicely into any type of legit musical—revue, musical comedy or operetta.

RENEE DE JARNETTE—dramatic soprano, small in stature but powerful in voice, caught recently doing a show-stopping performance at the State-Lake, Chicago. Has a cute figure, makes a very attractive appearance, and her big, trained, smooth voice comes as an admirable surprise. Should go well either spotted in a revue or playing a singing role in a book show.

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## 5 Strippers Among 12 of L. A. Cast Pinned by Cops

LOS ANGELES, Oct. 14.—Twelve members of the Follies burly cast here were arrested by vice-squad officers this week for allegedly conducting and participating in an "obscene and immoral show." All entered pleas of not guilty and were released on \$500 bond each and ordered to appear for trial in Municipal Court October 30.

Those arrested were Betty Rowland, Marcia Griffin, June March, Joan Dare and Jay Knight, strippers, and George F. Clark, William Heathcliff West and Wheeler Tomlin. Ray A. Dalton and his twin brother, Tom, were also taken into custody as asserted co-owners and managers of the show.

This is the first time in three years that the Follies has been bothered by local police. The Burbank Theater was closed last year after vice-squad officers arrested some members of the cast who were later found guilty. Management of the theater lost its license.

## Magie

By BILL SACHS  
(Communications to Cincinnati Office)

BIRCH THE MAGICIAN, who sprang his season at the Glendine, Mont., a few weeks back, and currently showing in Idaho, typifies that condition in that sector as in A-1 shows. Mr. and Mrs. Birch (Angie) in the Angeles. PAUL DIKES, magician and radio personality, is making since opening the season. Mr. Snyder at Rupert, Ida., and, of course, Vernon Cook at Great Falls, Mont. The Birchs plan on spending the Christmas holidays in the Angeles. PAUL DIKES, magician and radio personality, is making since opening the season. Mr. Snyder at Rupert, Ida., and, of course, Vernon Cook at Great Falls, Mont. The Birchs plan on spending the Christmas holidays in the Angeles.

EDWARDS THE MAGICIAN (Edward Shanks), who hails from Lynchburg, Va., was a recent visitor at the magic desk while in Cincy to look over the night club situation. Edwards closed with the Russell Bros. Circus at Tallahassee, Fla., September 29. GUY ST. GUY, still presenting his magic with a bang along the West Coast, writes from Los Angeles: "Dates coming in fine and have been busy of late. Worked the Los Angeles (Mabel Gray) in October 4, with Dr. Harlan Tarbell slated for October 13. Next month, set in a local department store October 21-28." RING 13, IBM, Pittsburgh, has adopted the name of Tampa Ring in honor of the late R. S. Sargent (Angie) the magician. Later this fall, Ring 13, will be in Cincy. M. B. LIPPINCOTT, who has been working parks, celebrations and fairs as a freest attraction since early spring, is set in similar dates until November 1, when he opens the Ozark in Cincy. He is where his advance man, Ben Williams, is now scouting up time. VIRGIL AND MARQUIS, magicians, will edit The Magic Graphic, pictorial tabloid sheet slated to make its bow the middle of January, 1940. Volume 1 will be dedicated to the Great Blackstone with Volume 2 given over to the Birch show. Kelly will be sponsored by Charles B. Pettib, Marquis' brother, of Shell Rock, Ia. L. L. OZARD, magician, is now paying his established territory in the State of Washington for the third time in a year with his full-evening show. He recently played to 3,000 students at a Tacoma high school, one of the largest in the State.

THE GREAT OVETTE, currently playing a long border town on the Canadian side, is set for the Buffalo Auto Show October 21-28. Ovette recently presented his full-evening show for the Nickle Co. at Fort Colburne, Ont., and is slated to return there in five weeks. Recent visitors there in two weeks were Bill Eckman and wife, Bob Wolff and mother, Everett the Magician and wife, and Ralph Hinkson, of The Buffalo Evening News. Ovette plans to spend the winter in and around Hamilton, Ont., playing schools and theaters, and in the spring will head westward again. LE CARDO, who filled the last half of last week at the Mayfair, Detroit, after a week-end at the Mill, Pontiac, Mich., is still hanging in the Motor City, where his wife, Ariel, is presenting a clubbers with her reptile dance. FRANCISCO

## NEW YORK:

TERI VENEZ, new protégée of Valerie Parks and John R. Ensey, is doubling between a dance specialty in the ballet and the club circuits. The Parks show on the Hirst circuit. JERRY HIRST and Phil Rosenberg attended the funeral of Charles Franklin in New Brunswick, N. J., October 10. DAG-MAR Virginia Blair, dancer at the Gaiety, who became Mrs. Tommy Frank, wife of the drummer of the 606 Club, Chicago, October 3, got lost in the subway on the way back to the theater from City Hall, where the marriage knot was tied. Closed two weeks October 12 to return to Chicago after a brief honeymoon trip. REX, pedigreed cocker spaniel that Charles (Peanut) Bohn and Kenza Vinton brought over from London recently, debuted at the Gaiety in a Bohn specialty turn. STANLEY WOOLF, now with the Columbia Entertainment Bureau, introduced a new to burlesque dancing find in Nanette at the Republic October 13. Comes from niteries and musicals. NAT MORTAN played Charlie in Original Sin at the Eltinge October 6 and moved Bob Jenkins from there to the Triboro for October 8 opening. LILLI DAWN and Isabel Brown opened October 20 at the Star, Brooklyn. UNO.

## CHICAGO:

MIDWEST CIRCUIT managers held a meeting in Detroit Wednesday (11), attended by all the members. Local visitors included Milt Schuster, booker, and N. S. Barger, of the Hialto, one of the circuit's chief officers. Circuit had 19 shows on hand. GAYETY, Cincinnati, is setting the circuit's newest unit Friday (20). Line-up includes Jack LaMont, Monroe (Monkey), Kirkland, Stella Mills, Julia Marie Hiller, the Hines, Sam and Zonia Duval. LEONA THURSTON replaced Diane Johnson on the Harry Clells show, which moved to the Gayety, Milwaukee. CAROLE LORD is out of the circuit unit, which recently played Milwaukee. RIALTO, Chicago, next Friday gets a new bill featuring Hank Henry, Marian Miller, Bob Aida, Benny Moore, Charles Kay, Doris Chesterfield and Gypsy Nina.

## From All Around:

IRON SMERSON, formerly well known in burlesque in Cleveland, Los Angeles and the East, is in Edward Hines Hospital, Ward G-2, Hines, Ill., as the result of injuries sustained recently when struck by an auto in Chicago. He will be home in about a week, and would appreciate a line from old friends. STANLEY MONTFORT, well known in burly and who for many months ensued at the Wonder Bar, Cincy niterie, has opened at the Gayety in that city as a close barber, straight man and stage manager. CARRIE PINNELL is current at the 606 Club, Chicago. RUBY STATION has quit the business and is now attending a beauty college in Hollywood. Her sister, Norma Mitchell Gibbs, whose husband, Jack Gibbs, was

(A. F. Bull), after presenting his spook show on several dates in Nebraska for Everett Cummings, A. H. Blank, Paramount district manager, and Joseph E. Hines, circuit district houses in Iowa and Missouri. KEN WHEELER pencils that he's presenting The Great Belchita, said to have returned recently from Europe, in New York State schools and in that state. DR. HARLAN TARRELL opened his new season last week at Boise Junior College, Boise, Ida., the engagement pulling a full house. He had a strong build-up in Boise, including a big crowd spread in Saturday's State-fair on "eyes vision" and blindfold drive, and demonstrations at the Children's Home and the Veterans' Facility. Tarbell, who this season is working under the management of Lee Keedick, New York, has labored his offering Show Us Miracles. From Boise, Tarbell moved on to Portland, Ore., with Walla Walla, Wash., following on the 16th; Seattle, 18; Bellingham, Wash., 19; back to Portland on the 20th, and on to Astoria, 21. ROBERT FRANCISCO, after a swing thru South Oregon, is playing return dates in California. JAMES PATTERSON, after a week's stand at the Club LeVida, Casper, Wyo., has gone to his home in Denver to prepare a new hour's presentation. He reports conditions good in the Western country.

## Burlesque Notes

(Communications to New York Office)

instantly killed in an auto crash last Christmas, is helping their mother operate her restaurant in Mojave, Calif. HINDA WAUSAU heads the current lay-out at the Gayety, Cincinnati.

## STRAND IS BIG

(Continued from opposite page)  
glamour girl. Began another week Friday (13).

Roxy's run of *Eternally Yours* accounted for \$40,000, but it was yanked after one week to make way for *Hollywood Good Friday* (13). Last week's Fanchon & Marco show included Georgia Tappe, the Trojans, Red Donahue and Uno and A. Robins. The *Cavalcade* show opened weak Friday.

The state looks as tho it's headed for a better than average gross with the current stage offering headed by Lou Hoitz, Frances Faye and Sylvia Froos, plus *The Starmaker* on the screen. Week ended Wednesday (11) drew only \$20,000, with Lady of the Tropics as the picture and Jackie Heller, Jack Durant and Del Courtney's *Ork* heading the stage show. The Music Hall had a smash week, grossing \$97,000 for the first week ended October 13 of *Intermezzo* and the regular stage spectacle, *Running at least another week.*

## MpPs Grosses Climb

MINNEAPOLIS.—Orpheum, with Chester Morris, Jackie Green, Eddie Garr, Alice Cavane, Tom Lane and Bon Air Line Star Revue, did \$5,600 for week ended October 5. Average, without stage show, is \$4,800. Pic. *Here I Am a Stranger*, Minnesota Theater, with Maxine De Mott, Joe Hillard, Patricia Wynn dancers, Bonnet and Dan, Colleen Fair, Coleman Clark and Senator Murphy and Jack Malechik, plus pic. *Of Human Bondage*, did \$5,500 for week ended October 5. Average is six grand.

Orpheum and Minnesota grosses previous week were \$4,800 and \$7,500, respectively.

## Nelson-Hilliard Pull in

\$12,500 in Indianapolis

INDIANAPOLIS.—Ozzie Nelson *Ork* with Harriet Hilliard proved a heavy draw for the orchestra-hungry Lyric palace as \$12,500 found its way into the till. This is better than \$4,000 in the Hick and much better than *Comie* did on his visit here last year. Pic was *Indianapolis Speedway*.

## Palace, Cleveland, 14Gs

CLEVELAND.—RKO Palace, for week ending October 5, grossed its average take of \$14,000 with John Boles heading the stage show. Pic. *The Under-Pup*, Louis Armstrong made the same gross the week previous.

## Palomar, Seattle, Up

SEATTLE.—Palomar, week ending October 6 did \$5,800 with Johnny O'Brien's Harmonica Rascals plus pic. *Destiny My Destiny*. Average is five grand. Previous week's gross was \$4,850, with Bell's *Hawthorn Follies* unit.

## Tower K. C., Falls Slightly

KANSAS CITY.—Tower, for week ended October 5, grossed \$4,900 with Chic and Lee, Sandy Lang's Three Flames, Monahan and Morris, Hawaiian Revue and pic. *Adventures of Sherlock Holmes*. Average is five grand. House did \$7,700 previous week with Floyd Christy and Hal Gould, Jerry Coe and Marri Ann and Boy Conlin.

## Radio Rubes Click

CARBONDALE, Pa.—The Radio Rubes drew capacity crowds here in their two performances last week. After the matinee show they met theatergoers in the lobby and presented each with an autographed picture.

## Bowes Unit's \$6,000

TOLLEDO, Oct. 14.—Major Bowes' Fifth Anniversary unit opened its tour here, grossed \$6,000 for seven days at the *Hall* last week. Week stands at Stanley, Pittsburgh, and Elverside, Milwaukee, follow.

CLARK RODENBACH, night club reviewer for *The Daily News*, Chicago, has been in Denver to prepare a new hour's presentation. He reports conditions good in the Western country.

## Michaels Moves Boston Burlesque

BOSTON, Oct. 14.—Manager Max Michaels of the Columbia Theater announces the Columbia stock is moving to the Globe Theater. This house is much nearer the center of the town.

The Globe has been recently running "expose" pictures on what temptations youth should avoid, at a small charge. Globe has been renovated for the burly opening Monday (8).

The Columbia cast and policies will continue, which means that Ben Bernard will still handle the productions, and Mandy Kay, Les Golden, et al, will be on hand. Shows thrice daily, with smash-outs Friday nights. Sally, Keith, Norm Ford and Al Pharr will be headliners the opening week.

Manager Michaels reports his is good, particularly at the night show. Joe Randall handles the *ork*.

## BAA Signs Up Midwest Circuit

NEW YORK, Oct. 14.—In a spurt of revived activity in burlesque, the Brothers Artists Association obtained its first out-of-town contract since the name burlesque was dropped from the union's title, with the Midwest Circuit.

Tom Phillips, BAA president, flew to Detroit earlier this week and obtained the contract Wednesday. Closed shop and conditions generally prevailing in the local contracts were obtained.

## Capitol, S. F., Resumes

SAN FRANCISCO, Oct. 14.—Capitol Follies reopened with burlesque and vaude Friday (6). Eddie Skolak is back as manager, with Jimmy Peterson assistant. Jess Mendelson is again producing. Les Stevens is musical director.

List of principals includes Lois Vard, Inez Clark, June Southern, Tanya; John Barker, vocalist, and comics Les Dunn and Little Jack Little (not the band leader). Morris and Morris, aerial act, opened as the vaude specialty. Mary Welborn, formerly of the Tivoli, Denver, is wardrobe mistress. Show uses a chorus of 10.

## Pal Brandeaux Hurt

TORONTO, Oct. 14.—Palmer (Pal) Brandeaux, stage director at Casino Theater here, is in a critical condition at St. Michael's Hospital as a result of a plane crash Wednesday afternoon near here. Doctors say that several bones are broken and both kidneys punctured. Brandeaux came here three weeks ago from San Francisco, where he was in charge of the *Ziegfeld Follies* show at Treasure Island.

## Burly Comics Eye Films

HOLLYWOOD, Oct. 14.—Paul West and Billy (Boob) Reed, straight man and comic, respectively, playing at the Follies Theater here, have been approached by Monogram and Republic studios to do a series of Westerns on the order of Harry Sherman's *Hopalong Cassidy* flickers. West is slated for the lead, with Reed acting as comic relief.

## Frances Dahl in L. A.

LOS ANGELES, Oct. 14.—Frances Dahl, formerly of the Paradise in New York, opened here this week at the Follies, burly house, as ballerina. Rita Cummings steps into the prima donna spot.

## NICK, THE GREEK

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A LAFF — A LINE  
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Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

## Madge Kinsey Co. Begins Canton Run

CANTON, O., Oct. 14.—Madge Kinsey Players opened their annual fall engagement at the Grand Opera House here Sunday (8) to well-filled houses. Opening bill was *That Boy Toby*, with Otto King in the title role. George Rouleau, later of the Gintvian Players, is the company's new leading man.

Betty Graf, granddaughter of the company's original leading woman, made her debut as a leading woman. She will be a regular member of the company.

Kinsey company, which played 16 consecutive weeks here last winter, will do one show a night with matinees on Wednesday, Saturday and Sunday. Bills will be changed Thursdays and Sundays.

A five-piece union band, under the direction of Jack Davis, with drummer Bill Gieb doing the vocals, is in the pit, and the union stage crew is under the direction of Bob Foster, with the veteran Al Gray as prop.

Harry Graf will continue in the capacity of business manager, and Eddie Mason will conduct his weekly country store.

## Milt Tolbert Tattles

NEWMAN, Ga., Oct. 14.—On Saturday, October 13, the Milt Tolbert Show will bring to a close another successful tent season in more ways than one. While the leadership of the late S. D. Hale was not here to guide us as wisely as in the past, the season proved that his son Buddy is just as good a showman as his beloved dad.

Dee Dee Forrester was host to his sister, who drove over from Jacksonville, Tenn., to spend the week-end with her brother.

Mrs. H. D. Hale and little Buddy returned to Dalton to ready up the home for the winter.

Buddy Hale and the writer will operate several theater and night club units thru the winter, using acts going to and from Florida. The present company will specifically remain intact to comprise No. 1 unit. Bill Waggoner will handle publicity for the theater units.

Cal and Bonnie West are in Gadsden, Ala., with Bob Brasfield's unit and slowly recovering from a bad attack of *Hill Parade*.

TOBY EASTMAN

## Mobile NSG for H. & V.

MOBILE, Ala., Oct. 14.—Heffner-Vinson Co., starring Mildred Harris Chaplin, first wife of the former noted film comedian, showed under canvas here two nights, October 9-10. Company played to small crowds, also Miss Chaplin played Cleveland recently, celebrated a birthday, with members of the Young group chipping in to present him with a five-pound can of tobacco. . . . GEORGE MELMAN and his one-time partner, Albert Kinsey, of Philadelphia, have reunited after 12 years apart. They plan to work niteries this winter and open in the spring with their own motion picture-vaude unit. . . . AL COOPER'S Dicie

## Rep Rippers

LAWRENCE DEMING and wife, Deborah, in advance of the Morgan-Helvey Show, were recently injured in an auto crash near Honey Grove, Tex. Buddy Hale was sustainer of an injured hand, which failed to hinder his duties ahead of the show. Deborah, with a slight skull fracture and several torn ribs, spent a night in a Paris, Tex., hospital, but observation, and then moved back on the show, where she will be confined to her bed in her trailer home for several weeks. . . . HURT STODDARD, with the Ralph Young Players circling around Cleveland recently, celebrated a birthday, with members of the Young group chipping in to present him with a five-pound can of tobacco. . . . GEORGE MELMAN and his one-time partner, Albert Kinsey, of Philadelphia, have reunited after 12 years apart. They plan to work niteries this winter and open in the spring with their own motion picture-vaude unit. . . . AL COOPER'S Dicie

## Ollie Hamilton Players

Want to hear from good Dramatic People All Over America? Send me your names, addresses, winter, permanent cast in report for summer. Tell me all the news. Send late notices. Want to be featured? Address Smithfield, N. C. Write, don't write.

## WANT

For Theatre and Night Club Units, Musicians, Chorus Girls, Acts, Singer Teams, Trims. Must be youthful, intelligent, well-dressed. Send me your names, addresses, winter, permanent cast in report for summer. Tell me all the news. Send late notices. Want to be featured? Address Smithfield, N. C. Write, don't write.

## Legal Opinions

In the next issue will appear the 21st of a new series of legal opinions. It will be titled *When Ericfion Is Lawful*. One of these articles appears in the last issue of each month. The author, Leo T. Forrester, is a well-known writer and lawyer.

Queen Showboat has moved out of the Missouri River and, according to reports, after a few changes in the cast, will move up the Ohio River as far as Smithfield, Ky., and then up the Cumberland River to Nashville. . . . CONNIE MATTHEWS, formerly with the Original Floating Theater under the management of Nona Howard, writes from Toronto, where she's in her second year of stock at the Casino Theatre (Chicago), that she's homesick for the showfolks from Dixie and that she hopes to return to the rep field soon via a Southern show. Connie is anxious to read a line on her old friend, especially Johnny Hesse, Dick Lauderbach, Dot Farley, Al Turner, Grace Waggoner and Johnny Watson. . . . KING SHIDLER has severed his connection with Glen Braver's intentions to enter commercial lines in Wichita, Kan.

LOLA E. PAINTER, veteran dramatic stock and repertoire performer who has been out of the business the last two years, is now handling the advance for the Lewis Family Players. Miss Painter dropped off at the rep desk Wednesday of last week (11), while in Cincy in the interest of the troupe. . . . ROY BUTLER, of Alice and Co., postals from Santa Monica, Calif.: "Meeting many old friends here. Did a little bit of work, but still hold the reins for the Alice Ritchey Co. We'll be heading for Chicago soon; called there for Hot Point division of General Electric. Son, Robert, has G. E. job here, but will leave when we do; also Fred, our maitre d'." . . . SONNY AND DOLLY DUVELL have joined Tilton's Rotary Stock, which opened last week in Illinois. . . . LULA NETHAWAY, who hails from Wahoo, Neb., has returned home after a summer in New York. . . . WARD HATCHER'S Comedians, after playing their regular summer territory in Iowa, are showing spots in Missouri en route to the Deep South with the following folk: Kenny and Ward Magoon, Frank Hill, Bert Dexter, Venzon Drennen, Harvey and Marion Young, Margaret and Ward Hatcher. . . . ROSCOE AND DOROTHY GERALD, former Midwest repertorians, spent several days in Kansas City, Mo., recently en route to California to resume their film work.

MR. AND MRS. AL COOPER, managers of the Dixie Queen Showboat, were

In Kansas City, Mo., last week to engage new people. Performers engaged include Betty Fromen, Sam Bright, Bush Burby, Richner and Stella Markov. . . . MR. AND MRS. CHARLES WHITTECHURCH are journeying in St. Joseph, Mo., after winding up their tent tour with Whitechurch's Comedians' Troupe in latest stop to reopen soon on a loop of Missouri towns. . . . GLENN MORRIS is joining Jensen's Radio Players in North Dakota, replacing Frank Jones. . . . EDDIE AND MONA HART Players, having brought their summer tour to a close, will reopen soon to play Nebraska spots with a show-and-dance policy. . . . FRANK CHIDDIST, pianist with Tod North Players many years, is now program director with Station KETV, Topeka, Kan. . . . FRANK AND FRANCES (MALOY) CLARK sojourned briefly in Kansas City, Mo., last week en route to Chicago. . . . ROBERT C. FONTINELLE Stock Co. has brought under-canvas season to a close. The Fontinelles will winter at their home in St. Louis. . . . THE GIFFORD CIRCLE opened last week in Illinois with the following folk: Eskel and Gladys Arnold, Don Johnson, Dick Lauderbach, Dot Farley, Al Turner, Grace Waggoner and Johnny Watson. . . . KING SHIDLER has severed his connection with Glen Braver's intentions to enter commercial lines in Wichita, Kan.

## Shuberts Buy Hub Majestic

BOSTON, Oct. 14.—The huge Majestic Theatre here has been purchased by the Shuberts. There was no announcement forthcoming from the Boston Shubert office, but the news came from reliable quarters.

Joe Majestic, some of a 29-year run of Rose Marie, some years back, has of late years been but spasmodically operated. It had been leased by the local M. & P. theater chain for motion picture premieres but was never used for such. This new ownership, the Boston Shubert chain gives them control of all but one of the large legitimate theaters. The exception is the Colonial. The Shuberts have the Plymouth, Wilbur, Shubert, Jersey, Boston Opera House and now Majestic.

## San Carlo's Terrific Stand

NEW YORK, Oct. 14.—Every performance in the limited two-week engagement of the San Carlo Opera Co. at the Center Theater sold out and had standees, with the last three performances selling out all standing room. Crows were turned away when standee capacity reached about 200, limit of the fire laws. Gross for the 13 performances, of which two were matinees, was \$43,000. Estimated that 48,100 persons paid admissions.

## Endurance Shows

Communications to BILL SACHS, Cincinnati Office)

### Joe and Mary Rock Winners Of Gray's Texarkana Show

TEXARKANA, Ark., Oct. 14.—Harry Gray's vaudeville show is a whirlwind win-up here Tuesday night with a 21-minute sprint, top honors being copied by Joe and Mary Rock. Second spot was taken by Pee Wee Collins and Pauline Boyd, with Billy Ryan and Jo Jo Kelly. Mackey and Tommie Lawson's ark, which marked up a run of 1,200 hours, played its finale to a capacity house. Manager Gray credits much of the show's success to the fine co-operation of the sponsor, the local police department. . . . George Brady topped the cruise stand. Chuck Payne worked as right-hand man and Pistol Pete Wilson dished out the comedy. Smity Inman took over the stage stand for the ovals. Earl Clark was next in line, with Walt Gross on the opposite shift.

### Marion, Ill., Contest Plays

To Hefty Biz Since Opening  
MARION, Ill., Oct. 14.—Walk-on which opened at The Hangar here October 6 under management of Kay Korby and sponsored by the Marion Trades Council, continues to enjoy a heavy play. Encores are Moon Mullins, John Dillon and Mungy Harley. Tommie Lawson's ark is doing the tootling, and the contest is broadcast daily over Station WEQO. Opening contestants were George Walker and Viola Comerford, Billy Steels and Maxine Lang, Johnnie and Marie

Groves, Jack Thompson and Jean Smith, Marvin Ellison and Gladys Maddox, Jack Murray and Judy Bell, Jerry Allen and Lillian Lamona, Duffy Tarantino and Tillie Sweet, George Schmidt and Patsy Patterson, Frances Mulcaugh and Edith Phelps, Bill Ross and Florence Carr, Eddie Anderson and Betty Lasek, Jimmy Dongey and Irene Gardner, Jimmie Barry and Jean Brown, Jack Smith and Jerry Clark, Kenny Bird and Jerry Hughes, Johnny Mack and Fred Jackson, Keeling and Betty Trout, Jimmy Stinger and Blanche Sandefur, Jimmy Burns and Dede Davis, Lee and Margie Sullivan, Larry Kendall and Gladys Griffith, Jess Arnold and Joe Carson, Ray McPherson and Evelyn King, John McIntosh and Clardine Gardner, James Purnell and Louise Erhard, Leo Riddle and Mildred Crum, Al Smith and Helen Fritchett, Jackie Diamond and Jean Mansfield, Jackie and Francis Knapp and Billy Cain and Bobby Abel. The *Marion Evening Post* carried a full-page ad opening day, paid for by the sponsors and local business organizations, including the contest and welcoming it back to Marion.

HAZEL LINDER, spouse of Curley, types from Houston: "My husband and I have been out of shows for the past few months, but it's a great thrill to read about the people we know. Jack and I like to read about those people who were in the Balfour, Tex., shows in 1938. Several of them are here in Houston, most of them married and settled down, and we have a great time

## 45th YEAR The Billboard

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The Largest Circulation of Any Amusement Weekly in the World  
Member Audit Bureau of Circulation  
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No telegraphic advertisement accepted and unless remittance is enclosed, advertiser is not to be held liable for non-payment. The Billboards reserves the right to edit all advertising copy.



Vol. 51 OCTOBER 21, 1939. No. 42

when we get together and talk about the good old days. Curley was in Denver, according to last reports."

INQUIRIES HAVE BEEN received recently on Elmer (Hinterburg) Century, Joe Nalty, Tillie Tarantino, Angelo and Marie Karpman, Jimmy and Jerry Horan, Porky Jacobs, Alice King, Jimmie Burke, King Schaber, Ginger Hodge, Tex Hall, Don Reed, Harry Hudson, Margie La Rae, Johnny Mack, Lou Chentzer, Della Finney, Velma Lane, Earl Fagan, Ray Wray, Joe Brandino, Joan Leslie, Jack Duval, Louis Meredith, Buddy Lee, Roy Meyers, Mille Bungers, Eddie Bergley, Bob Cobb, Joe Curley, Tony Martin, Jack Diamond, Tim Hammack, Phil Arnold and Pat Callahan. How about scribbling a few lines to the column, kids?

WONDER HOW BILL McCoy came out on the "tentative civil-service job," he was waiting on a couple or three months ago.

LAST WEEK this scribbler gave the Letter List a quick go-over and found eight well-known endurance contestants' names therein. All the addresses were playing in one show at the time, too. They were all duly forwarded, but the idea is that it only costs you a penny postcard on which to send your address to have mail forwarded to you, and to kill two birds with one stone, when you do this drop the column a few lines to boot. It wouldn't take much longer.

## WALKATHON CONTESTANTS, NOTE OPENING SOON

The Largest Shows Ever Held  
Mexico City, Also 2 Other  
Large Money Spots.  
WRITE, DON'T WRITE  
SID COHEN  
COLISEUM, CHICAGO

## FOR SALE

Entire Equipment of the Milt Tolbert Show Company, Trainers, Tent, Seats, Power Plants, Everything for a Walkathon. Best equipped tent show on the road. Can be seen on route. Write MILY TOLBERT SHOW, Dethan, Ala.

# 6 States Have Definite Laws On Reviewing, Licensing Film

New York, Ohio, Pennsylvania, Kansas, Virginia and Maryland review pictures before licenses are issued—various interpretations seen as regulations are flexible

NEW YORK, Oct. 14.—While there are definite laws, rules and regulations for reviewing and licensing of motion pictures in six States, New York, Ohio, Pennsylvania, Kansas, Virginia and Maryland, the interpretation of these statutes by reviewing boards and inspectors varies. For this reason operators going into any one of these States should contact the reviewing board's office to ascertain whether all of the regulations are being met. In New York State the principal office of the motion picture division is in Albany, but there are branches in New York City and Buffalo, with practically all of the review work being carried on in the review room of the New York City office located in the State Building, 80 Centre street. The office is a division of the University of the State of New York.

For reviewing or censoring, which precedes the issuance of a license, two procedures in the State Building are almost in constant use. A chief and four other reviewers are employed and at least two reviewers see each picture presented. If these reviewers are faced with a problem regarding a film they can call in the director of the Motion Picture Division to view the film in question and render his opinion.

While the New York law may vary somewhat from that of the other five States, it is basically the same as other statutes. It clearly states, "All films to be released within the State of New York on or after January 1, 1927, shall be presented for examination to the Motion Picture Division at such times and places as it may designate." "All films" in this connection means both 35mm. and 16mm. films. The width of the film doesn't remove it from the jurisdiction of the State group.

### New York Regulation

New York law also states: "It shall be unlawful to exhibit, to sell, lease or lend for exhibition at any place of amusement for pay or in connection with any business in the State of New York, any motion picture film or reel, other than those specified in subdivision

patrons. No admission charge is made here, but the board requires a license on the basis that the promotion is in turn "paying" the tavern keeper.

### Law Is Flexible

The law is flexible. For illustration, should a group of students desire to put on a show and charge admission no license is required. While a case of this type has never been in court, the chances are, it is reported, that the verdict would be in favor of the students. The same picture handled under identical conditions by a roadshowman would require a license.

New York's Motion Picture Division spurns the idea of title changing. Should a roadshowman want to change the name of a film the law makes it necessary for him to have the original applicant for the license make the request for the title change. The board's stand in this matter is that a change of title would be misleading to the public.

Where a roadshowman has a 10,000-foot 35mm. film he wants to release as a 16mm. film, it is necessary to have a license for the 16mm. show. This can be secured in one of two ways: First, as a duplicate print at the rate of \$2 per 1,000 feet or \$20; second, having it reworked as a new picture and paying \$3 per 1,000 feet. If this film has been cut to 3,000 or 4,000 feet the reviewer's charge will be \$12 at the most, a saving of \$8. Duplicates on the second plan would cost not over \$8.

While the six States have full reviewing and licensing laws, Florida has a statute, but it is not as broad as in the other five States. Massachusetts has a Sunday censorship law. Cities having laws governing the presentation of movies include Boston and Chicago.

Of course, roadshowmen complying with New York laws as treated here shouldn't take it as a guarantee that they are in line with the statutes of the other five States. When playing any of the States mentioned the proper thing to do is to contact the Motion Picture Division of the State in which the film is to be shown. Under no circumstances, undertake to show the film unless the license has been secured thru proper channels. The exact status of the showing should be given to prevent the levying of penalties for the violation of reviewing and licensing laws.

### Roadshowmen Wanted

Roadshowmen wanted—wanted to write in their questions on the roadshow business. Drop a line about your problems to  
**THE ROADSHOWMAN**  
 The Billboard,  
 1564 Broadway,  
 New York City.

Enclose a self-addressed stamped envelope with your letter to insure a speedy reply. This service is free.

can send messages via radio and song. Running time, eight minutes.

**TIME OUT FOR MUSIC**, released by Associated Film Enterprises. A delightful farce of Danny and his mother, manager of his price-cring campaign. Features songs by Donald Novis. Running time, eight minutes.

**SAY IT WITH A SONG**, released by Associated Film Enterprises. Hollywood producers are no match for Danny's mother when she decides he should break into the movies. He may say it with a song, but Ma wants a contract in black and white. Stars Donald Novis. Running time, eight minutes.

### Roush Reports Good Business

TULSA, Okla., Oct. 14.—Joe Roush, prominent roadshowman and part owner of Roush Bros. Amusements, said today that roadshow business in Oklahoma is now at its peak.

"We have been working out of Wichita and Hutchinson, Kan., for the past few years with 16mm. programs," Roush said, "and recently opened a circuit in Oklahoma with headquarters here. We have had our circuit going since last May and at present are working free merchant shows. Business is good in this section of the country.

"We show a profit nightly on our attraction and also from our advertising. We carry a pop-corn unit with our show and also pitch prize candy."

Roush Bros. Amusements is one of the prominent roadshow businesses to operate in Oklahoma. The firm is familiar with the territory and presents only carefully selected pictures which it knows will please its audiences. Many of the shows are given in rural sections.

# New and Recent Releases

**KATHLEEN**, released by J. H. Hoffberg Co., Inc. Based on the Irish classic *Kathleen Macvarraen*. Romance comedy and drama. Features Irish melodies and stars Sally O'Neill, Tom Burke and Sara Allgood. English dialog. Running time, 72 minutes.

**EN SAGA (LAILA)**, released by J. H. Hoffberg Co., Inc. Swedish film with English titles. Based on Jan Sibellius' tone poem. Dramatic and artistic. Running time, 90 minutes.

**RAINBOW'S END**, released by Garrison Films. Clean-cut fast-moving feature. Running time, 68 minutes (6 reels).

**TUNDRA**, released by Commonwealth Pictures Corp. The thrilling story of a "flying doctor's" adventures in the Alaskan wilderness. Stars Del Camber. Teacher's Guides available. Running time, 72 minutes (8 reels).

**FEDERAL AGENT**, released by Commonwealth Picture Corp. International espionage ring smashed by G. men. Stars Bill Boyd. Running time, 60 minutes (7 reels).

**GO GET 'EM HAINES**, released by Commonwealth Pictures. A new series in mystery drama on the high seas. Sheila Terry and Bill Boyd are featured. Running time, 60 minutes (7 reels).

**CONVICTS AT LARGE**, released by Commonwealth Pictures Corp. A police hunt in which mistaken identity leads to a court climax. Stars Ralph Forbes and Paula Stone. Running time, 54 minutes (6 reels).

**THE CLUTCHIN' HAND**, released by Pictorial Films, Inc.; 15 episodes of mystery, thrills and adventure. Craig Kennedy matches his super-sense against the master of crime. Stars Jack Mulhall, Mexican Slimming and Yvonne Cuzzoni. Running time, first episode, 28 minutes; others, 18 minutes (31 reels).

**THE BLACK COIN**, released by Pictorial Films, Inc.; 15 episodes of thrills, mystery, suspense and adventure

wherein desperate men fight to win fortune that is hidden in the secret of *The Black Coin*. Stars Ralph Graves, Dave O'Brien, Ruth King and Constance Egeron. Average running time per episode, 20 minutes.

**CUSTER'S LAST STAND**, released by Pictorial Films, Inc. An authoritative and definite dramatization of the famous battle. A real stand against the progress of white civilization. Fifteen episodes. Average running time per episode, 20 minutes. Nine-reel feature version running time, 72 minutes.

**BING MUST SING**, released by Associated Film Enterprises. A mad and merry picture in which Bing Crosby is told that he is engaged to a girl he never saw... a comedy of errors interwoven with sparkling melodies as only Bing Crosby can sing them. Running time, 8 minutes.

**TUNE IN ON BING**, released by Associated Film Enterprises. Love laughs at locksmiths and interfering parents, especially when Bing Crosby

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### WINDOWCARDS

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### FREE PAMPHLET

Write today for your free copy telling you how to get into the roadshow business. It contains thorough directions on the different phases of operation and also a buyers' directory. Write now!

The Roadshowman  
 25 Opera Place, Cincinnati, Ohio

### THE FILM WEEKLY AUSTRALIA

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# THE NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

## An Insider Looks at the Fair

— Sixteenth of a Series —

The writer of this series is a consultant on the staff of the New York World's Fair, who writes, in cooperation with The Billboard, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

### Subject: Plans for '40—III

ONCE there was much to be said and little time in which to say it. Now there is little to be said and too much time in which to say it; for many words are needed if they are to be heard by the blind who will not see. And a single word can do the trick. In brief, we hear on every side the glad news that Earle Andrews is back with the fair. (Or should we say that he never left the fair—only that the fool would not suffer him?) We know that his voice will be heard again in the council halls and we know that truth, sanity and common sense will once more have a day in court.

It's a tough job; the man will have to come back to the desecrated vision he did so much to create. It's a hard job. Reconstruction always is. And yet, somehow, we feel that this man is the master. Perhaps one may think we praise him too highly. We cannot deny that point, but those who worked with him in the early days of the fair will know what I mean. If the exhibitors and concessionaires have the faith that is needed, then in the days to come they will know as surely as his superordinates of old that this man can do the job.

It seems futile to continue with advice on methods, planning and personnel, for if Earle Andrews is back, then these are empty words. Let us only say that these are reports of interim problems accruing since he went out, although we assume that George P. Smith Jr. can give him a more up-to-date and detailed picture. Nevertheless, certain phases of the wreckage need pointing out. If the fair is to get off to a good start toward the new year, there will of necessity have to be a good deal less sabotage of contracts than there was during the last contracting period. More time will be needed for preparation of shows and general planning than was available during the hectic months preceding the premiere.

It is high time that the concessioners were advised on where they stand. For example, there is a rumor of long standing concerning the inacceptability of certain showmen as concessioners again next year. A long while ago we understood that these were reports of interim problems accruing since he went out, although we assume that George P. Smith Jr. can give him a more up-to-date and detailed picture. Nevertheless, certain phases of the wreckage need pointing out. If the fair is to get off to a good start toward the new year, there will of necessity have to be a good deal less sabotage of contracts than there was during the last contracting period. More time will be needed for preparation of shows and general planning than was available during the hectic months preceding the premiere.

It will be no easy job to rid the fair of their enterprises, and we are not at all sure that it would be entirely wise. If they made a poor selection of attractions for this year, why not help them to recoup next year? If at times they ran amuck and seemed distraught, who didn't? We have seen most of the fair officials who had even a little conscience left to go to pieces under less strain and provocation. As the bricks are being heaved at these showmen I can hear glass crashing thru the houses of the heavens.

The same trouble can be carried out in relation to all other concessioners. Those men who helped build the amusement area this year are entitled to a great deal more consideration than any newcomer who wants to come in and grab the gravy. They at least, mistaken or not, had the courage to go thru on what everyone admitted to be a pretty tough job. Fair officials didn't make it easy for them either. And, some of the late but unlamented officials had to face many concessioners to sure failure by their very inadequacy and arrogance. But I don't think Earle Andrews needs to be told this. He knows.

The year has enriched all of us with new ideas. Soon we will be able to coordinate and correlate these ideas into a plan for the year to come. The fair now seems in a position to help those who were here this year and those who are to come. But aid it must. There will be old places with new operators. They will need guidance. Old places with new shows cannot be allowed to mushroom unchaperoned. Faces, mental and physical, need lifting. It isn't to be done without consideration of the reasons for failure this year. Earle Andrews needn't be told this. He knows.

New money will be needed and it mustn't be discouraged. In fact, it will be needed a great deal of encouragement and coaxing to get it out. As one makes the rounds of financiers, the only men who seem to be happy about the fair are those who, for one reason or another, were prevented from parting with their cash. And yet there is money for old ventures as well as new. But the fair is in the position of a seller. It will have to find new money and it will have to sell them. All of which means a little less arrogance and a little more co-operation. These are empty words on the ears of an Andrews. He knows.

There will be many changes in the ownership of projects during the coming winter. It is to the interest of the fair to see that these arrangements are made with a keen eye to the exhibitors and operators as public relations and a sane program of change. Good will can do much toward making these shifts profitable to the fair and painless to all concerned. It mustn't be forgotten, as it was this year, that the fair has a financial interest in all concessions. The earnings of concessioners are the moneys for retirement of bonds. Still nothing new to Andrews. He knows.

That during the rebuilding period bigger and better diplomats with a sense of fair play are going to be needed seems superfluous to mention. And yet if the failure of the greatest of all fairs can be laid at any one door, that door would be poor personal relations; this goes for public as well as private relations. This reconstruction job needs men who are proud of a job they are doing and interested in the employer's welfare. It needs men who are interested in the NYWF 1940, Inc., and not in some purely political deity who represents himself and not the organization. The job calls for loyalty—loyalty not so much to an individual as to the fair itself. There has been entirely too much false loyalty during the first year.

As a matter of fact, the writer of these articles has heard the "insider" attacked on the ground of disloyalty. Disloyalty to whom? Certainly not to the fair. Certainly not to those multitudes who labored mightily to bring forth a great fair. To those who messed up the works? Even if in their conscience-stricken anguish those fools thought so, they should not call it disloyalty. Retribution is a better word—retribution in the name of a great fair, a great city and a great nation; a voice crying out in the wilderness in the name of all those who worked for the fair; for all those who paid for the fair; for all those who had a right to see a great fair. If it hurt some little men, some small men, then it was they, who, perpetuating themselves, desecrated and sacrificed a great fair. If that be disloyalty, then we are proud to be disloyal. Let the callers of names beware, for loyalty belongs to the cause and the ideal and not to men.

Needless words to Earle Andrews.

## Fair's Financial Status Adequate, Gibson Reveals

NEW YORK, Oct. 14.—Harvey D. Gibson, chairman of the board of the fair corporation, revealed yesterday that with the aid of the severe retrenchment program introduced in mid-season, the corporation is in much better financial position than many people apparently close to fair operation have believed. Spiking reports that the fair was facing an embarrassing situation financially, Gibson announced that the fair had managed to meet most of the obligations to contractors and banks and by drawing on advance exhibit rentals would have in excess of \$3,200,000 needed to carry the expo during the winter season.

The fair's \$27,000,000 bond issue has been reduced to \$23,000,000 and \$1,608,114 in interest has been paid to debenture holders. Bank loans have been reduced from about \$4,250,000 to \$436,670 and the fair expects to take care of that amount by closing day, a little more than two weeks off. The treasury also has about \$1,000,000 cash on hand.

Mr. Gibson, who is president of the Manufacturing Co. and in complete charge of the fair since a reorganization of administration about mid-season, pointed out that one of the chief reasons for what he described as the fair's adequate financial status today is the rigid conservative policy followed in recent months. On opening day daily operating costs of the corporation were \$60,055. Today it has been pruned to \$41,000, or about one-third. It was announced that Grover Wilson would again be president in 1940. Wilson's executive and fiscal duties have been taken over by Gibson, who is serving as a full-time board chairman without salary.

Gibson indicated that the already much-reduced expo personnel would be trimmed further in 1940 and that other cost-saving moves would be made during the winter. Present daily pay roll is \$22,000, against \$36,900 in May.

### Exhibit Rental Cut

Following persistent demands by exhibitors that rental costs be reduced in 1940, fair adopted a formula of reductions early this week that was met with little enthusiasm by many exhib representatives. Changes for exhibitors in fair-built buildings will be reduced 50 per cent, while firms that built their own buildings will receive a 10 per cent cut. Other reductions for various sections of the exhibit picture vary from 10 to 50 per cent. Disappointed exhibitors, chiefly the larger ones, pointed out that it hardly seemed fair to give them a reduction of only 10 per cent while participants who did not spend high fees for architects, labor and building materials should be given a 50 per cent reduction. De-

## Paid Attendance

Previously reported .....	21,193,972
Saturday, October 7 .....	326,632
Sunday, October 8 .....	346,352
Monday, October 9 .....	63,030
Tuesday, October 10 .....	102,928
Wednesday, October 11 .....	119,512
Thursday, October 12 .....	276,003
Friday, October 13 .....	129,530
Total .....	22,577,537

## John Krinsky, Show Chief, Quits Post

NEW YORK, Oct. 14.—Another fair personality joined the ranks of departing officials on Wednesday when John Krinsky, director of entertainment, sent in his resignation to Vice-President Howard A. Flaminio. Krinsky held the position about three years. At one time he was virtually in charge of amusement area preparation, but later was superseded by the concession department and the amusement control committee. He has been in charge of special entertainment at the fair and directed the fair-operated Wild West show after the fair corporation took it over from John Ringling North. Wild West show has been closed since August. His administration has been subjected to extended criticism.

Krinsky said he plans to represent the All-Year Outdoor Kinks, Inc., in production of ice shows throughout the East and that he intends to submit a proposal to the Fair Corp. for an ice-skating show and rink for public skating at the fair next season. The position of entertainment director is vacant at present.

Other changes in corporation officials saw Leslie S. Baker transferred from director of exhibits to the State participation department. E. P. C. Parker, a member of the accounting division, was named to take over the exhibit department and moved into his new offices immediately.

Rumors persisted that Billy Rose will be called in to head a new amusement area administration but confirmation has not been forthcoming from Harvey Gibson's office. Fair officials did officially confirm, however, that Gibson and Rose have been in conference on plans for the 1940 amusement zone.

Attendance is probably final, however, and few exhibitors hoped for a revision today.

More than 1,300,000 visitors paid their way into the grounds from October 6 thru yesterday, and on several days midway operators reported excellent business. Saturday throngs moved on the midway when gate totals reached more than 326,000, and similar situation was experienced on Sunday with 309,000, and Thursday (Columbus Day), with 276,000.

## On the Flushing Front

—By ROGER LITTLEFORD JR. and LEONARD TRAUPE—

NEW YORK, Oct. 14.—Columbus Day, which drew one of the best gates of the run and the best mid-week crowd, with upward of 276,000 people checked in, found both the fair and several projects a little unprepared for the onslaught. It was no more than a week or so previous that the retrenchment hammer came down on cashiers, attendants, information guides and the like.

An outstanding, but not exactly typical, example of this failure to cope with the unexpected was the case of Carnivaland, the former Children's World which has had more than its quota of headaches. Before the holiday the sledge went down heavily on cashiers and the escorted service corps. Weekly nut was trimmed from \$2,900 to \$2,100, trimming efficiency correspondingly. What this enterprise could have taken in was therefore muffed.

Carnivaland's creditors got together and will air their complaints and suggestions at a hearing scheduled for next Thursday (19) in Federal District Court, Jamaica, with Judge Henry C. Frey presiding. Judge Frey was appointed referee of Children's World a few months ago, so that the news and views will not ring sentimentally in his ears. Several creditors will come in from far points to be present. Among those subpoenaed are Frank W. Darling, former president; Mrs. Ruth Witherspoon, who has some contract claims; and William E. Eaton Jr., former director of concessions for the village.

Wood & Hagen, Inc., general contractors, filed a petition in U. S. District Court Tuesday in which the company asks for an arrangement under Chapter XI of the national bankruptcy act, the



## Jessop Re-Elected Head Canvas Goods Manufacturers

NEW YORK, Oct. 14.—S. T. Jessop, of U. S. Tent and Awning Co., was re-elected president of the National Canvas Goods Manufacturers' Association at the annual convention in the Hotel New Yorker this week. Mr. Jessop starts his third term as head of the tent org.

Newbold Morris, president of New York City Council, greeted the convention at opening. Another out-of-trade speaker was Charles E. Green, of World's Fair promotion bureau.

W. L. Mellor, of Baker-Lockwood canvas firm, attended the convention with Jack Winebrenner, newly appointed sales manager, and Arthur Campfield, New York sales head for the company. Mellor, president Heart of America Showmen's Club, Kansas City, visited the World's Fair with Mrs. Mellor and Winebrenner.



PRESIDENT OF THE U. S. Tent and Awning Co., Chicago, S. T. Jessop was re-elected head of the National Canvas Goods Manufacturers Association at its annual meeting in New York last week. It marks the third time Jessop has held this post.

## Looks as if No Show for Memphis

MEMPHIS, Oct. 14.—For the first time in years this city of 300,000 will not see a circus performance unless one scheduled shortly.

In recent years the Ringling-Barnum circus has been the only one here, and it apparently is giving Memphis the go-by this year. Local amusement men have been unable to explain the failure of a circus to appear here, since Memphis has been a fair top for years.

Formerly all the larger shows and some of the smaller ones made Memphis a stop on their route, set-ups usually being made either at Hodges Field or at the fairgrounds. No changes in ordinances, regulations, etc., have been made recently.

## Big Matinee for Downie Show at Gainesville, Tex.

GAINESVILLE, Tex., Oct. 14.—Downie Bros.' Circus was welcomed here by Circus Fans and members of the Gainesville Community Circus Wednesday. There was a large matinee crowd but business was off at night, probably due to the cold, damp weather.

Manager Bill Moore and staff members entertained local circus folk and the community circus purchased 160 tickets for its members rather than accept complimentary tickets.

Mr. and Mrs. Arthur Henry came in Tuesday to visit friends and catch the show, after which they continued to San Antonio to join Ted Tetter's show. Jess Morris and a party from Parker & Watts Circus spent the week-end here, also en route to the Tetter show.

Two members of clown alley of the Gainesville show joined out professionally this week. Jess Morris has an engagement with the Allis-Chalmers Co., clowning at the State Fair in Dallas, and Richard Renfro joined clown alley on the Downie show.

Johnny Mathings, former Gainesville man, joined the Downie show and is working a Liberty act and appears in the concert.

Manager Roy Stamps and A. Morton Smith, of the Gainesville circus, visited the Downie show at Denton, Monday, and Mr. and Mrs. Alex Murrell and Mabel Cunningham caught the Southern Select Circus at the Dallas Fair and visited with Louis Roth.

Vern Brewer is in Houston looking after the big top on a rental, and was a guest at Frank and Lucia Walters' party for Ringling-Barnum folk this week.

Local showfolk are planning to catch Russell Bros.' Circus at Denton, October 18, and Bud Anderson's show in Oklahoma soon.

## New Series of Legal Opinions

In the next issue will appear the 21st of a new series of legal opinions. It will be titled *When Estoppel Is Legal*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

## Editor Raps New Pa. Amusement Law

CINCINNATI, Oct. 14.—In The Westmoreland Observer, Greensburg, Pa., issue of October 8, Doo H. H. Nul, owner and managing editor, who has many friends in show business, had a front-page item regarding a new law recently passed in Pennsylvania that will make it tough on circus owners; in fact, stated that it already is tough for them because of the high amusement taxes required. The heading of the item read: "Going to Extremes on Circus Owners—Kiddies, Young Persons and Some Old Folks. It Looks Like the Lawmakers of the State and Some Towns Are Trying to Rob Us of One of Our Lifetime Pleasures."

The new law was passed in the penal code when the Legislature last met and was signed by Governor James. It went into effect September 1.

"It is now a crime to promote a knife-throwing act, a trapeze act without a net beneath the performer, an act in which one person shoots at a target held by an assistant, or any other performance in which a person's life is in danger," Nul wrote in his newspaper.

"It is a crime if a theater owner admits a child between the ages of 8 and 14 years to a theater on a school day during the hours when school is in session, unless the child is accompanied by a parent or has a note from the teacher, excusing the child.

"Did you ever hear of anything more ridiculous?"

"But such is the law passed by the last Legislature. As if there were not thousands of other laws more important. Where the hell are we going? What can we expect next?"

## Ft. Worth Police, Firemen Only City Employees Who May Accept Circus Passes

FORT WORTH, Tex., Oct. 14.—The only city employees of Fort Worth who may accept passes to circuses in the future are policemen and firemen. City Manager Bethwell has announced.

When the Ringling-Barnum circus was here September 28 the city manager had the passes, left at his office when the circus paid over \$300 occupation tax for the one-day stand, sent to the police department for distribution.

Bethwell doesn't believe a job with the

## Three Capacity Night Houses For the R-B Show in Houston

HOUSTON, Oct. 14.—Ringling-Barnum circus here on October 8-10 did capacity business at night shows and matinee houses were about two-thirds filled. Engagement marked the first time a circus played here on a Sunday. Due to a hot box on an elephant car the first section did not arrive until 12:30 p.m. and the matinee started at 2:30.

On Monday Roland Butler was host to members of the Terrell M. Jacobs Top of the CPA at dinner and the show. After the performance the Fans gave a party at Frank Walker's Circus Ringbarn for executives and performers, more than 100 being present.

Performances were well received. Among

## Eastern Division Of Fans Meets at J. T. Benson Farm

NASHUA, N. H., Oct. 14.—John T. Benson's Wild Animal Farm here was the scene of the meeting of the Eastern Division of the Circus Fans' Association Tuesday and quite a number of Fans and guests were present. Luncheon was served, opening with a monkey fruit cocktail. Special souvenir menus were on hand and souvenir horseshoes were distributed.

Following luncheon, meeting was called to order by William H. Judd, who, after a few words of greeting, called on George Benton Deal, of The Boston Sunday Post, who paid a fine tribute to the Fans and the work they were doing. John T. Benson, honorary member of the association, then urged the members to make a greater effort to help save the circus for America, and a resolution was then offered by James B. Hays that a vote of thanks be extended to Mr. Benson for his hospitality.

After the close of the meeting various acts about the farm were viewed. Many of the Fans took a ride on the famous Benson elephant, Betsy. Col. Walter H. Woods, of St. Petersburg, Fla., was present from the most distant point, Fan Madeleine Park, Katonah, N. Y., sculptress, exhibited two elephants and a giraffe at the luncheon.

### In Attendance

The following were present: William H. Judd, William L. Montague, Walter M. Buckingham and wife, Charles A. Davitt, L. Perry Raymond, George Benton Deal, Henry C. Hollowell, Mr. and Mrs. Samuel M. Prentiss, Dr. J. M. Ganey, Mrs. William J. Judd, Mr. and Mrs. Harry W. Hastings, Lillian Roark, Margaret C. Roark, Mrs. M. C. Watrous, Elmer C. Lindquist, James B. Hays, Mr. and Mrs. Charles B. Davis, Mary and Gertrude Hays, E. J. McKnight, Robert A. Davies, Mr. and Mrs. B. W. Gebeley, Priscilla Klauer, Eva Davis, Mrs. Madeline Park, Mr. and Mrs. Edward R. Twomey, Teddie Twomey, Mr. and Mrs. Elmer Perdue, Col. Walter H. Woods, Henry C. Hollowell, William H. Day, Mrs. Ruth Johnson, Mr. and Mrs. Norman Wald, Top and Wally Busch, Lawrence C. Brown, Dr. and Mrs. Enoch N. Obendam, Frank D. Fenderson, Mr. and Mrs. James B. Tomlinson, Mr. and Mrs. Harry B. Peverly, Arthur W. Peverly, Dr. Henry Martin, C. C. McCarthy and Capt. and Mrs. Victor S. Jackson.

## Arnold Malays in New York

NEW YORK, Oct. 14.—Arnold Maley, of Cole Bros. Circus, and his wife, Emma Wilson, serialist, arrived here for an indefinite act. Maley said he will be hooked up with Indoor circuses. Miss Wilson completed her season at fair.

## Bernard Mills III

LONDON, Oct. 7.—Bernard Mills, brother and co-director of Cyril Mills in Bertram Mills Circus, has been seriously ill for some weeks. There is just a possibility of the Mills Circus getting going again, maybe for a stage tour.

city government entitles a person to complimentary tickets to the circus, and the city charter bears him out, also it entitles the circus to about policemen or firemen accepting passes.

acts getting big applause were Dolly Jacobs' riding lion, Terrell Jacobs' mixed act group, Hubert Castle, on the wire, Walkm Trio, perch, Albert Powell, contortionist on trapeze, Cristiani, riding act; Dorothy Herbert, sensational rider; William Meyer and his horse, Yo-Yo.

Miss Jacobs was presented with a bouquet by the Fans and Terrell received a big welcome from members of the Top.

Concert attendance was just fair, drawing about 500 at each show. After-show was eliminated on Sunday afternoon and the fans will start and the fact that people were waiting for the night performance.



DAN DeBAUGH, manager of the Ringling offices in Chicago, who has been signally honored by being elected Worshipful Grand Master of the Grand Lodge of Masons of Illinois. DeBaugh is one of the best known circus men in the country and one of the oldest men, in point of service, not years, in the Ringling organization. He has been prominent in Masonic work for years. Photo by Atwell.

## DeBaugh Heads Illinois Masons

CHICAGO, Oct. 14.—Dan DeBaugh, prominent Mason and manager of the Ringling offices here, was signally honored this week when he was elected most worshipful grand master of the Grand Lodge of Masons of Illinois at the annual meeting of the lodge. More than 1,500 Masons attended the meeting, among them Gov. Henry L. Horner.

DeBaugh was the recipient of many congratulations upon the honor conferred on him. He has taken an active part in Masonic work for years and during the past two years was deputy grand master.

## Los Angeles

LOS ANGELES, Oct. 14.—Ralph Clavson out of town in the interests of sale of the Hagenbeck-Wallace property now at Baldwin Park. It was said that Louis Goebel, of Goebel's Lion Farm, had bought a lot of the property. Cheerful Grinders are in charge of the bulls.

Arthur Windecker, who was in town for a short stay, rejoined the Ham and Eggs Circus. Stated the show was doing nice business and would close November 6, day before the election, in which the fate of the show will be at stake.

Mark Kirkendall's circus cookhouse on Willard street here celebrated the formal opening of the additions of a banquet room and ballroom on the night of October 8 with a "Glorified Mulligan Stew," prepared by Harry Vance, and a dance, with music furnished by Karitas Mexican Orchestra and the guests' impromptu offerings.

Layout has been redecorated and now features a circus marquee. Decorations of the rooms are given over to circus posters and pictures, which date from the early circuses to the present. A newsreel camera man was on hand to take pictures of the opening.

Souvenir menus revealed the following staff: Mark Kirkendall, lot superintendent; Hughie Warden, general agent; Ruby Kirkendall, treasurer; Charley Whipple, pastry cook; Harry Vance, night manager; Margaret Holland, leading woman; Marie Jordan, hostess and prima donna; and H. C. Rawlings, concession manager.

## Hannefords Stop at Peru En Route to Glens Falls

PERU, Ind., Oct. 14.—The Poodles Hanneford troupe, moving on three trucks en route from the Coast to its home at Glens Falls, N. Y., stopped over here for several days' rest and to overhaul equipment. Stayed at Sunset Lodge. The members renewed acquaintances.

The Hannefords have worked fairs, park night clubs and have appeared at 6 o'clock breakfast Coast clubs.



**With the Circus Fans**  
By THE RINGMASTER  
CFA

President **WILLIAM H. JUD** W. M. HUCKLEBACH  
105 Murray St. Norwalk, Conn.  
Secretary  
(Conducted by) **WALTER HORNEBAUM**, Editor  
The Wheel Circus, Roselle, Ill.)

**ROCHELLE, Ill., Oct. 14.**—Plans are in full swing for the annual Live-Wire Party to be held in the Pat Valdo Tent Circus Room at Binghamton, N. Y., also the annual Tent regional meeting to be held the last of October or no later than the first Saturday in November. Regional meeting will be held in the new circus room in the Barlow barn. Headquarters will be the Hotel Bingham. It is suggested that those desiring to attend write the Bingham for reservations or contact George H. Barlow III.

Joe M. Heiser Jr., of Houston, Tex., writes: "Passing thru Texas City at noon on October 1 I learned that 'Downie Brock' Circus was showing there that day. While not quite as strong as a few weeks earlier (several people having closed for the season) the program was still first-rate circus fare. The wardrobe is as fine as ever and all equipment looked good. On the night of the 3d Frank Walter, A. W. Kennard and I caught the show at Goose Creek. We saw several old friends in the backyard and up front. On the return trip to Houston, Bill Moore came back with us to get a look at Walters' quarters and animals. We learned that the day before the show had been forced to give four performances at Galveston to take care of the crowds. I believe this is the first time the Downie show has visited this section of Texas."

On October 6 George H. Barlow III spoke over the radio, WNEP, Binghamton, N. Y., on the local Hobby Lobby program and gave a resume of the history and work of the CFA.

Col. C. G. Sturtevant, CFA historian, reports that he enjoyed the Ringling-Barnum performance at Antonio, He was at the runs at daylight and spent most of the day visiting on the lot. He and Mrs. Sturtevant attended the night show.

**Favorite Outdoor Performer Contest**  
See Coupon This Page

- Mabel Stark Passes Kyle**
- 1. \*Mabel Stark ..... 16,181
  - 2. \*Mabel Kyle ..... 16,066
  - 3. \*Aerial Apollos ..... 13,331
  - 4. Four Jacks-Aces ..... 11,521
  - 5. \*Marjorie Bailey ..... 11,339
  - 6. \*Dimo Wilson ..... 8,859
  - 7. Frank Cushing ..... 8,755
  - 8. \*Wilno ..... 7,770
  - 9. \*Hubert Castle ..... 7,680
  - 10. \*Valentino's All-Girl Flyers, 7,244

**Important Notice**

Performers and troupes listed above and below are requested to forward following data to Contest Editor: 1. Permanent address, or where owner or manager may be reached. Names and birthplace of each member. 2. Billing style. 4. Shows on which act appeared this season—if free act at parks, fairs, etc., state so. 5. Booking agency, if any. 6. How long act has been intact with present personnel. 7. How act prefers to be classified in regional groupings. The *Billboard* reserves the right to deny such preference where doubt exists as to exact classification. 8. History of act in brief. 9. Head and shoulders or full-length photo—action photos not desirable.

- 11. \*Harry Clark ..... 7,045
- 12. Zacharias ..... 6,039
- 13. Terrell Jacobs ..... 5,887
- 14. Gary Gordon ..... 5,761
- 15. \*Ollis Hager ..... 5,715

**OFFICIAL BALLOT**  
FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

**IMPORTANT**

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points) .....	
2. (9 " ) .....	
3. (8 " ) .....	
4. (7 " ) .....	
5. (6 " ) .....	
6. (5 " ) .....	
7. (4 " ) .....	
8. (3 " ) .....	
9. (2 " ) .....	
10. (1 Point) .....	

The *Billboard* is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939.

Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name ..... Please Print

Permanent Address ..... Please Give City and State

Am I in Show Business or by Whom Employed .....

Signature .....

CUT OUT AND MAIL TO PERFORMER CONTEST EDITOR  
The *Billboard*, 1564 Broadway, New York, N. Y.

- 16. Speedy Phoenix ..... 5,330
- 17. \*English Mocks ..... 5,190
- 18. Flying Beches ..... 5,121
- 19. Valentino's Sens. Flyers ..... 5,080
- 20. \*Marlo and Lefers ..... 4,992
- 21. Dorothy Herbert ..... 4,952
- 22. Dave Coyer ..... 4,796
- 23. Captain Mays ..... 4,772
- 24. Jack Smith ..... 4,753
- 25. Four Queens ..... 4,629
- 26. \*Verneta Byrd ..... 4,623
- 27. Frank Shepherd ..... 4,592
- 28. \*Brenda-Rollins ..... 4,505
- 29. Harold Bernes ..... 4,379
- 30. Seldon, Stratophere Man. .... 4,336
- 31. \*Lionel Legare ..... 4,241
- 32. \*Cheerful Gardner ..... 4,221
- 33. Bert Nelson ..... 4,212
- 34. \*Conners Trio ..... 4,110
- 35. \*Maximo ..... 3,989
- 36. \*Smith's Flying Ponies ..... 3,958
- 37. Buddy Dunn ..... 3,942
- 38. \*Edna Curtis ..... 3,868
- 39. \*The Devil Waters ..... 3,841
- 40. Pete Caracetti ..... 3,810
- 41. Clyde Beatty ..... 3,643
- 42. Flying Cancellos ..... 3,600
- 43. Ben Beno ..... 3,544
- 44. Virginia Senior ..... 3,508
- 45. Sol Solomon ..... 3,491
- 46. Felix Adler ..... 3,459
- 47. \*Cristiano ..... 3,450
- 48. \*Casting Sullys ..... 3,440
- 49. Peerless Potters ..... 3,424
- 50. Wallende ..... 3,421

Flying Bechs, 3,232; Black Brothers, 3,188; Oscar Babcock, 3,156; Hunt Sisters, 3,097; Funder, 3,055; Shorty Flemm, 3,020; \*Yacopit, 3,008; McCall Circus, 3,003.

In the 2,000-2,999 class are: Grace Darling, Lucky Tofer, Hustrill, Rita and Dues, Don LaVola, \*Dorothy Lewis, Mickey King, Don DeCaro, Three Mills, Emmett Kelly, Billietti, Carver's Driving Horses Otto Griebling, Joe Lows, Rudy Rudyhoff, Wells Brothers, Ethel Jonnier, Reiffachans, Janice Groves, Mary Edith, \*Nelson Family, See Star, Jack Star, Freda's Tigers, \*Juggling Larkins, Danwills, Will Hill's Elephants, Joe Jackson, Fearless Flyers, Helen Christensen, Athleta, Guics, Ronney, Con Colleano, Hazel Cotter, American

Egils, Egils, Virginia Fast, Milt Taylor, Timbu, \*Leader in own division.  
Remember—balloting ends with coupon in issue of November 4.

**Marion Wallick Back Home**  
DOVER, O., Oct. 14.—Marion Wallick, who was assistant side-show manager of the Parker & Wattle Circus, is back home here following the close of the show last week. With him was his new partner, Arletta Pierre, who assisted him in his knife-throwing act in the kid show the last half of the season. She will collaborate with him in the operation of a dance school here this winter. Wallick said he would soon play several indoor circus and club dates.

**GLEANINGS**  
(Continued from page 31)  
a booking tour. Nate Miller says he will probably wildcat with the big portable Scooter after close of the fair. Harry Robinson, former agent for the old Wortham Shows, now of Los Angeles, who was a recent visitor, is preparing for a trip to Chile, where he is to be engaged in horse racing. Manuel Villreal, connected with the Argentina exhibit, may become one of the staff of the International Exposition of Mexico. Lily Pons will appear on October 21 with the San Francisco Symphony Orchestra in the Coliseum at popular prices.

On Sunday, October 8, when attendance records were smashed with nearly 188,000 paid admissions, by noon the parking area with capacity of 14,000 cars

was filled and every available space was opened to autos, including roadways. Thousands of cars were diverted by police at San Francisco and Oakland entrances to Bay Bridge, advising people there was no more room. Perries had lines two blocks long in front of terminals. Without exception, shows, rides and concessions had their best day of the year. I believe that this fair is the only one on record to hang out the S. N. O. sign. Maj. Art McChrystal, chief of concessions, turned back by police in San Francisco at the bridge entrance, finally engaged a speedboat and landed in his office three hours later than he had intended.

Frank Zambrino's Ripley show was working three lecturers all day last Sunday, crowds giving the show its biggest day. Julian Harvey operator of a fruit turnover concession along with his other enterprises, had to jump in and help his bakers mix dough. Real feature of the big day was its complete surprise. No one anticipated such crowds as evidenced by the fact that even fair officials were not prepared. It was like manna from heaven and gave everybody a new lease of life. Max Schwartz, world champion, said that in all his experience in photographic business he had never sold so much film in one day.

One bull's-eye the fair management will never hit on the closing-day record of the 1915 expo, when 485,000 crowded into the grounds. Absolute capacity of Treasure Island is not over 250,000, owing to transportation difficulties. Frozen Lady Show, operated by Don Nicholson, ran away from all other 10-cent shows, playing to capacity from opening till closing. Because of the crowds within the pavilion, it was as hot as a pistol and the gigantic cake of ice dwindled to not much more than cocktail size. There were no fights, but the ambulance was busy picking up fainting ladies and men, too, who were caught in crowd jams. George Whitman's four-abreast Merry-Go-Round was ridden to a fare-you-well all day and night and mostly by adults. Since closing of Gay Parade, Stutz Bros.' Dancers of the World Show is doing capacity being the only 10-cent girl show on the Gateway.

There is plenty of walling over deductions being made for the fire patrol, which a prominent concessioner declares was furnished without cost to the fair by the city of San Francisco. He contends that the expo has no legal right to collect for this service and that the only reason the concessioners are paying the charge is that they fear that if they buck over the traces their chances for recontracting for 1940 will be nil. With fine weather, week-day attendance is rising to near the point that it reached in mid-season. Those attending these days are spending money more freely. While there have been quite some losers here, it seems that remaining concessioners are more numerous than losers. Without wanting to be critical, I believe that if this fair had run five or six months, instead of 10 months, it would have gone down in history as one of the great fairs of the world. There never has been an exposition more beautiful, with such a setting, with more natural advertising and with more world-famous attractions adjacent.

**BIBLE BROS.' WILD ANIMAL CIRCUS WANTS**  
Agent with Car, understands auspices. Must know Mississippi-Louisiana territory. Out all winter. Clinton Booth, E. S. Holland, answer, General Delivery, Sulphur, La.

**Richard Bros.' Circus**  
Wants Colored Musicians blowing Brass. Wm G. O. KING, Blotshov Mgr., or A. H. BARR, Bressler, Sun River, W. Va. Church Prot. La. 17; Rayne 18; Kaplan 19; Quyarden 20.

**Circus or Show Quarters For Sale at Sacrifice**  
Located in Campgaw, N. J., 30 minutes from Times Square. Large Storage Buildings, Shops, Dormitories, Stables, Garage for Trucks and Trailers, Living Quarters, Well and Pump House, on 6-acre plot. \$5,900. Suitable terms.  
Inquire ALLIANCE LUMBER CORPORATION, Passaic, N. J.

# Under the Marquee

By CIRCUS SOLLY

**JOSEPH (WHITTE) ROSS** cards that he has joined the James M. Cole Circus for indoor dates.

**HORACE LAIRD**, white-face clown, has signed contracts with the Hamid-Morton Circus.

**BUCK LEAHY**, comedy contortionist, who was with Parker & Watts Circus, is now playing night clubs, opening October 9 at Martin's in Lima, O.

**CAREY C. EMRIE**, oldtime circus man, was among visitors to The Billboard's Los Angeles office while in the Mount City visiting relatives.

**TRUCK** of Bernice Kelly Circus Revue was wrecked near Rocky Mount, Va. No one was seriously injured, but great damage was done to truck.

**DOWNIE BROS.**' Circus had a two-thirds matinee and capacity night house at Stone Creek, Tex., despite rain and a muddy lot.

**RAJAH KORIE**, Jane Allard and Al Pichajko, of the Morgan-Helvey Show, made a 142-mile jump to catch Ringling-Barnum at Marshall, Tex., reporting a dandy line-up of acts, fine costuming and lighting.

**NICK CARTER** and wife and Stella Cronin, who were with Cole Bros.' Circus, recently visited Sydney Ayler and wife at their apartment in Chicago. After lunch, all motored to the home of Mr. and Mrs. Orrin Davenport, and were entertained.

**THE CIRCUS** is one branch of the amusement business that does not need a censor.

**JEAN SULLIVAN**, New Philadelphia, O., girl, serialist with the Parker & Watts Circus the past two seasons, following the closing of the show, went to Hot Springs, Ark., where she is hostess at the Belvedere night club, a position she held last winter.

**MEMBERS** of the Dexter Fellows Tent, Circus Saints and Sinners Club, New York, hereafter will receive birthday cards. They are in colors and show a parade around the big top, with such wording as "Long Life," "Happiness," "Good Luck" and "Good Health."

**JEWELL** and **CHARLES POPLIN** left Downie Bros.' Circus in Fort Lefferts, Tex., September 30 and are now working theaters thru the Carolinas. They visited George and Thelma Quattlebaum in Anderson, S. C. Will call on Bessie and Ray Harmon in Richmond, Va.

**CRYSTAL** and **FRISCELLA WHITE**, who were with Cole Bros.' Circus part of the season and then went to the New York World's Fair in the Parisian Circus, opened in the Rainbow Ballroom at Detroit, October 14 for an unlimited engagement.

**JOE LEWIS**, clown cop, is now playing South Carolina fairs with Eva May Lewis, aerialist and loop-the-loop high act. Joe is clowning in grand stands and also is doing some work. They are routed to November 20.

**HERBERT A. DOUGLAS**, of West Chester, Pa., cards that he met Joseph Conway, circus man of Philadelphia, at the New York World's Fair, who stated that he is planning to revive Bro's Circus next season, which he formerly operated with Walter Roo.

**BEN JONES**, who was with the Walter L. Main Circus in the spring, it only lasting several weeks, has been directing the Sportman's Park midjet auto racing plant, near Bedford, O., during the summer months. He is now making the dirt track 5,000 to 7,000 each Sunday. Plant closed October 5. Jones' plans are indefinite.

**WHEN** Ringling-Barnum circus played Waco, Tex., October 4, it had to pay a license fee of \$12.50 for the use of the streets in hauling to the lot just outside the city limits. Ordinance calling for this fee was passed shortly before the arrival of the circus. Fee is the same as the license to exhibit in the city. The ordinance also had to post a \$500 street bond, which has been required of all circuses for at least 15 years. The city returned \$475 to R-B, retaining \$25 for cleaning the streets.

**A STREET** parade is an asset to a circus, but it must be first-class. And it helps the merchants in the towns.

**JOE WEBB** advises that Tim Mix and his Western Hotshots, who were featured in the Parker & Watts concert, had a fair season. They left the show at Checotah, Okla. Tim is carrying an NBC radio artist and five persons, but no homes. After playing a few theater dates, troupe went to the rodeo at North Little Rock, Ark., for this week, after which it will go to Station WBT, Charlotte, N. C. In the troupe are Little Dixie, Uncle Zeke, Montana Salm and Fiddling Duke.

**L. B. GREENHAW** attended the Bud Anderson Circus at Wynne, Ark., October 3, reporting a dandy little show and five of the best working bulls he ever saw, and a very good Liberty act. States that show had a big day there and is getting some business thru that section. Greenhaw renewed acquaintance with Kokomo Anders, whom he had not seen in 20 years. Steve Krumler is doing a nice billing job. Bears-Barnes and Richard Bros. circuses and Rabbit Foot Minstrels also are in that territory. Forrest Brown, of Lewis Bros. Circus, is the agent for Rabbit Foot company.

**AERIAL ORTONS** report that they closed their outdoor season at the Bob Fuller Home-Coming at Van Meter, Ia., October 3 after playing eight fairs and several special events in Nebraska, Kansas and Iowa. They have received contracts from the National Producing Co. for several indoor circuses, including Toronto, Baltimore and Philadelphia. They were with the Parker & Watts Circus in New York. Regarding the date at Van Meter, V. A. Liedtke, of the Ortons, says: "Noticed in last week's issue that it was reported the Aerial Romas would play there. This was a mistake, as we were contracted by the committee."

**CHARLES R. MILBAUER** writes that he is now associated with the Century Entertainment Bureau in New York. The following items were submitted by him: "Bob Matthews is still stymied in Brussels, Belgium, being unable to obtain passage because of King Tuffly, lion, Hazel Gardner, formerly of the A.A. Circus, and her two daughters, Avenne and Evelyn, are playing the niteries around Los Angeles. Avenne did a Spanish web act on the show. George H. Barlow III, Birmingham, N. Y., started a week on the Palace with his miniature circus." Milbauer has added a huge macaw, tall two feet long, to his menagerie.

**A. LEE HINCKLEY**, who is bandmaster with Lewis Bros. Circus, is in Cleveland, Okla., where he has organized a seven-piece band and will play dances around there until Christmas, then probably go into the Texas Panhandle for a regular winter. He made but two changes in band on Lewis and had a 12-piece organization. Following close of show he and his wife visited with homefolds for two weeks around Lafayette, Ind. En route south, they visited circuses, carnivals and dramatic shows. Saw Ray Marsh Brydon with Greater Expo. Shows in Cape Girardeau, Mo.; Bears-Barnes Circus in Essex, Mo.; Frank Smith's Dramatic Show; Bud Anderson's Circus in Batesville, Ark.; Parker & Watts Circus at Conway, Ark.

**PARENTS** get as much of a thrill out of a circus as do the children. Some usually say they go just to take the kiddies.

**SOME** gossip from Peru, Ind., by Fredrick Freeman: Ernie Sylvestre left for Fort Lauderdale, Fla., to join Clyde Beatty, Butch and Malee Burkhardt also left for that State. Fred Young, who has the Jockey Club here, has the finest collection of circus pictures the writer has ever seen. Nick Carter had a very profitable week at Cumberland, M.D. The Flying Behees left to play a date at Penn Yan, N. Y., and from there will go to Toronto for Hamid-Morton. Other H-M artists, Joe and Rita Hodgins returned home after closing with the Parker & Watts Circus. It looked like Old Home Week at the Jockey Club—Poodles, Hanneford, Joe Hodgins and Willie Young, and Shorty, Shorty Flem and the water. Gene Weeks, superintendent of concessions with Cole show the past season, has a restaurant here. Otto Griebling will play the Hamid-Morton dates. He has had all his teeth

removed. Bill Hamilton left for Hot Springs to take the baths. Jimmie and Polly McShoup are doing nicely with their News Circus here, and it is the gathering place for showfolks on the day of The Billboard's arrival.

## Sun Cuts Into New York Rodeo's Gate

**NEW YORK**, Oct. 14.—Following unexpectedly top draw during early part of run since opening a week ago Wednesday (4), World's Championship Rodeo at the Garden was hurt at the gates by post-summer season warmth set in and kept potential customers in the open. Latter part of current week, however, came thru with more reasonable weather and the turnstiles opened correspondingly. Show continued to be dressy and peppy and a matter of unusual receptivity by metropolitan press, magazines and airlines. There was even a tie-up with the World's Fair, a large contingent of top hand riders and other performers went over to the Flushing works on Wednesday to assist the expo in celebrating Western Day, with the Arizona State pavilion as main feature for the yippee lads and lassies.

John Henry O. Claus, Garden's medical fixture who has treated hundreds of showfolk, athletes and general personnel from all over the world, was removed to Poly-clinic Hospital following two heart attacks. It is an axiom around the Garden that if a certain winter is inevitable it's a pleasure to have the popular medic meet it out.

Jim McGeer was trampled and injured by a steer Tuesday night when he was thrown by the wild animal. McGeer, who had been on hand foremost into a concrete wall, sustained a broken neck and died Tuesday night.

Gene Creed ran into Bob Crosby during mounted quadrille, sustained a lacerated cartilage in her right ankle and will be laid indefinitely. Sam Stuart, who works the cape in steer-riding event, was injured severely while riding bronk on Monday and is also out indefinitely. Everett Johnson, conductor of the cowboy band but sitting on the Old Top Rail, by Charles and Nick (Daily Mirror) Kenny, and is using the piece as theme thruout the show and also as "wait" and lull music. Picture of Johnson and band will appear on cover of The Horse Show.

Alph T. Hemphill, secretary-manager Oklahoma State Fair, Oklahoma City, visited Wednesday with a Western party. Another visitor was John Krinsky, erstwhile director of entertainment at the expo's Wild West fiasco.

Day-money winners appear in The Corral section.

## Peru Pickups

**PERU**, Ind., Oct. 14.—At a birthday party for Mrs. Nina Adams and her visiting party for Mrs. Frank Richardson, Eileen Tinkton, Mrs. James Tinkton, George Valentino, Mr. and Mrs. Schram, Mrs. George Davis, Bobby Adkins, Clara Adams, Mr. and Mrs. Jack Walton, Walter and Edna Bennett, were entertained by two life-size lion carvings, formerly at city residence.

Olen Girard, formerly with Ringling-Barnum and Haspenbeck-Wallace, is wintering here.

Gene Bebens were featured at the Marion, Ind., Industrial Fair. Troupe composed of Mr. and Mrs. Clayton Bebe and Ralph Steisher.

Johnny Lowery, groomer, formerly with American Corp., is wintering here.

Mike Wissinger, in 1938 with H-W, is owner and manager of a riding academy two miles west of city. Stables are in charge of George Churchill, veteran ring stock man. Valentino, who was on front door of Cole Bros., is wintering here.

George Good, of Altoona, Pa., former veteran pie car man, is here. Employed at Millers' Waters Hotel, stopping place for all circus folk, is night clerk.

Charles (Hayster) Gable, trapper, is in charge of Steve (Red) Finn's sale stables. Finn was formerly show hostler on R-B.

Tommy Clancy, eight-up driver, has arrived and is wintering at Eagles Lodge.

Tragedy stalked Dr. S. D. Malout, physician, when fire trapped three-year-old daughter Lillian in upstairs room. With entire upper part of body in flames, child was rescued and later was rescued by firemen in charge of Fire Chief Carl Ahnert, for many years in charge of railway circus shows.

Charles (Chuck) King, former aerialist, is now with Nickel Plate Railroad trans-

# The Corral

By ROWDY WADDY

**AN ACCOUNT** of the opening of the Championship Rodeo in Chicago Stadium appears on page 3 of this issue.

**BILLY** CROSBY will stage a series of small rodeos in California, Arizona and Mexico this winter, opening in Mexicali, Mex., in November.

**SECOND WEEK-END** performance of the 9th Annual Huntville (Tex.) Prison Camp Rodeo on October 8 brought a crowd estimated at 30,000. Vernon McDaniels was best in bull-riding and Sam Rudge took first in calf-bidding, with his brother, Will, second.

**HARRY (CHIEF) SUMMERS**, Australian bull whip cracker, rope spinner and fire eater, is at his home in Ironwood, Minn., where he will spend a few weeks with his mother and sister before again hitting the rodeo.

**DAY-MONEY** winners, first week of World's Championship Rodeo, Madison Square Garden (October 4-29). Cowgirl's Bronk Riding—First day (Wednesday thru Friday, October 4-6), Gene Creed; Claire Thompson and Mary Parks split second and Saturday night, Gene Creed and Dick Greenough. Calf Roping—First day (Wednesday thru Friday), Bob Crosby, Everett Shaw, Clyde Burke, Harry Hart, Bud Spillsburg. Second day (Saturday afternoon and night and Sunday afternoon), Alice Greenough, Gene Creed, Violet Clement, Tad Lucas. Third day (Sunday thru Tuesday), Cliff Thompson, Hugh Bennett, Royce Hays, Dick Greenough. Bull Riding—First day (Wednesday thru Friday), Bob Crosby, Everett Shaw, Clyde Burke, Harry Hart, Bud Spillsburg. Second day (Saturday afternoon and night and Sunday afternoon), Alice Greenough, Gene Creed, Violet Clement, Tad Lucas. Third day (Sunday thru Tuesday), Dee Burk, Tony Salinas, Everett Shaw, Fred Barrett and Jack O'Connell. Fourth day (Wednesday thru Friday), Babe Berk, Bronk Riding—First day (Wednesday thru Saturday plus Saturday afternoon), Pete Grubb, Kid Fletcher, Paul Carney, Hank Mills. Steer Wrestling—First day (Wednesday thru Saturday plus Saturday afternoon), Dick Bowman, Dick Herren, Harry Hart, Jimmie Downs and Buck Sorrells split fourth and fifth.

Steer Riding—First day (Wednesday thru Friday and Saturday afternoon), Hugh Bennett, Royce Hays, Dick Greenough, Jim Whiteham, Frank Marion. Second day (Saturday thru Monday and Sunday afternoon), Hoyt Helner, George Mills, Dick Griffiths, Melvin Harper, Mitch Powell, Royce Hays. Bronk Riding—First day (Wednesday thru Friday and Saturday afternoon), Pete Grubb, Nick Knight, Milt Moo, Fritz Truan, Floyd Stelling, Bill Stevers and Burel Mulkey split sixth and seventh. Second day (Saturday thru Monday and Sunday afternoon), Paul Carney, Bud Clennan, Alvin Gordon, Milt Moo and Fritz Truan split fourth and fifth; Pete Grubb and John Jordan split sixth and seventh. Wild Cow Milking—Wednesday, Tony Salinas, Benny Hancock, Ed Spillsburg. Thursday, Hugh Bennett, Fritz Mansfield, Hugh Clingan, Friday, Juan Salinas, John Bowman, Clyde Burke. Saturday afternoon, Bob Crosby, Dave Stout; no others finished. Saturday night, Buck Sorrells, Milt Moo, Hugh Bennett, Royce Hays. Sunday afternoon, Hub Whiteham, Troy Mundy, Dick Truitt. Sunday night, Everett Shaw, Hugh Bennett, Hugh Clingan, Monday, Clyde Burke, Cecil Owensley, Pete Grubb. Tuesday, Bob Crosby, Cal Shepard, Dave Stout.

Wild Horse Race—Wednesday, Lyle Cottrell, Orton Stanton, Hank Mills. Best Bucking Horse, Hank Mills. Thursday, George Mills, Tommy Smith, Pete Kerscher; bucking, Pete Kerscher. Friday, Lyle Cottrell, Kid Fletcher. Hank Mills; bucking, Joe Pauchner. Saturday afternoon, George Mills, Fritz Becker, Bill Greenough; bucking, Bill Greenough. Saturday, Hank Mills, Kid Fletcher, Lyle Cottrell; bucking, Kid Fletcher. Sunday afternoon, George Mills, Mitch Owensley, Fritz Becker; bucking, Fritz Becker. Sunday night, Lyle Cottrell, Hank Mills, Chip Munk; bucking, Chip Munk. Monday, Tommy Smith, Larry Pinney, Pete Kerscher; bucking, Mitch Owensley. Tuesday, Hank Mills, Chip Munk, Lyle Cottrell; bucking, Orton Stanton. Mounted Bucking Ball—(Wednesday thru Saturday night and Sunday afternoon), Pete Kerscher Team.

portation department. Father, Jess, who was head of King Troupe and in charge of the show, is also employed on the same road.

## ALA.-GA. BIG ONES SCORE

342,511 Gate  
Best in B'ham

Attendance and receipts in 30% jump—management reports annual in black

BIRMINGHAM, Oct. 14.—An all-time high was reported at Alabama State Fair here on October 2-7 with attendance of 342,511. Gate and income were reported up 30 per cent over last year's and, although promotion expense was much heavier than ever before and bills are still coming in, the association finished well in the black, said J. Warren Leach, executive vice-president, and Fair Manager Douglas Baldwin, who headed a new management this year.

Royal American Shows on the midway reported a record gross for a six-day fair. Weather was good and concessions reported excellent business. Prices were 25 cents at main gate, 25 cents for parking and 50 cents for grand stand, which did a record business. Heaviest attendance was on the opener, Children's Day, with 92,283. Another big day was Wednesday, which brought Governor and Mrs. Frank Dixon and staff as guests. The governor arrived at 2 p.m., expecting to spend about one hour. When his left eye was 10:30, and he had to get away to catch a train to Washington. The governor's party were guests of the fair management at a barbecue. Capt. H. V. (See 342,511 GATE on page 36)

Muskogee Draw  
Heavy; Advance  
G. S. Sale Big

MUSKOGEE, Okla., Oct. 14.—Excellent crowds, which increased steadily, attended the 94th annual Oklahoma Free State Fair here on October 1-7. For the second successive year no rain fell. Chilly temperatures abated by Tuesday. Attendance was not estimated, but grounds were filled thruout the week, beginning on Wednesday. Muskogee Day was jammed. All attractions drew increasingly larger crowds, a big jump coming on Thursday.

All buildings were filled and many exhibits had to be rejected for lack of space. The livestock show, coming the week before the Texas State Fair, Dallas, drew outstanding herds and was the largest in history of the fair. Many cattle and horses had to be sheltered under tents. Auto races, directed by the Hazing Corp. of America, afternoon grandstand attractions on October 1, and October 5, Indian Day, drew good crowds. A championship rodeo, managed by Bob Smith, Muskogee, who has had charge of the Free Fair Rodeo several years. (See MUSKOGEE DRAW on page 49)

Nebraska Board Is Target  
Of Added Shot by Chamber

LINCOLN, Neb., Oct. 14.—Nebraska State Fair was further bombarded last week when it was made a target in a resolution by the State convention of Junior Chambers of Commerce. Resolution declared the fair was on the downward trend and appeal was made to the governor, legislature, State board of agriculture and planning board "to take steps to gain back for the fair the stature it has lost in the past few years." This action came on the tail end of editorial attacks in the State press about conduct of the fair and its management. The 1939 fair, besides making a doubtful financial showing, was marked by arrests for operation of gambling.

Junior chamber action will lend fuel to the fire among county fair men who have been fighting at their annual conventions for changes in the present board.



EXECUTIVES OF TWO FAIRS in West and South which drew more than 1,000,000 attendance at the 1939 annuals, one battling bad weather and the other favored by the meteorologist. President Mike Benton (right) reported 650,000 attendance at Southeastern Fair, Atlanta, October 1-8, and that red ink will be a drag on the market there. C. B. (Jack) Afterbaugh, secretary-manager of Los Angeles County Fair, Pomona, Calif., September 15-October 3, struggled with adverse weather to register a 542,712 gate, about 15 per cent below that of 1938. Fair was extended seven days from original dates and the 24-day run is considered a record for duration of State and county fairs.

Records Are Made  
For Texas Annuals

PORT WORTH, Tex., Oct. 14.—Fairs in this section of West and North Texas have had record crowds and agricultural and live-stock exhibits in spite of another dry summer, according to reports. Attendance at Denton County Fair, Denton, October 3-7, was estimated at nearly 20,000, a top mark. Montague County Fair, Bowie, October 4-7, held for the first time, was most successful.

Other fairs in the section with record attendance and exhibits were North Central District Fair, Graham, September 26-30; Central Texas Fair, Clifton, September 28-30, and Johnson County Fair, Cleburne, September 27-30, as well as the largest West Texas Fair, Abilene, October 2-7.

All of these had rodeos as special features, the Graham fair for the first time. (See RECORDS ARE on page 36)

Construction Is Pushed  
For Tampa Silver Jubilee

TAMPA, Fla., Oct. 14.—The 1940 Florida Fair here will celebrate its 50th anniversary with a Silver Jubilee, for which plans are now being made by the various departments. General Manager P. T. Strider recently returned from a Coast-to-Coast tour of fairs and the two world's fairs to gather new ideas for the jubilee.

Construction program to enlarge facilities of the plant, under way all summer, is not yet completed. Modern concrete buildings are going up to replace the old agricultural exhibit halls and additions will be made to the government building erected last year. These improvements will permit expansion in other sections.

Dallas Gets Off to an All-Time  
Opener Mark With 96,595; High  
Goal Set; "Folies" in for Run

DALLAS, Oct. 14.—The 51st annual State Fair of Texas here, October 7-22, had a reported all-time record attendance of 96,595 on opening day, topping last year's opener by 3,000. Officials were enthusiastic over the record gate and concessionaires reported good business. A huge military parade opened the downtown celebrations, escorting gorgeous floats of entries in the queen-of-queens contest sponsored by the State Fair Association. Coronation of the winner, Ruth Evelyn Foote, Abilene, drew 30,000

Gate in York  
Rises 10,473

Two days are hampered by weather—Strates' biz reported good in last half

YORK, Pa., Oct. 14.—The 67th anniversary York Interstate Fair here on October 3-7 had total attendance of 228,271, 10,473 more than that of last year. Paid admissions totaled 132,916. Grandstand attendance registered 46,973 and its receipts were \$28,353.85. Adverse weather held the gate down on the first two days, especially on Tuesday. (See GATE IN YORK on page 49)

## Rain Hurts Danbury, Conn.

DANBURY, Conn., Oct. 14.—Hard hit by four days' rain early in the week, 70th annual Danbury Fair on September 30-October 7 drew attendance of 38,889, several thousand less than in 1938 and one of the lowest marks in more than a decade. Proximity of the New York World's Fair was also blamed for poor crowds. Concessionaires and exhibitors, in most cases, reported poor business, many failing to make expenses.

TALLULAH, La.—Louisiana Delta Fair here on October 3-6 drew largest crowds and had best displays in association history, said Secretary F. O. Benjamin, Park Amusement Co., managed by Cliff Liles, furnished midway attractions and has been re-engaged for the 23d annual 1940 show.

Atlanta Pulls  
Near 650,000

Southeastern Fair to go into black, says Benton—midway gross up 27%

ATLANTA, Oct. 14.—New attendance record of about 650,000 was set by the 25th annual Southeastern Fair and National Live-Stock and Poultry Shows in Lakewood Park here on October 1-8 and, while total receipt figures were not available at the close, President Mike Benton said, "It looks like red figures were far overbalanced by the black." Gate was 50 cents, adults; 25 cents, children, with a 25-cent charge at night. With exception of opening day, which was cold and wet, unsatisfactory warm sunshiny days and moonlit nights prevailed.

Exhibits were more numerous and of better quality than in 1938. Attracting attention was a State Highway Patrol display, showing miniature cars crashing. (See ATLANTA PULLS on page 49)

Pomona Ends  
With 542,712  
In 24-Day Run

POMONA, Calif., Oct. 14.—Despite a seven-day extension to October 8 of 18th annual Los Angeles County Fair here, attendance of 542,712 was about 15 per cent below the 1938 figure, but the fair made a satisfactory profit, officials said. Additional seven days were expected to make up for an unprecedented heat wave beginning two days after the fair opened on September 15 and lasting eight days, which was followed by a two-day down-pour, leaving grounds and race track a quagmire. However, rain on the final Wednesday and Thursday cut deeply into attendance. Secretary-Manager C. B. (Jack) Afterbaugh said the 24-day run. (See POMONA ENDS on page 49)

Loudonville, O., Over Big;  
Andress Services Are Held

LOUDONVILLE, O., Oct. 14.—Favored by weather, 50th Loudonville Free State Fair here on October 3-5 attracted record throngs nightly, but midway attractions reported grosses off compared to 1938. Spending was light on Tuesday. Shows and rides got some money Wednesday and most of them wound up okeh on closing day. Four school bands paraded on opening day and massed in the public square for a concert. Exhibits of farm produce, fancy work and live stock were housed in temporary structures on streets.

Free acts were St and Fanny; the Mazions, aerialists, and a daily balloon ascension. Five A. W. Gooding rides did satisfactory business. There were also Gooding's Monkey Speedway, Punhouse and Snake Show; Mrs. Bill Bohannon's Leopard Lady, Peter's Freak Animal. (See LOUDONVILLE, O., on page 33)

DICKINSON, Tex.—Galveston County Dairy and Live-Stock Association here has been chartered, incorporators being given as T. C. Scroggins, W. M. Craven and H. L. Roberts.

New Series of  
Legal Opinions

In the next issue will appear the 21st of a new series of legal opinions. It will be titled *When Ericson Is Lawful*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

to a brilliantly illuminated pageant in the Cotton Bowl, ceremonies being aired over WFAA. Sunday attendance was given at 44,330. Fair officials set a gate goal of 1,250,000. Largest agricultural show in history of the fair was presented with 65 counties having exhibits. Automobile Show taxed capacity of the automobile building. Live-stock exposition, headed by the National Herdford Show, drew the best Saturday crowds ever recorded for the. (See DALLAS GETS OFF on page 36)

## Gates in La. Go Up In Better Conditions

NEW ORLEANS, Oct. 14.—Fairs in Louisiana and East Texas are setting new attendance marks. Fair officials credit better crops, improved business conditions and increased premiums for the most interest shown in a decade.

In Monroe, La., Ouchitua Valley Fair Association reported a new gate mark of attendance of 25,000 for the five-day event, compared with 20,000 in 1938. C. O. Bell, president, and John Birdsong, manager, said plans will be started at once for a bigger one in 1940.

The 27th annual St. Tammany Parish Fair, Covington, La., closing last Sunday, drew about 40,000 on the three days with two daily attendance marks broken when 12,000 came on opening Friday and 13,000 on Sunday. Weather was good. Attendance records for Polk County's fourth annual fair, Livingston, Tex., were shattered. A new single-day mark was broken on October 4 with 12,000.

## New Mo. Annual Successful

SENATH, Mo., Oct. 14.—First Dunkin County Community Fair here on September 25-30 under auspices of the Business and Professional Club was a great success financially and it will be repeated next year, reports Lyle Richmond, committee chairman. Big crowds came from surrounding territory as a result of heavy advertising. Byer Bros.' Shows were on the midway and Manager Karl Byer was reported pleased with the date. Peers, Peppers, free act, were popular, drawing repeat crowds.

## Bill Set in Aiken, S. C.; New Grounds Are Obtained

AIKEN, S. C., Oct. 14.—J. J. Page Shows will be midway attraction and Ella Carver, high diver, the Lamplins and Sensational Royals have been booked as acts for six-day Greater Aiken District Fair, which will be located on new grounds, reports Secretary H. C. Meek.

Grounds and buildings of a former textile plant outside city limits have been leased and remodeling work will begin soon. Work of clearing 30 acres and erection of fences has started. Community, agricultural and poultry exhibits will be housed in a 160-by-190-foot building and a two-story 50-by-120-foot structure will be used for school, flower, fancy work and merchants' displays. Automobile exhibit will be in a tent and there will be live-stock displays. School

## Fair Meetings

International Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago. Frank H. Klingman, secretary, Brockton, Mass. Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Plainview.

SECRETARIES of associations should send in their dates, as inquiries are being made.

children will be admitted free on one day. Arrangements have been made with a bus line for transportation to grounds.

## Grand Stand Pulls Crowds For Coshocton, O., Annual

COSHOCTON, O., Oct. 14.—Favored by weather, 85th annual Coshocton County Fair here on October 12-17 had best attendance in years, with grand-stand receipts very heavy. Officials said overflow exhibits with premiums of about \$6,000 exceeded last year's figure. Increased grand-stand grosses were attributed to more pretentious show.

Entry day drew a large crowd and a free rodeo and circus was offered before the grand stand the first night. Colonel Gaterswood's rodeo was grandstand attraction on Tuesday, Thursday and Friday nights, augmented by circus acts late of Jack Raun's unit. Boone County Jamboree filled the grand stand to overflowing Wednesday night, and on Saturday night Pine Ridge Follies, with Dick Huddleston, did likewise.

Secretary C. V. Croy contracted six P. E. Gooding rides and more than 25 concessions, including cookhouses of Chaas Martin, Ward, Dukem, Constance and Williams; Ottobacker's ball games, Smith's three stores, Augustine's ball game, Snyder's photos and lead gallery; Ted Davis, scales; Waddell's wood novelties; Herb Brandy, novelties; Thoma's, McPherson's and Lighthammer's root beer. Show line-up included Sammy the Ape, Hodges' Ten-in-One, Jack Winters' Baby Irene, snake shows and Dick and Helen John's Playland.

## Fair Grounds

COLUMBUS, O.—Initial project in an improvement program on Ohio State Fair grounds here will be new sewage system, adequate water facilities and elimination of fire hazards, an advisory committee, appointed to study problems, decided.

CALGARY, Alta.—Providing box-stall accommodation for at least 150 animals, two barns on Calgary Exhibition grounds have been reroofed, painted, refoored and remodeled inside, and some new foundations have been put in. Outlay was between \$10,000 and \$15,000.

YOUNGSTOWN, O.—Mahoning County Agricultural Society completed plans to clear race track infield at the Case and plant and convert it into a polo field.

ELKHORN, Wis.—Work is under way on new performers' quarters on Walworth County Fair grounds here, building to be 48 by 14 feet and sunk four feet below surface of the ground to eliminate obstructed vision complained of by grand-stand patrons. Performers' platform will be lowered several feet to add further visibility to the track.

MOUNT ADA, Ark.—With two permanent buildings completed, plans are being made for a \$15,000 exhibit building for the 1940 Montgomery County Fair and Livestock Show. First two buildings were used this year but entire plant will not be ready until next year.

DE PERE, Wis.—Premiums totaling \$8,371.75 will be paid exhibitors at the 189th Brown County Fair, Secretary William Brock stated at the highest sum paid by the association since the fair became a county annual after operating as a district fair several years.

TUPELO, Miss.—President J. M. Savery reports that the Mississippi-Alabama Fair here on October 2-7 lost around \$2,000 in revenue by County Attorney Pele Mitchell closing the bingo concession on the midway. Under terms with Goodman Wonder Show, plans to receive 27 1/2 per cent of midway receipts if bingo were allowed and 20 per cent with ban up. The mayor of Tupelo and several ministers oked the concession.

DOVER, O.—Prompt action by Charles Williams and N. E. Bolton, concessioners at Tuscarawas County Fair here on

September 19-22, saved the grand stand from possible destruction by fire of undetermined origin, reports Fred X. Williams. They saw the fire and with fair attaché formed a bucket brigade and extinguished the blaze.

ST. JOHN, N. B.—City council has boosted its guarantee to St. John Exhibition Association against deficit to \$12,000. When the fair was canceled on September 1 due to outbreak of the European war council guaranteed \$6,000 to the association because of loss incurred. However, later estimate showed financial requirements.

OTTAWA, Kan.—Secretary Ed Lister of Franklin County Fair here, reported the 12th annual event this year broke even.

SASKATOON, Sask.—Entire exhibition grounds has been taken over for military purposes, and Sid W. Johns, secretary, mostly agreed to suspend the fair during 1940 will carry on boys' and girls' live-stock work and annual March horse sale if possible. President William Lamb and all directors were re-elected so as to preserve the charter.

LETHBRIDGE, Alta.—Directors of Lethbridge Exhibition having unanimously agreed to suspend the fair during 1940 will carry on boys' and girls' live-stock work and annual March horse sale if possible. President William Lamb and all directors were re-elected so as to preserve the charter.

HUNTSVILLE, Ala.—Cold and rain on closing day of 20th annual Madison County Fair here on September 26-30 reduced attendance figures 15 per cent below the 1938 mark. Exhibits were best in association history.

## Grand-Stand Shows

JAMES COGSWELL, still down, reports he played Mitchell (S. D.) Corn Palace Festival on September 25-30 with the Noble Trio, aerialists. Paul White-man's Band appeared in the Corn Palace.

AFTER 14 weeks of successful engagements at fairs, La Vine Trio, comedy act, slack wire, juggling and contortion, closed with Raymond's Attractions at Putnam County Fair, Ottawa, O., October 14-17. Vine and Mae will visit relatives in Cincinnati about a month and may play some club dates. Other member of the trio, featured with the 16-act unit, Millie Long contortionist, is visiting at her home in Spartanburg, S. C.

FEARLESS POSNAUGH, who is recuperating from injuries sustained while working Vendoto's (Ill.) fair on September 2-4, reports he and his Hollywood Stuntmen, autoists and motorcyclists, had a successful season in the Midwest and will leave soon for Southern fairs. Group members include Darrell Norm Weiser, Capt. Rocky Wolfe and Margie Walden.

HENDERSON Family Show closed a successful fair season on October 6 and is booking indoor circus dates, reports J. P. Henderson, manager.

AFTER leaving Cole Bros.' Circus, Sensational Gretonas, high wire, were booked for fairs for the first time, including Mississippi State Fair, Jackson, and have had a successful season to date, reports G. W. Greton. Greton's Circus Greton is a feature of the act, which had been booked for European winter dates, but will play indoor circuses and vaude in this country due to the outbreak of war.

## DALLAS GETS OFF

(Continued from page 35) fair's live-stock division. Cash awards of \$55,000 will be made during the 16-day run.

Free acts drew large crowds to the Cattle of Foods show, with Bert Swor's Minstrels giving four shows. Daily Southern Select Circus, headed by Jake Newman's Hollywood Animal Show, gave well attended performances on the plaza. Owner Newman, who was injured Friday afternoon in a fall from a high platform after a day in the hospital, was back on the midway Sunday afternoon. Other free acts include the Wallendas, high wire; "Stratosphere Man," high swaying pole, rope dally, and Ferdinand the Bull, free show in the live-stock arena.

Rubin & Cherry Exposition, on the midway, presented a sparkling appear-

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ance after a complete new paint job. Show officials said they were pleased with opening business.

Auditorium attraction for the run of the fair is Clifford C. Fisher's *Follies Bergere*, moved here from the San Francisco exposition fair, shows great Saturday and Sunday matinees, with full houses (4,800 estimated) at Saturday and Sunday night performances. Show's maestro, Lou Forman, directs a large orchestra, made up of Dallas musicians. Attractions were booked by M. H. Barnes, of Barnes-Carruthers.

A large crowd applauded first appearance of the Mexican Tipica Orchestra Saturday night. The 70-piece symphonic group was brought to Dallas by the fair management as a friendly gesture to the Republic of Mexico.

A Showmen's League of America benefit performance and banquet will be held on the night of October 19 in Elso Rita Gardens on the grounds, with Robert L. Lohmar, manager of the Rubin & Cherry Exposition, in charge.

## 342,511 GATE

(Continued from page 35) Early, in charge of police, pronounced the fair one of the most orderly he had ever seen.

Grand-stand attractions comprised 12 acts and auto races on three days, instead of one as formerly. On Thursday Jimmie Lynch and his Death Dodgers put on their thrill show. Acts included State Fair Revue of 1939, Cervone's Band, Gero-Nelson Ballet; Smith-Rogers-Eddy, comedians; Six Debutants, Cole and Klein, Twelve Aristocrats, edgic dancers; Gaudschmidt Brothers and Dogs, Dick Mayor and Co. Ferdinand the Bull, Flying Otaries; Ben Berni, comedy juggler; the Bannitts, acrobats; Loyal Repinsky Equestrian Troupe; five rope numbers, "Rolling Along," "Ferdinand the Bull," "The Silver Forest," "Circus Days" and "God Bless America." Theatrical-Duffield Fireworks Co. furnished displays.

Emory (W.V.) Collins partially atoned for two straight defeats on previous days by Gus Schradef, seven times national dirt track champion, by winning the feature race on the final day, time being 5:54 for the 12 laps. Emory Show placed third, just ahead of Bob

Premium list of more than \$25,000, twice that of last year, drew more and better exhibits, as was expected. Joseph W. Hixon, chief of division of exhibits, U. S. Department of Agriculture, Washington, flew to Birmingham to view the exhibits. He remained two days and was complimentary regarding exhibits, as was Raymond A. Lee, secretary of Minnesota State Fair, Hibbing on Oct. 14, was the fair's slogan.

There were encampments of Boy Scouts and 4-H Club boys and on-the-scene broadcasts by radio stations. A tie-up with the crippled C. W. Cline, who has received a percentage of gate receipts, furnished a peg on which to hang a portion of the great publicity given the fair. One day was American Legion Day, which also helped boost attendance. Many exhibitors and concessioners were ready to immediately negotiate for space next year, said Manager Baldwin.

## RECORDS ARE

(Continued from page 35)

Graham fair was under control of an operating committee, instead of a regular director, as in the case of W. Harrison, president; E. R. Marchman, vice-president in charge of ticket sale; James G. Staples, treasurer; Glenn Burgess, manager.

COVINGTON, Tenn.—Tipton County Fair Association re-elected J. B. Bennett, president; Bob Franklin, secretary, and C. E. Johnson, treasurer, who reported surplus of \$205 for the 1939 fair.

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# TRADE SHOW SELLOUT SLEEN



CONTINUING THE PLAN inaugurated last year, program sessions will be shorter at the 21st annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8. Edward L. Schott (right) president and general manager of Coney Island, Inc., Cincinnati, is vice-chairman of the program committee headed by Harry J. Buff, general manager of Pontchartrain Beach, New Orleans. Paul H. Huedepohl (left) manager of Jantzen Swimming Association, Portland, Ore., has charge of topics and speakers for the pool and beach sessions.

## All Space Is To Go for N. Y. NAAPPB Conclave, Says Hodge

Secretary reviews conditions leading up to selection of Eastern location for convention—program committee putting on finishing touches—entertainment mapped

CHICAGO, Oct. 14.—Despite numerous handicaps which have beset officers and directors of the National Association of Amusement Parks, Pools and Beaches in connection with its 21st annual meeting, the Hotel New Yorker, New York City, on December 4-8 will doubtless witness one of the biggest, if not the biggest, meetings in the history of the association, which has always been pre-eminent for successful conventions and trade shows, declared Executive Secretary A. R. Hodge from his offices here. During the 1938 convention when it was announced that the International Association of Fairs and Expositions, Showmen's League of America and American Carnivals Association would journey to Toronto, the NAAPPB appointed a special committee to investigate the possibilities of transferring its activities to New York City because 90 per cent of the exhibitors at the 1938 show definitely advised that they would not go to Toronto.

## Boston Concern Is Dickering for Spot in Agawam

AGAWAM, Mass., Oct. 14.—Negotiations are about to be started for the sale of an Amusement Park here to Stuart Amusement Co., Boston, according to an announcement by Edward B. Landis, counsel for Michael J. Daley, Longmeadow, present owner. The Boston concern is expected to soon take possession of the park, many years one of the best known amusement centers in Western Massachusetts.

It is understood that the Stuart company plans to operate it with emphasis placed on the open-air dance pavilion. Treasurer of the company is Edward J. Carroll, who has been operating an outdoor motion picture theater in the park for the past few years. Sale price was not revealed. Assessed valuation of the park is \$48,000, according to board of assessors' records.

It is understood arrangements have been made for payment of back taxes on the park for 1937-'38, which amount to more than \$4,500. The 1939 taxes amount to \$1,000 and deadline for payment without penalty is November 1. It was not indicated what arrangements had been made for payment of the current levy.

Amusement devices and some concessions have not been operated for some time, altho the roller-skating rink and outdoor theater have been open during summer months. An effort by a group of Springfield men to reopen the park as an amusement center early this summer fell thru.

## Pub Plans for Milton, O.

MILTON, O., Oct. 14.—A permanent board has been elected and plans completed for advertising Lake Milton here by Lake Milton Chamber of Commerce. Directors are David Latimer, Clarence Moore, John Welton Carl Cowell and Emil Linberger. Campaign is to stress the amusement and recreation content and attract additional residents and bolster summer business, Secretary Miller Pouik said. Several permanent bathing beaches and amusement features are planned.

## Detroit Midget City Gate Has Had Constant Build-Up

DETROIT, Oct. 14.—Midget City, first permanent attraction of its type here, drew about 20,000 people during its first season of operation, said O. L. Dorworth, who operates spot with his brother, M. H. Dorworth. Midget City was opened on June 9 on Plymouth Road, national highway in the Northwestern suburbs, where it has drawn much tourist trade. Plans for exploiting this angle more heavily next year by highway signs for miles in all directions in the most automobile-minded section of the United States are counted on to double the 1939 attendance figure.

Consistent build-up has been apparent, with the past four week-ends the best of the season.

## Baines in Canadian Army

CALGARY, Alta., Oct. 14.—In honor of Zookeeper Tom Baines, who has joined the army, directors of Calgary Zoological Society met at St. George's Island Zoo and presented him with a traveling bag. Credit for much of the development on the island was given Keeper Baines.

## New Series of Legal Opinions

In the next issue will appear the 21st of a new series of legal opinions. It will be titled *When Eviction Is Lawful*. One of these articles appeared in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

## Ill-Wind Story Made Apropos To Long Island Munny Beaches

By ALFRED FRIEDMAN

The ill-wind—that-blow-s good-for-someone adage seems to fit in describing the situation of scores of amusement people around Long Island who were thrown out of business or employment by the entrance of various municipalities into direct competition to them thru the establishment of parks, beaches, stadiums, etc.

There was a pall of gloom that lifted itself over members of the amusement clan when in numerous instances around Long Island they found themselves being lifted out of business because some community thought amusement enterprises could be attractive for a municipality.

Now these same communities have found that their ventures need the services of trained workers. Dance halls, bathing pavilions, stadiums, games, etc., must have the directional help of experienced men. It was at this point that the people who were forced from their own businesses were called back by their displacers. And at compensation that was salve for their wounds.

This happy aftermath to a previously gloomy situation is an interesting illustration of how an economic solution was found for many scores of amusement people who were thrown into what appeared to be a state of unemployment.

## American Recreational Equipment Association

By R. S. UZZELL

Change of dates of our national association convention to be held in New York City was far enough in advance of the meeting to afford ample time to thereby establish the new date, December 4-8, so there can be no confusion. Already letters, bulletins and *The Billboard* have made these later dates known thruout the nation.

Park men, concessioners and manufacturers are now planning to make the trek to New York City the first part of December and are ignoring dates formerly published. Secretary Hodge got out an ample supply of new envelope stickers carrying the new dates and all of us are using them unsparsingly.

## Question of Pilfering

The meeting will be more like a mutual educational alliance than we have ever held. Professor Jack Lambie will more than double last year's attendance of his quiz session. You are not going to be thunked for non-attendance but

(See RECREATIONAL on page 57)



ANIMAL FOLKS got together when the C. E. Zeiger United Shows were playing Colorado territory, reports Superintendent E. W. Clark of Cheyenne Mountain Museum and Zoological Society, Colorado Springs. This photo taken on September 16 shows, left to right, Mrs. E. W. Clark, Ed Trees; Mabel Stark, noted trainer, who is on the Zeiger Show with her Tiger set, and Superintendent Clark. Group was mapped in the Cheyenne Mountain park. Baby pandas born on September 14 have been christened Mabel and Ed.

## Shorter Program Sessions

"The passing of the late president, Harry C. Baker, on August 23 was also a tremendous shock to his associates, but despite these handicaps and the added work involved, the NAAPPB now announces everything in readiness for the biggest and best meeting in its history. The East halls the meeting with great enthusiasm, and hundreds of amusement men who have regularly attended annual meetings of the association have already signified their intention of being present to celebrate the 21st birthday of this husky organization which now has surely become of age. If its enterprising and purposeful past is any measure of its more mature years great things for the benefit of the industry might well be anticipated.

"There was some thought when the convention locations committee was considering New York that the Western delegates might not attend a New York meeting in large numbers. However, early reservations indicate that the East may expect a real invasion from the West and it will be nip and tuck between the two sections as to who will best be represented."

Executive offices of the association, 201 North Wells Building, Chicago, and presided over by Secretary Hodge, and those of Harry J. Buff at Pontchartrain Beach, New Orleans, chairman of the program committee, and Paul H. Huedepohl, of Jantzen Swimming Association, (See TRADE SHOW on page 57)

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Starting the Fireworks

A reader asks why this department never mentioned advisability of swim pools using fireworks as promotional features. There is no particular reason why we have never discussed this except that pyrotechnics are limited only to certain swim estates. Indoor plunges, naturally, cannot use fireworks and most certainly should not attempt to. Similarly so, aquadromes situated on city blocks adjacent to apartment buildings can hardly stage boom-and-ahhhhh displays.

However, at tanks conducted on mammoth beaches or in amusement parks, a fireworks show might prove an attraction at that. Some beaches, like Coney Island, N. Y., have already been employing such a promotion. Fireworks at that resort have proved very popular, with various concessioners chipping in to cover the nut.

Main thing for pool operators to remember in entertaining thought of putting on a pyro display is to have whoever is in charge of event use originality. Don't just have someone shoot off a couple of firecrackers and light up a pinwheel of two and think it is a fireworks show that warrants attention. It would be wise for pool men to ascertain their respective ordinances before contracting for fireworks for the season. To repeat, fireworks have proved most popular at some beaches and amusement parks. It might be just the thing you've been seeking to boost night biz at your outdoor tank. My personal preference is for the spectacular type of pyros instead of noisy kind.

Picturesque water shows can be operated in conjunction with fireworks, with glowing flares used in water ballets. Old-fashioned fire dives, too, trite but still thrilling as ever, might prove a

## Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ABOUT 600 attended opening of Skateland Roller Rink, Aurora, Ill., on September 2, when a roller ballet was featured, reports E. K. Bartlett, proprietor. Taking part in the show were Marjorie Phillips, Marjorie Pendleton, Elaine Whitely, Helen Hummel, Bernice Coble, Lorraine Hecht, Caroline Piester and Rose Neu. Ballet members wore white satin outfits, with gold-lined capes and white hair. Marjorie Hard, organist, featured a song written by her for the opening and Betty Udstad gave a tap dance. National Roller Skate Week was celebrated with a four-day affair. Proceeds were turned over to the Roller Skating Rink Operators' Association of the United States. Rink had been closed seven weeks for repairing, cleaning and redecorating. Changes have been added to the Hammond organ. Roster includes Mrs. Ruth Bartlett, cashier; J. B. Adams,

spectacular climax to a fireworks display.

Thanks then to the reader who started all this. Suggestions may only be practical to a few but to those who have the facilities it's worth a try.

### New Indoor Game

Always on the lookout for new games and devices which can be used by outdoor and indoor pool men to rake in additional revenue or for use as free sideline attractions, we discovered one last week that can be used either way. It's called Shuffle-Bowl and game is just what name implies a combo of shuffleboard and bowling. This game is played on a long table and players can either entertain themselves by participating in a table version of the popular shuffleboard game or they can enter into a regular bowling game—on table, of course. Space required for these tables is much less than for most aquatic sideline activities. A pool operator can either charge so much a player or, as in the case of various taverns where tables are now in operation, the game can be offered as another free attraction. As I understand it, table is not suited for outdoor use.

### Complaint

Since printing that burb here anent Zimmy, legless swimmer, who the writer saw for the first time at George Hamid's New Jersey State Fair, complaints have been coming in from readers claiming that Zimmy is not originator of underwater smoking or eating. They point out that many water performers do similar stunts and for this reason felt I went out on a limb too far in my praise, especially since the originality I raved so much about actually didn't exist—or so they say. Now I wish someone would clear up a few points. Who is or was originator of underwater eating and smoking as an aquatic show stunt? Are others doing same act as Zimmy and, if so, did they copy him or vice versa?

Joe Pringle, outdoor pool restaurant concessioner, who had spots last summer at Riverside Cascades and Sunnyside tanks, both in New York, will spend the winter as maintenance boss for a chemical company.

doorman; V. P. Swanson, William Winkler, John Krachala, Lloyd Brown and Charles Tally, floor guards; Doris Udstad, checkroom; Charles Doering, skater; Ruth Malton and Nell Peterson, fountain; Barney Krantz, Kenneth Udstad and LeRoy Bean, skate boys. Private parties are held on Mondays and are booked thru March. Skateland Club now has 450 members and has scheduled monthly parties.

IMPERIAL (Neb.) Roller Rink under Newman Brothers' management, opened for the third season on October 4 to capacity. It is open to the public three nights weekly, and instructions are given at afternoon sessions. Heavy schedule of group party bookings is set for two nights a week. New sound system has been installed. Staff includes Wayne C. and Warren Newman, Chub Marsden, Hughie Morrison, Lauren McConnell, Ed Mills, Bill York, Darwin Knapp and Curley Robinson.

THO Celeron Park, Jamestown, N. Y., is closed, Owner J. O. Campbell plans to operate the park's Skateland Roller Rink thru winter. Rink was erected about three months ago at cost of \$30,000 and did good summer business. Since the park closed business has continued good, capacity crowds often attending on weekends. Attendance record of 2,000 was set on October 1, and week night attendance has also been good. Officials plan to present no skating acts. Staff includes Dick Hutcherson, manager; Mike Rounds, doorman; Mary Brown, organist, and Helen Cummings, cashier.

WILLIAM H. MUTH, manager of Majestic Roller Rink, Arden Park, Ill., who died recently at his summer home on Lake Okoboji after a short illness, was considered one of the leading roller rink men in that territory. His widow and two children, Iola and Orion, plan to operate the rink during the coming season.

ROLLER SKATING has been inaugurated at Greter's Lake Pavilion, Mansfield, O. Skating shares the weekly program with dance sessions.

EDDIE PADDOCK, electric organist, is popular at John Peruzzi's Idora Park Roller Rink, Youngstown, O. Manager Peruzzi reported business improving as a result of maintenance of peak steel-mill operations in Mahoning Valley.

WINDLAND Auditorium, Rink, East Liverpool, O., has again reopened under management of Mrs. Dick Dillon. Innovation Saturday matinee for children on an hourly 5-cent charge. The idea is attracting crowds. Speed eliminations and championship races will get under way later.

MANAGEMENT of Winter Garden Rollerway, Boston, has ruled that skirts of women attending the rink may not be more than two inches above the knee. New Sunday matinee record was set on October 1. New England novice dance championship contests will start on October 13 in Winter Garden; Chez Vous Rollerway, Dorchester, Mass., and Lyonhurst Rollerway, Marlboro, Mass., and continue thru December 8. Chez Vous rink will again be permitted a discount for Monday night skating.

AL RILEY, manager of Casino Rollerway on Nuttings Lake, Billerica, Mass., reports his 1939 season closed with a party on October 14, when older and doughnuts were given skaters and finals in waltz and two-step contests were held. More skaters took up skate dancing at the Casino in 1939 than ever before, said Riley. Free instruction in figure and skate dancing is given on Saturday mornings to those who buy tickets for night sessions. Casino Flying Rollers Club has been active, staging monthly parties. Frank Newall, proprietor of Lake Boone Rink, Hudson, Mass., was a recent visitor. On the staff were (See RINKS on page 57)

### SPECIAL OFFER TO RINK MANAGERS

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# CHI DOINGS ARE BEING SET

## ACA May Start Sessions Dec. 4

Secretary Cohen gives tentative date for gatherings during convention of IAFE

ROCHESTER, N. Y., Oct. 14.—"The International Association of Fairs and Expositions having changed the place of its annual meeting from Toronto to the Hotel Sherman, Chicago, setting the dates as December 5 and 6, the American Carnivals Association, Inc., announces a change in its plans for this year's annual sessions," said Secretary Max Cohen from ACA offices here.

"In conformity with the by-laws of this association, its annual meeting will also be held in the Hotel Sherman, Chicago, and the first business session probably will be held Monday night, December 4, and continuing nightly until business of the association is disposed of. Full details of the program and arrangements will be released shortly thru The Billboard and by official notice to membership.

"The special session of Congress which opened recently has seen a renewal of activity on the part of its members in connection with the subject of freight rates, and we refer specifically to a resolution of southern business men which appears in the Congressional Record of October 5 in which protest is made on the ground that rates should be pleased to furnish the same to our membership upon request."

## SLA Home Fund Is Enlarged by B. & G. Benefit

ATLANTA, Oct. 14.—Showmen's home fund benefit staged on Southeastern Fair grounds here last Sunday by Beckmann & Gerety Shows for the Showmen's League of America resulted in the club's coffers being enriched by some \$400. Money accrued represented a vast amount of work on the part of ticket sellers. No attempt was made to sell group tickets, and duets were priced at 50¢.

Opening at 1:30 a.m., show lasted until 4 a.m. Sunday. Bob Hickey, show's press agent, and Sunny Bernick, of Globe Post, (See SLA HOME on page 41)

## Collins Signs With Brydon

REIDSVILLE, N. C., Oct. 14.—Carleton Collins closed as publicity director of Eric B. Hyde Shows here Saturday and left immediately to join the staff of the Ray Marsh Brydon Enterprises, where he will handle publicity this winter. Collins reported a pleasant season with the Hyde Shows and his relations with Owner Hyde and Business Manager Buck Denby were highly satisfactory.

## Sander AGVA Outdoor Rep

CHICAGO, Oct. 14.—Paul Sander, who was organizer for the outdoor branch of the American Federation of Actors, has been named to a like job with the new performers' organization, the American Guild of Variety Artists. Sander has opened an office in the Woods Building here.

## F. & L. Tour Tops '38 Mark; to Barn In East St. Louis

EAST ST. LOUIS, Ill., Oct. 14.—Fairly & Little Shows went into quarters at the old car barns at 23d and State streets here on Monday after coming in from Columbia, Mo., where they closed the season last Saturday. Noble C. Fairly, manager, said that spring business was bad, while shows grossed about the same as last year at B Circuit of North Dakota Fairs. State fairs in Lincoln, Neb.; Sedalia, Mo., and Hutchinson, Kan., were very good, however, enabling organization to wind up with a better gross and net business figure than it did in 1938, he said.

Almost every type of weather was encountered during the season. Rain and cold prevailed thru the spring, with the shows also experiencing many rain and wind storms at the 10 fairs played. Eight-day stand in Hutchinson, however, saw ideal weather. Noble C. Fairly and wife left for Dallas and Shreveport, Mo., and Mrs. George Shaw left for San Francisco. (See F. & L. TOUR on page 41)

## Wyse Season Okeh; Winter in Wayland

WAYLAND, Ia., Oct. 14.—Following close of their season on October 3, Wyse Greater Shows came into permanent quarters here and began work on show fronts and redecoration of rides. Owner Wyse said that of the 49 dates played this season only three were blanks. He added that he contemplates carrying eight rides and eight shows next season. Management recently took delivery on four drive-youself cars and a Whip Organization was rained out on only four nights.

Owner and Mrs. Wyse left this week on a four-week trip thru California and the South, combining business with pleasure. Nick Burkum left for the South and will play five fairs before going into quarters in Louisiana.

## Cookhouse Fire Loss Is \$500

ATLANTA, Oct. 14.—Cookhouse operated by Pease Hoffman and Isadore (Murphy) Firesides at Southeastern Fair here was damaged on October 7 by a fire believed to have started from an overheated stove in the kitchen. Quick work by attaches of the Beckmann & Gerety Shows saved tents adjacent to the cookhouse and held damage to about \$500. Hoffman and Firesides played the date independently.

## SLA as a Huge Partnership

By NED TORTI

Chairman of Membership Committee, Showmen's League of America

The fair and carnival season now drawing to a close, bringing final spurts of activity in tearing down and storing of equipment in winter quarters, showmen the country over will soon be gravitating to their homes in various cities, towns and hamlets, and fairs will be written to another season of outdoor shows.

Showmen are taking the closing with the usual hope that the coming season will be better than the one just passed. They begin attending meetings and reunions of business and social organizations in which they are interested or of which they are members and during this time formulate plans for the coming year.

Ned Torti

and book spots in which they are interested.



CLAIRE STEPHENS NEWMAN, wife of Fred Newman, widely known concessioner, has given up concession work and is devoting her time to fiction writing. She has spent nearly 20 years in outdoor show business, and this season her husband had concessions on the Model Shows. They celebrated their 17th wedding anniversary on May 1. Her stories are appearing in several national magazines under the nom de plume of Claire Pomeroy. She is a member of Grant Park Chapter, Order of the Eastern Star, Atlanta.

## Trouper Held After Motor Crash in Ga.

COVINGTON, Ga., Oct. 14.—Charles S. Poole, concession agent with L. J. Roth Shows, also known in show business as Harry Garrett, is being held in Newton County jail here on a charge of manslaughter growing out of an automobile accident near by last Sunday. Poole and his wife, Babe Smith Poole, ball-game agent, and two other trouper (See TROUPER HELD on page 41)

## Norwich Ends Good Tour for O. J. Bach

NORWICH, N. Y., Oct. 14.—O. J. Bach Shows closed here last week after a successful 22-week season of still dates and personnel reported a profitable tour, said Mrs. O. M. Thomas, general agent. Owner O. J. Bach announced that plans to enlarge the organization are under way. Before leaving for his winter home (See NORWICH ENDS on page 41)

## SLA Banquet-Ball on Dec. 5

Annual festivities announced by McCaffery—lining up committees

CHICAGO, Oct. 14.—President J. O. McCaffery, Showmen's League of America, announced this week that the league's 27th annual banquet and ball will be held Tuesday night, December 5, in the grand ballroom of the Hotel Sherman. Announcement was made after receipt of information that the International Association of Fairs and Expositions will hold its convention in Chicago on December 5 and 6.

President Sid W. Johns of the IAFE recommended that the convention be held in Chicago instead of Toronto because Canada is at war and the Royal Winter Fair has been canceled. Selection of committees for the banquet and ball is under way and appointments will be announced shortly.

## Atlanta Gives Beckmann-Gerety Double Record

ATLANTA, Ga., Oct. 14.—A 27 per cent increase in receipts over 1938, reported as the greatest midway gross ever made at the fair and the largest day's business of 1939, were records established at Southeastern Fair in Lakewood Park here on October 1-8 by Beckmann & Gerety Shows.

Success of the engagement resulted in President Mike Benton, Vice-President John Armour and Secretary Virgil Meigs. (See ATLANTA GIVES on page 41)

## Buckeye State SLA Benefit Brings \$84

YAZOO CITY, Miss., Oct. 14.—A capacity crowd witnessed a midnight benefit performance staged here on October 7 by Buckeye State Shows for the Showmen's League of America cemetery, hospital and showmen's home funds. Event, which was held in the Minstrel Show tent, netted some \$84. The show was backed by the public as well as members of Manager Joe Gallier's Buckeye State and Golden States shows.

Program included Minstrel Show's band and colored girl chorus, Dusty Franks and Company, Paul Paulett and Crane, the Custard Man. Following the show all retired to Fred Rainey's Midway Cafe where refreshments were served.

## B. & G. To Winter On Atlanta Grounds

ATLANTA, Oct. 14.—Beckmann & Gerety Shows will winter in Lakewood Park here and Company Paul Paulett and Crane at a conference last week of Barney Gerety, J. C. McCaffery, general manager of Amusement Corp. of America, and Mike Benton, president, and Virgil Meigs. (See B. & G. TO on page 41)

## Kemp's Thrill Drome Gets Record Crowd at Muskogee

JOPLIN, Mo., Oct. 14.—Final check of receipts at Oklahoma Free State Fair, Muskogee, October 1-7, disclosed that Bill Kemp's Thrill-Drome, with the Henries Bros.' Shows, played to 21,001 patrons, which is believed to be a new record for a one-week stand for a Motordrome here. Kemp said the largest number he had ever played to was 32,000, but that was a 16-day event. Kemp's attraction features the riding of Johnny Poluso, Nita Coburn, Charles Stills, Henry Dixon, Glyce Trammell and Jimmie Wise.

Lollie Kemp and Captain Miles Riley alternate in the lion fighting act. Eddie Fitzsimmons handles the mike.

## New Series of Legal Opinions

In the next issue will appear the 21st of a new series of legal opinions. It will be titled *When Eviction Is Lawful*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

# Club Activities

## Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 14.—Thursday's meeting saw First Vice-President Frank P. Duffield in the chair. With him at the table were Past President C. E. Fisher, League Counsel Morris A. Hart and Secretary Joe Streiblich. Routine matters were handled with precision and many interesting topics came up for discussion. Principal one was the plan to bring the fair secretaries' meeting to Chicago instead of Toronto. Chair ex-

plained details of the arrangement are on instruction of President J. C. McCaffery and announced that Past President Sam J. Levy would be chairman of the affair since Brother Edward A. Hughes explained he would not be able to handle it from Toronto. Chairman Levy then made the following appointments: Entertainment committee, Frank P. Duffield; publicity, Nat S. Green; reception, Joe Rogers; tickets and reservations, Past President Edward A. Hock; and program, A. L. Roseman. Lew Diamond's Orchestra has been engaged and Chairman Levy is putting plenty of speed on general arrangements. Date of the IAFS meeting will be December 5 and 6, with the banquet and ball in the Grand Ballroom, Hotel Sherman on December 5.

Brother M. J. Doolan will have charge of arrangements for annual memorial service on December 9 in Bal Tabarin of Hotel Sherman, and Bill Carsky will preside over the President's Party on December 2. Brother S. J. Jessop again will be in charge of badges and registration. Relief committee reported a busy week with calls on the tickets. Those confined include Brothers Al Schlossburg, Harry Paul, Darley Wander, Harry Cloe, R. F. Trevellick, Tom Rankine, Col. F. J. Owens and Robert Seery. Out-of-town members on the list include Benjie Fields, Jack Lyrick, Ben Beno and Tom Vollmer. Secretary reported on benefit shows held by Imperial and Buckeye State shows and added that checks for proceeds have been received. Letters of appreciation and thanks have been mailed. Application of Judd Goldman was presented for ballot and he was elected to membership. Brother Art Radtke, in town for a few days, visited the rooms.

Brother Harry Thurston came in for his first meeting in some time and received a royal welcome. Maxie Herman left for Florida after a short stay. Dave Picard is expected soon and Nell Webb says he expects to arrive early for the big meeting. Ned Forti says he will spend his time between hunting and running in for a meeting or two before the year closes.

There has been a fine response to the call for dues, but there are still quite a few who have been neglected. Why not send them in at once? John O'Shea has put his paraphernalia up for the winter and is now among the regulars at the rooms, as is William Hotlich. Nat Hirsch and wife are down Texas way. Rubin and Cherry Exposition is planning a league benefit show at Dallas, and the combined Barnes-Carruthers-Hennies Bros.' Shows, assisted by Brothers W. R. Hirsch and Simon Ehrlich, plan one for Shreveport. Royal American, Goodman Wonder, Gold Medal shows, Johnny J. Jones Exposition and several others say they will be heard from before season closes.

**Ladies' Auxiliary**  
Auxiliary held a social on October 12, with Phoebe Carsky as hostess. Beautiful prizes were selected and event was well attended. Members were sorry to learn that President Leah M. Brunleve was unable to attend because of a heavy cold. Mrs. Charles Belden, Mrs. Tom Allen and Mrs. Harry Driver are still on the sick list.

Members who have books on the diamond wrist watch are asked to forward them to the secretary in care of the Ladies' Auxiliary Showmen's League of America, 165 West Madison street, Chicago. On October 19 club will hold its regular bi-weekly meeting at the Sherman Hotel. Be sure to attend. Bessie Simon will be hostess of the October 26 social. Bring your friends.



Palace Theater Building, New York.

NEW YORK, Oct. 14.—First fall meeting was held October 11 with Assistant Treasurer Sam Rothstein presiding. Brother Jack Greenspoon submitted the treasurer's report and said total assets to date amount to \$8,708.77. Brother Joe McKee, chairman of the Cemetery and Burial Committee, reported that negotiations for the burial plot have been closed successfully and the next job is to lay out the grounds, which will be done next week.

Chairman stated that the Banquet Committee will consist of the same members as last year, excepting Chairman Lew Dufour, who is unable to again accept the chairmanship. Brother George Traver suggested a rising vote to install Brother Irving Rosenthal as chairman, and altho the latter enthusiastically accepted the appointment he suggested that Brother Dufour be made honorary chairman.

Brother George Traver, reporting on the Danbury Ambrose, said that despite the four-day rain event proved successful, netting the club \$174.50, 10 new members and five for the Ladies' Auxiliary. Brother Jack Lichter reported that the returns on raffle books have been slow in coming. Joe McKee reported that \$200 worth of tickets were sold at Palisades Park.

Justin Wagner and Arthur Goldberg, two new members, were introduced. Brother Mack Harris, of the Membership Committee, said he anticipated doubling the roster this winter. Brother Jack Lichter stressed the necessity of co-operation in soliciting banquet journal advertisements and the importance of turning in contracts early so that the printer will be able to put forth his best efforts to produce a better book than last year's. Contracts and dummies with advertising rates are ready for the members. George Traver's Fair at Home Shows presented a swell benefit show at Danbury. Outstanding attractions were presented by Sam Wagner, of Casey Island. Dick's Paramount Shows were well represented by talent, especially Ralph Decker and wife, Molly, who were especially active in helping the cause along.

Birthday greetings to Max Goodman, George Gerber, October 9; Al Flossio, Luther Miller, Frank Hagadorn, October 10; Mack Brooks, Edgar (Doc) Kelley, James F. McOlynn, October 11; Edward Joseph Gennet, October 12; R. Jackson, October 14; Plato Grimes, Louis Miesel, October 15; Samuel Shayan, James Hanson, October 17; A. Joseph Geist, October 18; Jerry Peshkin, Frank Darling, October 19, and Albert J. King, October 20.

**Heart of America Showmen's Club**  
Reid Hotel

KANSAS CITY, Mo., Oct. 14.—Social activities around the club are going a-buzz with friends while Hennies Bros.' Shows were in Council Bluffs. She returned to the shows at Springfield. She reports that Sammy has been ill, but at this writing is up and about again. Brother Sam Benjamin, special agent, Fairy & Little Shows, Dec. 1 in the city for the winter. Brothers Harry Altshuler, Jimmy Morrisey, Milford Smith and Bill Snyder attended the benefit performance

given by Hennies Bros.' Shows for the club at Muskogee. Club officials hope there will be several more benefits before the season ends. Mr. Franks, Hennies Bros.' Shows, is a new member of the club.

Brother Frank Capp, entertainment committee chairman, returned from a visit to the West Coast. He reports that reservations for the Annual Banquet and Ball are coming in very good and suggested that members make them as early as possible. Spike Wagner passed through the city en route south. Brother G. C. McGinnis is sending out paid-up cards to members who have sent in their dues. He asks all to remit as early as possible. Brother Harry Altshuler still continues in the lead for the grand prize in the membership drive.

### Ladies' Auxiliary

Mrs. J. L. Landes passed through the city en route to quarters in Chapman, Kan. Betty White returned after closing with the Al Rayinger Show. A member is sorry to learn of the illness of Nell Allen. Margaret Ansher reports her husband has recovered from a recent illness and will rejoin the Hennies Bros.' Shows. Bill Burdick, lettered from San Francisco that she will spend part of the winter here. She also closed her dues. Mrs. Sturgeon, of Hennies Bros.' Shows, is a new member, presented by Ruth Martone. Millie Watterson also brought in a new member, Mrs. M. J. Banks. Virginia Jones and husband spent a few days here last week. Ruth Martone had Frances Mulligan and her sister, Grace, as her guests. Mr. and Mrs. John Quim were recent visitors.

Ann and J. D. Summers closed with the State Fair Shows and after few days' visit here, left for Dallas. Mrs. Pearl Vaught reports that husband, Mel, is recuperating from an operation in St. Luke's Hospital here. Marie Beckmann lettered and sent in a new member, Kate May. She also lettered about her self and Colleen Myers and her nephew book. Hattie Hawk lettered from Dallas that she and husband are enjoying their vacation there. Mona Bagby planned for the next meeting at the new bank for the lovely time on her recent visit here. Helen Smith, Bird Brainerd and Ruth Martone are celebrating birthday anniversaries this month. Please send in your yearh books and, remember, dues are payable now.

**Pacific Coast Showmen's Assn**  
623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Oct. 14.—Club came close to pulling a preview on Home-Coming Night at the regular meeting Monday, Oct. 9. Roy Bost, of the Conklin Shows, bringing with him James A. George, of Showmen's League of America. Clyde Gooding and Lawrence Buck came of the Douglas Shows and Jimmy Dunn from San Francisco. Louie Bissinger attended his first meeting in some time. George H. Lauerman, S.A., renewed acquaintances with many old friends. George Jackson came up from Ocean Park, and Ted Right, of the West Coast Shows, attended while here to buy some equipment. Early coming for the meeting were George Surtees, of Monte Young Shows; Carl H. Steffens, Superior Shows; James D. Smith; Zila Vickers Yeager, Monte Young Shows, and Richard L. R. Attendant, October 13. Officers present were President Harry Hargrave, Vice-Presidents Gladys and Armstrong and Secretaries Dobbert and Johnson.

Opening formalities concluded meeting Monday, Oct. 9, with the business of listening to an encouraging financial report and considering applications for membership and reinstatement of the following: Harry Merkle, Harry J. Mason, Roy Peterson, Charles J. Ziegler, Tom de Fabros, Art Thompson, H. Douglas, H. Thomas, H. Bailey, William (Blackie) Morris, Harry Burman, Maynard Monette, Joe R. Spanglton, George Steen, Byron Dale McCrehead, Frank Shaffer, James T. Murphy, John Snobar and Elmer N. Workman. All were accepted.

Communications were read from Past President Theo Forstall. Membership Committee Chairman Bill Hobday and Past President Zelger. Sick committee report revealed that Pat Shanley is improving, squelching a rumor that he was going to the Douglas. Doc Hines in the Osteopathic Division, General Hospital, and John Lyon is able to be up and around a bit, as is Charles Guberman. Past President Archie Clark also is re-

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Buy your popcorn supplies from concessionaires' headquarters. We have a complete line of Popcorn, Bags, Cans, Cones, Seasoning in fact, everything you need at prices that will save you money. Immediate shipment, top quality products and lowest prices have made GOLD MEDAL the leader in its field. Send for your price list today.

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CHARLES A. LENZ



covering. President Hargrave called attention to the arrival of the pictorial postcards. Showing slides, facilities and plans were ready for distribution at the next meeting. Past President Eddie Brown sent last-minute regrets that he could not attend.

Chairman Charlie Haley made an informal report on the Home-Coming Night, which said that this committee is doing some good work. Vice-President Joe Glacy made a short report on the board of governors' meeting, which was occupied mainly with the task of reviewing membership applications. Members were requested to see that applications for membership are filled correctly, as lack of proper information and applicant's history frequently cause delay. Brother Joe Borgeson won the attendance prize and Hon's head and the charity box responded nicely. Second section was just getting under way when an S. O. S. came from the bar, which had a sellout at recess, so a story which was being told was cut but a chance to restock. House Chairman Mo Levine voiced a warm vote of thanks to Nick Wagner for good work during his absence.

**Ladies' Auxiliary**  
Club held its regular meeting October 9, with Past President Peggy Forsall of presiding. Other officers present were Edith Bullock and Secretary Mable Dyer. 25th Bullock, and 38 members attended. Door prize, donated by Mary Taylor, was awarded Ruby Kirkendall, and the bank night award went to Vivian Gorman. Letters were read from President Marlo and Vice-President Mora Bergie and Ethel Krug.

Sick committee reported that Bertie Kante is much improved, and new faces at the rooms this week were Ming Toi Right, Tony Gooding, M. Steppens, Gladys Forest, Ada Mae Moore, Grace De Rosa and Mrs. Gladys. Birthday parties will be discontinued until December and plans were completed for one large party late that month. Club presented Secretary Edith Bullock with a new brief case and an inspiring talk was given by Mother Minnie Fisher. Tillie Palmater attended, wearing her new braces, and said she deeply appreciated the consideration shown her by members. A special Spanish luncheon, prepared by Nina Rodgers, was served.

## Michigan Showmen's Association

**DETROIT, Oct. 14.**—Clubrooms having been redecorated during the summer, the first fall meeting was held on Monday night. President Harry Stahl presided and, although most of the members are out of town a large group was on hand. Secretary George Brown, being out of city, little business was transacted.

Treasurer Pop Baker reported business was good the past season. Vice-President Millian is still at the Colonial Stage. Myrtle Stone is here and Harry Ross went to Boston on business. Louis Margolis is still in Philadelphia, as is Lester Davis. A large number of members of the Conklin Shows visited the rooms while playing Lexington, Ont. Out-of-town members of other clubs are always welcome to the clubrooms at Case and Temple streets.

## B. & G. TO—

(Continued from page 39)

secretary, of Southeastern Fair here, which is held in the park.  
Harry Bert, special agent, remained in Atlanta to prepare quarters for return of the shows from Chattanooga Valley Exposition, Columbus, Ga. Much work had to be done on tracks in the fairgrounds and on Georgia Railroad tracks, adjacent to grounds.

Bert and 12 men will prepare all buildings for return of the show on October 18. Quarters are considered ideal as the best the show has had in several years by Fred Beckmann and Barney Gerety, who said there is ample room for all shops and other departments, while plumbing and coaches will be placed on sidings on the grounds.

## SLA HOME

(Continued from page 39)

ter Co. produced the performance, with Jack Taylor as the featured attraction. Program line-up included the Southern Riders, Nancy Lee Miller's Swing-

sters and Jitterbug Revue's Mad Cats; Ross Lewis, Glimmer Sisters and Billy DeAmour, from Gus Sun Agency's grandstand attractions; Jack Taylor, Betty Davis and Mary Reinhart, of George Reinhart's Budweiser Gardens; Nancy Lee Miller's Gay Parade Show, Tiny Western, Jitterbug Revue, Four Aces, Rocking Chair Slim, Three Groove Belles and Pewee Cade, handled by Alga Pickett.

Besides Hickey, Bernet and Taylor, staff in charge of activities included Sammy Felinger and Doc Hartwick, ticket men; George Holman, ticket taker, and Gil King, electrician. L. C. Toland produced the Jitterbug Revue numbers, while Nancy Lee Miller directed the Gay Parade offerings.

## F. & L. TOUR—

(Continued from page 39)

cisco and the Golden Gate International Exposition. Mr. and Mrs. Earl Strout went to La Salle, Ill. for the winter. Joe Ann Wilson and Edith Kelly joined Sis Dyer's Temple of Knowledge at Dallas, Tex. C. and L. O. Hutchinson went to Shreveport, La. John and Bejano and son, Paul; Mr. and Mrs. Jim Dunlavy, Mr. and Mrs. Jimmie Chave and Mr. and Mrs. Joe Chido will winter here. Col. Dan McGugin, secretary-treasurer, left for Kansas City, Mo., where he will winter. Mrs. Marie Jones left for Richmond, Ind., to visit her mother, and Jim and June Taylor took their pop-corn machine south. C. B. (Red) Scott went to Hannibal, Mo., and Sam Benjamin to Kansas City, Mo.

Shows closed with 12 shows and 12 rides, almost the same line-up with which they started the season. About 7,000 miles were covered during the season.

## TROUPER HELD

(Continued from page 39)

were riding from Sandersville to Monroe, where the Heli Shows are playing this week, when their car collided with another machine at an intersection. Two persons in the other car, both residents of Georgia, were killed.  
Poole was badly injured, sustaining contusions of the brain, and was treated for a short time in Memorial Hospital. Sheriff's officers removed him to the jail after a warrant had been issued. A doctor's order was ignored.

Friends of Poole say that the accident was caused by the high speed and reckless manner in which the other car was operated, and that the Poole car had stopped at a "stop" sign to permit the other car to pass. Although Poole is without funds, efforts are being made to arrange a court hearing so that bond may be set and preliminary hearing held.

## ATLANTA GIVES—

(Continued from page 39)

of the fair, extending an invitation to B. & G. to use Lakewood Park as winter quarters and the offer was accepted. Fair had a slow start in cool weather, but when the sun rose on the job on Monday business started to pick up. Attendance on Friday, Children's Day, was given as 125,000. Shows and rides went into operation at 8:30 a. m., and it was nearly 1 a. m. before the folks went home. Triple Ferris Wheels had the largest gross of the year, reported Jack Dillin and Ralph Raley. J. E. Gregory, of the Boomerang, turned in the largest figure for one ticket box, beating Felix Charneski, of this Heyday, by a few dollars. Albert Edwards also ran up the banner day of the year for his Merry-Go-Round.  
Saturday was declared terrific, day and

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Air Trail, Ala.,  
Week ended Oct. 14, 1939.

Dear Mixer:

Ballyhoo Brothers felt jubilant over being the first railroad show to be booked at the Red Clay and Still County Fair. Previously it has been an independent-show-and-ride date. Grounds were very small and not large enough to hold our empty wagons and house trailers in addition to the midway. Parking of our wagons on a vacant lot across the road was simple enough, but when owners of living trailers were in-

# BIGGER!!! BETTER!!! A SHOW YOU WON'T WANT TO MISS 27th Annual Ballyhoo and BAL Showmen's League of America

To be held Tuesday Night, December 5, 1939  
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For reservations write

Banquet Committee, Showmen's League of America,  
165 W. Madison St., Chicago, Ill.  
ANNUAL MEMORIAL SERVICE WILL BE HELD IN THE BAL TABARIN,  
HOTEL SHERMAN, SUNDAY AFTERNOON, DECEMBER 3.

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### WANTS FOR 3 GREAT CELEBRATIONS

FALL FIESTA AND HALLOWEEN CELEBRATION, OAKLAND, CALIF., OCT. 24 TO 29, INC. GIANT HOME-COMING AND COTTON FESTIVAL, McFARLAND, CALIF., NOV. 15 TO NOV. 27H. THEN THE ONE YOU ALL KNOW—ARMISTICE CELEBRATION, PORTERVILLE, CALIF., NOV. 20 TO 22, INCLUSIVE. DELANO, CALIF., TO FOLLOW.  
Want all Legitimate Concessions, Mill Camps. No Ex. except Cookshes and Bites. Also vending machines, money limited. Wire or write MIKE KREKOS, St. Marks Hotel, Oakland, Calif., until Oct. 29th; then at per usual.

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night, with newspaper editors from all over Georgia as guests of Beckmann & Gerety and the Southeastern Fair. Nancy Lee Miller's Gay Parade waited until Saturday to register her largest day of 1939; in fact, registers were the biggest ever turned into the office by Miss Miller.  
Grand-stand show put on by Lucky Teter and his Hell Drivers on closing Sunday resulted in big midway business after 4:30 p. m. Closing-day attendance was estimated at 40,000, and midway trade was excellent until 10 p. m. Tear-down orders were given at 10:30 and first section of the show train rolled out for Columbus, Ga., at 7:30 Monday morning. Appearance of the show's equipment met high praise from newspapers, radio and fair officials.

## NORWICH ENDS—

(Continued from page 39)

in Ormond, Fla., each purchased a new car and also presented his wife with a new coupe in celebration of a birthday anniversary.

After showing show property here members departed for various sections. Mr. and Mrs. O. M. Thomas went to Simons, N. Y., and Bill Jones and his blingo boys left for York, Pa., to join the James E. Strates Shows. Jimmie and Catherine Deveto and daughter, Janice, left for Florida, while Mother, Bill and Tom Deveto returned to their home in Tranton, N. J. Mr. and Mrs. Calgeine and Lester returned to Syracuse and Lee Taylor went back to Schroon Lake for some hunting. Mr. and Mrs. Fred Allen left for Syracuse and Mr. and Mrs. Kekia went to the West Coast, where they will winter. C. Miller went to his home in Maine, and Kirk Adam's Dog and Pony Show will play theater engagements.

far from the lot. One insisted on leaving part of his tent down so as to make room for his trailer, while another asked permission to leave out part of the pit and to place his trailer within. But the best of all was when the girl-show operator wanted to leave the show on the cars and use the space for a private trailer park. Pete Ballyhoo promised to make parking arrangements for all time to come, if they would only be patient.  
Wednesday morning 13 baggage cars were switched in on the fairgrounds siding with much secrecy. Armed guards were stationed around the cars to protect the secret from opposition showmen. It was then that we realized that the bosses were about to pioneer another midway innovation. By noon 30 or more armored trucks drew up alongside of the baggage cars and began unloading thousands of white canvas bags was soon under way. The show's betting fraternity immediately started to make book on whether the bags contained money or canvas for the entire midway.

Thursday a. m. every trailer owner was summoned to the office and then the news broke. Each trailerite was issued one of the white bags that contained a captive balloon, rope ladder and set of grappling hooks. Tanks of hydrogen gas arrived and the silken bags were inflated. When the balloons were filled and floating in the air, the grappling hooks were dropped, picking up the trailers which wove and waded high over the attraction. With the rope ladders always within easy reach, the rubberized midway residents were pacified.

One master balloon with an observer's basket was staked in the center of the lot. Our secretary and concession boss, also in a hooded balloon, held field glasses to watch the ticket sellers and concession agents. A set of hooks with which to yank them out was carried, and these paid for the balloon many times over before the week was out.

Friday morning every man, woman and child who slept in tops and in or under wagons gathered at the office wagon demanding recognition and claiming that the office was showing partiality. Agreeing that they were right and ever ready to treat all alike, Manager Ballyhoo handed to each of them one of the snow-white chaffing bags in which the balloons had arrived. "Here are clean sheets for each of you to sleep between for the rest of the season."  
MAJORS PRIVILEGE.

formed that they, too, must park there the hue and cry could be heard downtown.

The bosses argued that trailers were not show property and that they would be damaged if any of the attractions would be left on wagons to make room for trailers. Then a debate started as to whether the trailers were show equipment. One claimed that his trailer was used as a dressing room for his actors, others who had no actors followed suit. Another argued that his dog and her pups would be lonesome if parked so



and also enjoyed pleasant visits with those Stee, whose Wild West Show was a feature of the fair, they report.

WHILE Art Lewis Shows were playing Petersburg, Va., Mr. and Mrs. Glen Hyder, of Ell Bridge Co., mixed pleasure and business on their visit there, spending some time cutting up jackpots with Mr. and Mrs. Earl Knuff and Alysne Potter Morency.

DOC H. CAPELL, manager of Henry's United Shows, cards from Pond Creek, Okla., that he has booked Circus Shorty's Animal Show, Blackie Reed's Crime and Snake shows and George Fortune's concessions. Doc closed with Ed Lundgren's Midwest Shows in Okalake, Neb.

JUST as a matter of argument, what did those who add really do—fold their tents and quietly steal away, sneak away or heel away—maskover Silm.

VISITORS were numerous on Dodson's World's Fair Shows at Greater Burlington (N. C.) Fair, reports Roy B. Jones. Shows played host on one night at the fairgrounds to county and city officials, where Co-Owners Mel Dodson and Jack Bellie tendered them a banquet.

FOR the past four seasons accordionist for Eddie Comstock's Fantasma Show on Goodman Wonder Shows, John McCormick is now in Dixon, Wyo., where he is giving accordion lessons. He writes that his mother's health made it necessary for him to quit the road and take her to the mountains.

MAYOR DICKIE FLAGLE and his midget wife and baby on Dodson's World's Fair Shows have been subjects of much newspaper publicity recently, reports Roy B. Jones. While the shows were playing in Burlington, N. C., the midget family drew a half-page with art in local papers.

"OF COURSE, we don't eat at the same table with the big shots, but when the boss took two pieces of asparagus from his plate, carried them to the table and put them on my plate, I knew I was due for a percentage too."

VETERAN producer and promoter with Gruberg's World's Exposition Shows, William Benbow, cards that he will take a colored accordion lesson to be known as Harlem Jitterbug Revue, on a tour of Central and South America, starting in December in Havana, Cuba. He adds that rehearsals will begin soon.

SINCE war was declared in Europe, Mr. and Mrs. Noble C. Fairly, of Fairly & Little Shows, have received several cablegrams from their son, Paul, telling them not to worry, as he is comfortable and could be reached at any time at the United States Embassy, Berlin, in which service he has been in since last June.

"AM VACATIONING at the World's Fair after a successful season on Wallace Bros' Shows of Canada," pens Bobby Cook from New York. "Have been re-renewing acquaintances with Nip, formerly with Heller-Acme Shows and now on the Streets of Paris here, and Cora-Corinne, Jack-Jacqueline, Charlie Lender and Albert-Alberta."

"ZW manager to buy he is trying to hire: 'When my show has a big day, everyone with me has a big day.' Voice from behind a curtain: 'He's telling you right. From 8 in the morning until midnight.'"

"SHOWS personnel is eagerly awaiting the time to begin migrating to quarters in Crystal River, Fla.," letters H. Nella, press agent of Crystal Exposition Shows. "Reports from caretakers at quarters indicate that everything is in readiness to receive equipment and that grounds re-

cently purchased by Owner Bunts have been landscaped."

NOTES from Good's Midget Amusement Co. by Joe Good: Show jumped into New Mexico from several good spots in Colorado. Stand in Mesilla, N. M., was fair, and unit plans to remain on the road until Christmas. It will play a few more spots in New Mexico before going into Arizona. Management recently installed a new sound system.

EXECUTIVE staff on Southern States Shows now includes John B. Davis, general manager; William Weston, secretary; Mrs. John B. Davis, treasurer; L. McAbbee, special agent; Theodore Meadows, electrician; Vincent Bellomo, musical director, mail and The Billboard agent; C. O. Adams, superintendent of canvas; J. C. Arrowood, transportation superintendent.

ADD Arcades Arguments: "Lady, I dropped a penny the machine and it won't go." "Sorry, but that makes you a stockholder. Can't you read the 5-cent sign over the top?"

MRS. BILL BRONSON, who has been playing fairs and celebrations for the past three months with Leo Sadie, Leopard and Girl attraction, called it a season at conclusion of annual Loudonville (O.) Street Fair and plans to winter in Ohio. She reports the season spotty, with street celebrations being better for her attraction than county fairs.

CHAUFFEUR for John H. Marks, owner of the shows bearing his name, William Markham, narrowly escaped death on Oc-

EARL G. HENNINGSON, who left Washington, D. C., last April with Sam E. Spencer Shows, only to be forced out of the road in July because of illness, has been released from Indian (Pa.) Hospital, where he was confined for eight weeks, and is recuperating at his brother's home in Marshall Hall, Md. When he entered the hospital he had switched over to Weyla Production Co., on which organization he has several concessions. He would like to read letters from friends.

FUNLAND SHOWS' notes by Ted C. Taylor: New General Agent Barney B. Spear and wife have signed and are helping Toombs County Fair Association arrange for its fair in Lyons, Ga. Mr. and Mrs. Dick Harris joined in Milledgeville, Ga., with their Merry-Go-Round and Ferris Wheel following a successful season in the East. Fred Garrett joined with Simon Kraus a frozen custard, and Toby Kneeland and Co. left in Milledgeville.

UPON arrival, an operator who had booked a ride on a carnival asked for locations for two rides just alike. Asked why he carried two, he replied, "I always carry an extra one for the pass, giving me an opportunity to have room on the other for some live ones."

JERRY KOHN, of Fulton Bag and Cotton Mills, advises from Atlanta that the 1938 Georgia vehicle drivers' licenses are a thing of the past and that all should obtain a 1939 license before starting their "March Thru Georgia" this fall in order to avoid embarrassment and a possible large fine. Jerry adds that there's a 55-mile per hour speed limit on highways and a 25-mile per hour limit in towns and the highway cops are enforcing the laws.

GUESTS at a dinner party staged recently in their honor in a Delta, Utah, cafe by Mr. and Mrs. Glenn Henry, of Hilderman's Quitted Shows' No. 3 unit, were Mr. and Mrs. Cleo Qualls, Mr. and Mrs. Lloyd Hole, Mr. and Mrs. P. Evans, Mr. and Mrs. Charles Soderberg, Mr. and Mrs. W. H. Stover, Virginia Evans, Lucille King, Mlle. Renee, Thomas Miller, William Summers, Delbert McCarty, Harry Hillman, Don Savage and Walton dePellaton.

MARY GORDON, formerly a member of Captain Cushing's Death's Headly attraction, who was seriously injured while performing with the troupe in Lenoir, N. C., several weeks ago, was an honored guest at the October 5 night performance of the free circus program on Marks Show in Charlotte, N. C. Miss Gordon was brought to the grounds in an ambulance and watched the show from a hospital cot. The crowd gave her a huge hand when she was introduced and she smilingly acknowledged the ovation with a salute. Buster Gordon and his Diving Troupe staged several extra numbers for her and Charlotte papers devoted much space to the occasion.

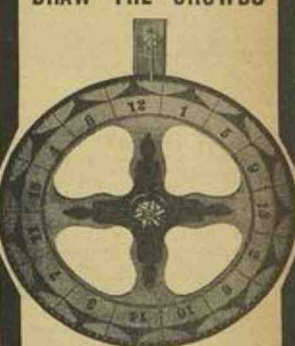
"OUT here in my town," writes Alce Boob, "everything is settled by popular vote. Last week during our Fall Carnival 'barkers' contest was held and the winner was selected by the votes of the entire populace. Altho not as eloquent an orator as some of the contestants, a young man won by wearing a necktie and keeping his collar buttoned. Vote stood 9 to 1 in favor of neckties over fur-bearing coats."

FRANK'S GREATER SHOWS notes by Earl Baldwin: Shows have been playing to good results in Georgia territory, having just chalked a good stand in Macon. Numerous showfolk have been joining and L. E. Raley Jr., with the shows all Nations, opened his show, Birds of All Nations, in schools on October 3 with Harold Vincent on advance. However, the unit's run was short, as Charley Raley, who worked the birds, was in a wreck while en route to a date, demolishing his car and killing almost all of the birds and one dog. Mrs. Raley was sent to a hospital, but expects to be out soon.

LINE-UP of T. W. (Slim) Kelley's side show on World of Mirrh Shows, reports E. E. Schauer, includes Owen Kelley; Jack Murphy, manager; Glenn Porter, Joe Schortino, talkers; Mike O'Connor and Billy and Nick Molyneux, tickets; Eunice Proctor, Maxie Sussor, baby; Flip, frog boy. Inside, lecturer; Charles Hanson, artist; Irving Kari, glass blower; Henri Hadji, Hindu magician; Alex Linton, sword swallower; Silas Whaley, anatomical man; DeWise Purdin, handless man; Mr. and Mrs. Louis Schlossberg, mentalists; James W. Zah-

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## FUNLAND SHOWS WANT

for Fairs: Grind Shows, Monkey, Big Snake, Crime, Drome, Acts for Sideshow, Ride Help and Performers for Minstrel. Come on! (Ex. Rat Game, Diggers, American Camp, Novelties, Scales, Arcade, Lead Gallery, Hoop-La.) Will book or buy Little Beauty. No graft, rips or coupons. Swainsboro, Ga. Fair now; Toombs County Fair, Lyons, Ga., next week.

## WANTED

Shows and Concessions. Can place Ride Help, Concession Agents and Useful Show People. This show cut all winter. Want to buy Big Round Top. Will be cheap for cash.

**GENERAL AMUSEMENT ENTERPRISES.**  
Eats this week! West Columbia next week! South Texas.

## Cumberland Valley Shows WANT

Grind Shows, with or without, and Legitimate Concessions that don't conflict for the Spalding Co. Fair, Griffin, Ga., Oct. 22nd-28th. Address all mail: **ELIAS WINTON, Mgr., Summerville, Ga.**

rec. rice writer; Takayama, Japanese top performer; Wyley Everidge, human pin-cushion; Agnes Higgenbotham, elastic skin girl; Grace McDaniels, mule-faced lady, and Mary and Frances Franco, annex.

RAY E. McWETHY JR., who was graduated recently from Florida Military Academy with honors, winning a partial scholarship to St. Louis Music Institute, entered the letter school two weeks ago. Ray is claimed by two shows, as his father, Ray Sr., operates bingo on Kaus Exposition Shows and his mother, Mrs. Mary McWethy, runs a bingo stand on Sem. Laurence Shows. He spends his summer vacations between the two organizations. Photo furnished by Lester Kern.

tober 5 when the Marks car ran off the road on a sharp turn near Charlotte, N. C., cracking a telephone pole and demolishing the car. Markham was taken to a hospital, where it was reported he had sustained a dislocated shoulder and several fractured ribs.

"SINCE closing with Quality Novelty Shows at Brockton, Mass. Meet, St. Stephens Church, Va., had a successful week's stand with Old Dominion Shows in Ashland, Va.," pens Marian Wharton, ball game operator, from South Boston, Va. "Game also clicked with Ideal Exposition Shows in Greensboro, N. C., and at present I'm playing tobacco markets here."

OLD hot-water tanks, engine bells, pieces of railroad rails, cow bells and hanks of junk used as make makers for baby purposes are very much out of place when cluttering up beautiful modernistic show fronts.

WITH closing of O. H. Hilderbrand's No. 3 unit, Johnnie C. Giegler, Card Kelley, Jack Murphy, concessions, joined the No. 2 unit in Monroe, Utah. Agents arriving with them were Mr. and Mrs. Kenneth Taylor, Mr. and Mrs. Ben Stone, Mr. and Mrs. Jerry O'Brien, Mr. and Mrs. John O'Kelly, Paul Hoffman, Louis Meridian, Irving Self, Carl Reed, Cotton Butterfield, Slim Weldon, Pat O'Brien, Paul Bryan, Moe Levine, Betty O'Kelly, Ray Morris and James Wilson.

### No Curfew?

MONROE, Utah, Oct. 14.—Among Hilderbrand's United Shows' No. 2 unit's middle-aged farm woman, who here was a middle-aged farm woman, who inquired of Mrs. Mae Evans, marquee mistress, what time the circus free acts would be presented. Mrs. Evans replied that they would take place as usual at 10 p.m. "10 p.m.!" the woman indignantly protested. "Why, this is outrageous, why don't you put them on so all respectable people can see them before they retire for the night?" She demanded and received a refund on her ticket and went home. It was just 8:30 p.m.

**FULL-DATE  
CARNIVAL  
SHOW LETTERS**
**Johnny J. Jones**
*(Railroad)*
**Hickory, N. C. Week ended October 7.** *Caribe County Fair. Weather, ideal. Business, big.*

With ideal weather shows chalked another record-breaking week at the fair here. Fair manager John W. Robinson said: "I did not think it possible for any midway to gross so heavily at our fair." With the closing date for November 26 much late season work is being carried on in the different shop departments. Bill Burke and Bill Sturges, sign men, pleated final articles. John the paint department under direction of Bob McAdoo. Kid Lucky and Ted Snyder, drome riders, joined Bob Barclay's Thrill Show, and personnel of the attraction also includes Dorothy Barclay and Billie Thompson, women riders, and Russell Thompson, trick rider. Chester and Lillian Keesner, midgets, joined the Royal Russian Midget Troupe. *Follies of 1939*, with Patricia Gordon on the front, came in for top money among shows. *Admiral* in the show include Peggy Jamelson, specialties; Mary Martin, feature dancer; Lodell Raquet, sax, and Art Yost, drums. Olive Thomas is still in the chorus. Hides reported a big week. Pearl and Bill Harvey's Caterpillar was top money class, and Hansy's Auto Skooter and Speedway also registered big, as did Lee Cuddy's Rolloplane. Pour Ferris Wheels did well. Visitors included Jack Baillie and Mel Dodson, Dodson's World's Fair Shows, and John H. Marks, Marks Shows.

**STARR DEBELLE.**
**John H. Marks**
*(Baggage cars and trucks)*
**Charlotte, N. C. Week ended October 7.** *Auspice, Patriotic Order Sons of America. Location, South. Troupers, street showgrounds. Weather, variable. Business, fair.*

Business was only fair as shows were the seventh in here this year. Cold weather prevailed the first half of the week and last half was extremely sultry. Friday and Saturday nights were big, with the closing night stand catching many of the thousands in town to witness the afternoon football game. New census arrived for the *Cher Perce* show and was used for the first time here. Cash Miller, after a siege of illness, is recovered and back on the front of the attraction. Raymond Korin's Glass House is a new attraction. Fred Leatherman returned from a Roanoke, Va., hospital and resumed his duties as foreman of the Rides-O. Buddy Barr had been handling the ride in his absence. Nick Slapp, secretary, also returned to the Central Hospital here to undergo an operation. Owner John H. Marks, accompanied by C. Jack Shafter and Happy Hawkins, motored to Hickory, N. C., to visit the Johnny J. Jones Exposition. Among the many visitors here were J. G. McCaffery, general manager, Amusement

Corp. of America; J. C. (Tommy) Thomas, general agent; Ralph G. Lockett, secretary; and Carl J. Lauther, side-show manager, Johnny J. Jones Exposition; Alexander MacKethan and committee from Fayetteville (N. C.) Fair; Sam Frell; Bill Arp Lowrance, Southern States Fair; William Chick, owner; Eldie Lippman, manager; William M. Brees, general agent; and Pete Thompson, girl show manager, Ideal Exposition Shows; J. J. (Chickie) Allen, concessioner; George Dobyns, ride foreman, Ideal Exposition Shows; William L. Douglas, secretary; Pee Dee Fair, Florence, S. C.; and Capt. Harry Joyner, Charlotte Police Department.

Jack Baillie, co-owner, Dodson's World's Fair Shows, opens Saturday afternoon on the midway. Jack formerly operated concessions on the Marks midway. Charlotte newspapers co-operated, and Ernest Hunter, managing editor; Dick Pitts, amusement editor; and Jake Houston, staff photographer, of the *Charlotte Observer*, visited. Two hundred news carriers from *The Charlotte Evening News* were guests of Owner Marks on Tuesday night, and the following day *The News* carried a three-column picture of the group with John H. perched on top of the John Robinson elephants.

Roy B. Jones, special agent, and Ed Bieler, of Dodson's World's Fair Shows, visited Saturday night on route to

tember 2. *Weather, fair. Business, satisfactory.*

Major Allen and Mr. Gardie co-operated and the week as a whole, while not big, was satisfactory.

**Phillipsburg, N. J. Week ended August 26.** *Texas City Fair. Auspices, American Legion Post. Location, Ballantyne showgrounds. Business, good.*

Committee co-operated and week proved one of the best of the season. *Easton Morning Free-Press* was liberal with space. Writer received a visit watch from the committee.

**HARRY E. WILSON.**
**James E. Strates**
*(Railroad)*
**York, Pa. Week ended October 7.** *York Fair. Weather, rain one day. Business, good.*

Alto train arrived late Sunday night and despite rain Monday all was ready for opening Tuesday morning. Kids' Day was not up to expectations, as showers that night forced folks off the midway. Gross, however, exceeded last year. Two new attractions, Zimmy's Water Show and Slim Kelly's Fat Girl Show, joined here. *Vanity Show* presented its revue, under direction of Chock Phillips, Monday night at the Call Gardens for the Business Men's Club and more than 600 members at

special children's matinee. Date marked shows' first stand at this fair and community show. W. J. Jamson, show secretary, co-operated. Visitors included Mr. and Mrs. H. H. Blackburn and party from Leonard, Tex. Darby Stringham is managing the *Panhouse and Snake show*. Leon Blanton, estate manager and manager of the Monkey Circus, is working on a new act.

**JOHN PABARCUS.**
**Wallace Bros.**
*(Baggage cars and trucks)*

**Kosciusko, Miss. Week ended October 7.** *Central Mississippi Fair. Auspices, Chamber of Commerce and Rotary Club. Weather, ideal. Business, above average. Ten-cent gate.*

For the fourth consecutive year shows furnished the midway for this fair, which has grown from a country picnic into what is said to be one of the largest "pumpkin" fairs in the State. Business opened slow Monday and Tuesday, but with official opening Wednesday attendance picked up rapidly and registered a new high for the remainder of the engagement. Fair charges a minimum gate fee of 10 cents and gives the public a maximum of entertainment. Secretary, Manager Nelson Siegrist and his cohorts co-operated. Business was somewhat off from last year, but date was one of the best so far. Following his usual custom here, the writer was guest speaker at the Rotary Club luncheon Wednesday noon and gave a short talk on the "ups and downs" of the season. Midway was augmented by many new concessions and the Great Jacqueline furnished the free acts. Visitors were C. D. Scott, Grady Bros.' Shows, and Robert Parker, field representative for Bartlett diggers.

**WALTER B. FOX.**
**Grady Bros.**
*(Motorized)*

**Clarkdale, Miss. Week ended September 30.** *Annual Cotton Festival. Auspices, Chamber of Commerce. Weather, rain and cold two nights. Business, good.*

Date was far above expectations for the first four days. *Jacqueline* parade was forming at 3:30 p.m. Friday, when one of the hardest rains experienced in this section for some time broke, cancelling the parade. After the rain the weather turned exceptionally cold for that night and Saturday. However, shows, rides and concessions ended on the right side. Jack Duncan joined with a concession, as did Dad Hoamer, while Arthur Scott added a shooting gallery, and Mary and Greenie Young added another palmistry stand. Buck, Margarine and Mother Fortner joined with two concessions, and Leon and Nell Dellon came on with a penny pitch and sound truck, assisted by Mr. and Mrs. Art Sorrell. Blanche Dugan led her friends and Billie Ryan went to her home in Alabama. Dad Green was on the sick list here. Blackie Hill's Tilt-a-Whirl crew have new uniforms. Virginia McCampbell is operating her popcorn stand in the absence of Bill Ryan. Personnel was grieved by the death of W. A. Johnson, secretary, East Central Mississippi Dairy Shows, Newton, Miss. A wreath was sent by Owner C. D. Scott and shows. Mrs. B. M. Scott continues to get top money with her corn game.

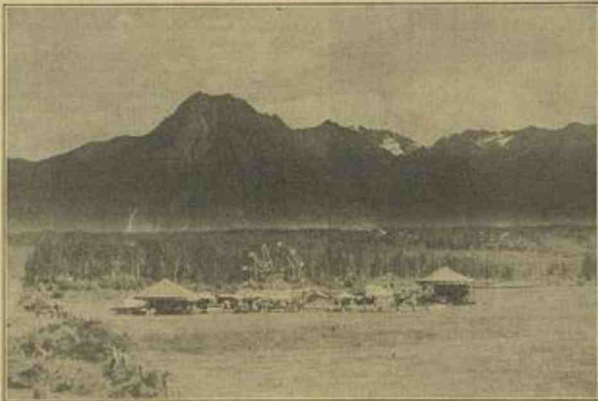
**TRESSIE G. McDANIELS.**
**Zindars**
*(Motorized)*

**West Helena, Ark. Week ended October 7.** *Phillips County Fair. Weather, cool first part of the week. Business, good.*

Short jump was made in good time and shows were ready to open Monday night. Fair opened Tuesday night to a good crowd and weather warmed up for the last four days, resulting in show's best business in recent weeks. Children's Matinee, Friday, was highly successful. Wreath and showy were ready to open night it proved the best day. Friday and Saturday a parade was held, helping afternoon play considerable. Mr. and Mrs. Harry Cohen rejoined here and Max Shaffert came on for the week.

**Waukegan, Ark. Week ended September 30.** *Location, Stewart's showgrounds. Weather, hot and dusty first of week, cold and rainy last part. Business, slow.*

Lot was thick with dust, as was the (See ZINDARS on page 48)



**YES, CARNIVALS DO GET AROUND,** as is evidenced by this aerial view of a midway in a scenic setting. The *Crescent Shows* were here laid out at a 1939 date on the Indian reservation at Hazelton, B. C., the most northern point in Canada that is reached by railroad.

Spartanburg, S. C. Zachinal Brothers, cannon act, also was on hand.

**WALTER D. NEALAND.**
**Bantly's All-American**
*(Baggage cars and trucks)*

**Sanford, N. C. Week ended September 30.** *Fair. Weather, good. Business, good.*

Fair proved better than expected and all enjoyed a satisfactory week's business. Committee, under Delar Harris, co-operated. Sol Specht joined with his colored show and the writer pinch hit as talker. Martin Lunn was taken to a hospital here for a serious operation, and when calls for blood donors were sent out, 35 members of the shows, including General Manager Bantly, Dennis Smith and the writer responded. Latest reports indicate that Lunn is doing well.

**Blackstone, Va. Week ended September 23.** *Weather, fair. Business, good.*

Alex. Hudgins and father, directing sponsors, co-operated and fair was a huge success, with shows chalking a good week's stand.

**Alexandria, Va. Week ended September 16.** *Weather, fair. Business, poor.*

The *Alexandria Gazette*, with Jack Tullock as managing editor, went out of its way to help the shows, but business here was nil.

**Hatfield, Pa. Week ended September 9.** *Business, poor.*

Business was null and void, as was everything else.

**Flemington, N. J. Week ended Sep-**

tended. Press devoted much space to the event. Bob Mansfield's French Casino flashed his new front here and Master Mechanic James Otis was complimented on its appearance. Fair Association co-operated. Three independent rides were booked for this stand.

**DICK O'BRIEN.**
**Dee Lang's**
*(Motorized)*

**Denton, Tex. Week ended October 7.** *Denton County Fair. Weather, excellent. Business, good.*

Fair started off with a bang, termination of a pioneer parade, which brought big crowds on the midway. Fair spending was recorded thruout the week and a newspaper-sponsored Children's Matinee was successful. This was show's first stand here and fair board, under direction of O. L. Fowler, secretary, co-operated. Visitors included Mr. and Mrs. Glen Burgess, of Graham, Tex.

**McKinney, Tex. Week ended September 30.** *Collin County Free Fair. Weather, ideal. Business, good.*

Shows arrived in good time after their 200-mile run from Naacodoches, Tex., and everything was ready for opening. Location of fairgrounds in the center of town and a free gate afforded good crowds nightly. However, a football game one night, a circus on another, bit deeply into the final gross. A children's pet parade was held and all participants were offered free rides in addition to a

**3000 BINGO**

Halfnight card. Mark on white. Wood marks printed two sides. No duplicate cards. Put in 100 cards, 25 cents. 50 cards, \$1.00. 25 cards, \$2.00. 10 cards, \$5.00. 5 cards, \$10.00. 1 card, \$50.00. 100 cards, \$5.00. 50 cards, \$10.00. 25 cards, \$20.00. 10 cards, \$50.00. 5 cards, \$100.00. 1 card, \$500.00. Heavy Green 6-6-6. Minimum net, \$5.00 per 100.

**3000 KENO**

Made in 20 sets or 100 cards each. Played in 5 mins over the cards—set up and down. Lighter. Set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and drawing sheet. All cards sets \$5.00. 100 cards, \$10.00. 50 cards, \$20.00. 25 cards, \$40.00. 10 cards, \$80.00. 5 cards, \$160.00. 1 card, \$320.00.

Black on white, postal card thickness. Can be re-used or discarded. 3,000 sets \$57. per 100. 1,000 sets \$100. per 100. 500 sets \$200. per 100. 250 sets \$400. per 100. 100 sets \$800. per 100. 50 sets \$1,600. per 100. 25 sets \$3,200. per 100. 10 sets \$6,400. per 100. 5 sets \$12,800. per 100. 1 set \$25,600. per 100.

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**J. M. SIMMONS & CO.**  
10 W. Jackson Blvd. Chicago

## Endy Bros.

Durham, N. C. Week ended October 7. *Auspices, Junior Order, Location, Hills, boys' club. Weather, some cold. Business, good.*

Opened to unseasonable cold, which lasted until Thursday. Business picked up from that point to finish strong. However, A. B. Wilson and committee co-operated. It was the first time local auspices backed the date. Papers and radio co-operated, and Fred Haney, editor, and Ed Mitchell, sports editor, were frequent visitors. Wilno, free attraction, was interviewed via station WDNC thru J. P. Jarman, manager. Henry Baugh, formerly with Kay Bros.' Circus and now a resident of Durham, visited. H. D. Williams, another local and outdoor fan, booked his pony ride for the week. Owners David B. and Ralph N. Endy visited shows playing near by. Sid Smith left for quarters in Eustace, Fla. **GLENN IRITON.**

## Barfield's

(Bespoke cars and tricks)

Conston, Ga. Week ended October 7. *Auspices, Cherokee County Fair, Weather, good. Business, excellent.*

Despite a long run from Manchester, almost everything was ready for opening Monday night. Fair Association and Tom Arnold, manager, were ready at 7:30 P. M. Today, School Children's Day, was a county-wide holiday, bringing out an enormous crowd. Saturday, however, produced the real jam. It seemed impossible to get so many people in the space available. The big parade was a real treat so far. **WALTER R. JOHNSON.**

## J. J. Page

Ashfield, N. C. Week ended October 7. *Western Carolina District Fair, Weather, fair and warm. Business, good.*

Trip over the mountain was made in the morning. Minstrel show was ready at opening Monday night. Mr. Pearson, secretary, co-operated. Children's Day, with shows and rides advertised for a nickel, was fair. Ferris Wheels got top money, with Tilt-a-Whirl and Merry-Go-Round. Minstrel, Slide Show and Monkeyland topped shows. Concessions had a good week. Billy Clarke's fish pond is clogging. Martin's photo gallery did well. Many new concessions graded the midway and Mr. and Mrs. Carl Hillman, manager, Minstrel Show and Jernigan worked the spot with sound car and did very well in keeping the folks posted as to when the fair opened. George Pennell, local attorney and showfolks' friend, visited nightly. Mrs. Helen Moore and party, from the Eric B. Hyde Shows, visited.

Morristown, Tenn. Week ended September 30. *Fire County Fair, Location, Heart of town. Weather, fair; rats on Saturday. Business, mediocre.*

Attends. Held the first of the week and when business did improve the rain came, and date wound up fair for shows, rides and concessions. Exhibit tent had a good line of exhibits, arranged by the county agent's office and vocated. Mrs. Robert's county agent, co-operated. Committee was not active, but Walter Paxton did all in his power to assist in putting the fair over. J. J. Page, owner-manager, made several trips to Johnson City, Tenn., and on the last trip had a truckload of excess stuff which was put in shows' permanent quarters there. **R. E. SAVAGE.**

## Hilderbrand No. 2

(Motorized)

Namoo, Utah. Three days ended October 4. *Location, Hills. Auspices, L. L. L. Weather, rain and snow. Business, fair. Pay gate, 10 cents.*

From 4 to 12 inches of snow fell during the stand here and, while inhabitants were out, they remained in their cars until they had a chance to get out. Shows had no chance for favorable financial returns. Showfolks were forced to commute between Richfield and Salina because of poor hotel accommodations. We'd need a night brought out the latest crowd. We watched the circus acts and then left for warm confines of their homes. Frank Dykes and Earl Pennington arrived with the big digger. Concessions after playing with the digger. Lucille King was the house guest of Harry Thorsen and family of Salina. Thorsen is Edith Bullock's brother and the brother-in-law of Harry Graves, president of the Pacific Coast Showmen's Association. The Thor-

sons tendered visiting showfolks several dinner parties. Tommie Miller, following his arrival in his new car from his home in Bovill, Ida., tendered the following a dinner party: Lucille King, Mile, Rance, Cleo and Mae Qualls, Johnnie and Giggle Cardwell, Mr. and Mrs. W. H. Slover, Mr. and Mrs. Lloyd Hole, Mr. and Mrs. Paul Evans, Virginia Evans, Delbert McCarty, William Summers, Don Savage, Harry Hillman, Mr. and Mrs. Bennett Taylor, Chas. and M. Soderberg, Mr. and Mrs. Glenn H. Ford, Mrs. Dykes and the writer. Swimming parties to near-by Hot Springs were in vogue. Poodles Hanneford and family spent the week in Salt Lake City.

Delta, Utah. Five days ended September 30. *Location, Main street. Auspices, L. L. L. Weather, rain. Business, good. Pay gate, 10 cents.*

Altho it rained four of the five days here, business and attendance held up fairly well. Charles Shuler was unable to perform on two nights because of strong winds and rain, but the other three nights he and Henry Duo were well received. Touch of local color given the date was the appearance of Indians from a near-by reservation. Public officials co-operated. Writer, accompanied by Mrs. Cleo Qualls and William Summers, spent a day in Salt Lake City on business. Tommie Miller came from his home in Bovill, Ida., to visit the week. Pop Slover is slowly recovering from a recent illness. Harold Weaver celebrated his birthday anniversary here. Mr. and Mrs. Lloyd Hole entertained at an impromptu luncheon one night after the show to a party of 10. Lucille King after spending a day visiting here, left on a booking tour for Arizona. Ed Millen took over the Athletic Show here. Ride boys purchasing new wardrobe were William Summers, Salage, Tommie Vontila, Chet Barker, William Brown, Glenn Reardon, Buck Weaver, Pat Robney, Al Johns, Al Montgomery and Delbert O. McCarty. **WALTON DE PELLATON.**

## World of Fun

Lenoister, S. C. Week ended September 30. *Location, South Main street. Weather, fair. Business, fair. Free gate.*

Move here was made without mishap and everything was ready for opening Monday night. Because of the small lot midway was not laid out very well. Wednesday and Thursday nights were lost because of rain. Crowds were light the first part of the week, altho they increased over the week-end nights. Kids' day, Saturday, gave all rides capacity business from opening to closing time. Chairplane took top money, with the Ferris Wheel second. All rides were repaired here. Many visits were exchanged with members of the Endy Bros. Manager J. E. Stebbins returned from a booking trip thru Western Carolina. Whitney Davis, vice superintendent, returned here after an absence of several weeks. **R. SHARPE.**

## Galler's Golden States

(Motorized)

Brookhaven, Miss. Week ended October 7. *Location, County Fair. Location, fairgrounds. Weather, fair. Business, fair.*

Short move from Monticello was made in good time and show opened Monday night to a small crowd, but all spent freely. Tuesday several of the folks went to McComb, Miss., where Ralph Miller Shows were showing. Manager Gentsch went to Centerville, Miss., on business. Wednesday owner Joe Galler was a visitor. Bert Lyons joined with the show. Concessions and George W. Peterson came on with a photo gallery. Sam Moore added a ball game. Ralph Henry has Drive-Yourself Autos, while Ray Nord and wife have a cigaret gallery and ball game. Neil Perry assisted the show on his popcorn stand here. Thursday and Friday were the best days of the season so far. Saturday finished with small crowds and little spending. C. A. Berg joined with a penny arcade and Kokomb, Sullivan's Athletic Show is doing fair.

Monticello, Miss. Week ended September 30. *Lawrence County Fair. Location, fairgrounds. Weather, good. Business, good.*

After a long jump, with some trouble on detours, shows opened here Monday night to fair results and business increased nightly. Engagement marked shows' third year here and persons present renewed many acquaintances. Gibson, secretary, co-operated. Harry Lamson and wife visited. Sammie O'Hare and wife, Ruth, left for their home in Florida after spending a few days in Jackson, Miss. Sammie was

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Bamberg, S. C., this week; St. George, S. C. (Fair), week of October 23.

electrician with the shows, and Ruth operated a penny pitch. Tate Roberts visited his wife, Boots, who is ill and under a nurse's care in Jackson, Miss. General Manager J. A. Gentsch, Robert Hughes, Pop Harrell and Morris Alpers and wife made business trips to Jackson and Brookhaven. The writer installed new seats in Milo the Mystic's top. Friday saw the midway crowded, rides doing a swell business. Frank Mitchell joined with a palmistry stand and Ben Pontius and wife, Katherine, and Aunt Hattie joined with grab and juice stands. Mrs. Brown's diggers are proving popular, while Sam Moore's bingo is doing only fair. A heavy wind and rain storm hit the midway after closing time Friday. Saturday gave only small crowd, but those who did turn out spent well. **HARRY HISCO.**

## Southern States

Alma, Ga. Week ended September 30. *Rocking County Fair. Auspices, Lions Club. Weather, good. Business, good.*

Date marked the fifth consecutive year shows played this fair and, as usual, committee co-operated. Among arrivals here were Brown Family, Chairplane, Kiddie Merry-Go-Round and ball game; Bo-Bo, Human Eye Man; Al Herriman, animals. Manager Davis' Minstrel Show is new from stem to stern, and performances are under direction of Warren Theodore Meadows, formerly electrician on Great Lakes Exposition Show, signed here as electrician, and Mrs. Meadows is operating a pop-orn booth. They were accompanied south by William (Red) Weston, who was appointed show secretary. Concessions joining here included Ike W. Chapman, bingo; E. J. Gordon and wife, two concessions; George Karkot and wife, and Adam Anne Hall; Mr. and Mrs. G. H. Wenzler; Simon Krause, custard; W. R. Johnson and wife, late of L. J. Heth Shows, long-range gallery; Tom Boyd, cigaret gallery; penny pitch, Gene Wild and Mrs. L. McCabe; Louis J. Barber and family, Ferris Wheel and Tilt-a-Whirl; O. L. Stephens, pop corn, peanuts and snowballs. Jolly Dolly Dimples, fat girl, continues popular. Jerry Fish's Bating Emporium is getting a good pull. Prof. Vincent Bellomo's concert band and organ and calliope provide the midway music. **KENNETH L. PUTRELL.**

## Crystal Expo

(Motorized)

Hamlet, S. C. Week ended October 7. *Rockingham County Fair. Weather, fair and cool. Business, fair.* Attendance here, date was far below expectations. Attendance was better than former years, but less spending prevailed. Secretary Worley and assistants, Austin and Galloway, co-operated. Ride aside from a good children's Day, date was little better than an ordinary good at-

date. Shows and free acts were well received. Enlarged minstrel show, Dark Town Strutters, topped the midway. Unit's personnel includes Jack Morgan, band leader and trumpet; Lewis Tye, tuba; B. J. Smith and Lowdown Johnson, trombone; Corneilus Matthews, sax and clarinet; Brownie Lums, trumpet; Arthur Conner, snare drums and specialty dancer; H. Dent, bass drums and assistant stage manager. Others are Eldon Neit, Light'n' Johnson, George (Happy) Tally, Smiling Jack, Gertrude Morgan, Flo Dent, and chorus has Sarah Robinson, Helen Britt, Dorothy Robinson, Mary Patterson, Myrtle (Little Tally), Morn Sharpe. Art Carver does the front openings. Visitors included L. G. Hires, secretary, Colleton County Fair, Walterboro, S. C., and George Grady. **H. NELLIA.**

## World of Rich

(Railroad)

Winston-Salem, N. C. Five days ended October 7. *Winston-Salem and Forsyth County Fair. Weather, fair. Business, fair.*

Closed tobacco markets failed to help situation here, altho grosses of shows and rides were about on a par with last year. Weather was ideal until early Saturday night, when rain thinned out a good crowd. Ferris Wheels and Silver Streak led rides. Inadequate midway space made it necessary for many show fronts to be cut and buckled. General Manager Max Linderman is formulating plans here for a second National Showmen's Association benefit to be held in Raleigh, N. C. Talent will be drafted from George A. Hamid's grand-stand shows and the midway units. Among visitors were C. C. Tomlin, Thomas, general agent, Johnny J. Jones, Exposition; George Cramer, Spillman Engineering Co. and J. C. McCaffey, Amusement Corp. of America. Trailers were parked outside the grounds because of limited space. Howie Ramsey, assistant treasurer, visited in his home town, Erwin, Tenn., for a few days. **JIM McHUGH.**

## L. J. Heth

(Motorized)

Sandersville, Ga. Week ended October 7. *Auspices, Washington County Fair Association. Location, fairgrounds. Weather, cool. Business, good.* Shows were up in time and everything going Monday night to a good pre-fair crowd after a long move from Marietta. Business dropped off somewhat Tuesday because of the eagerness of the association officials to get their 25-cent gate into operation. However, the gate handicap was offset by two children's days, colored on Wednesday and white on Friday. Joe and Jean Pontant took a day off to visit Joe's mother in Augusta, Mr. (See SHOW LETTERS on page 13.)

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## COSTUMES, UNIFORMS, WARDROBE

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Fur Coats, \$10.00; Beautiful Coyer, \$35.00; Orchestra Coats, jackets, \$2.00; Tuxedos, Minstrel, **WALLACE**, 2416 N. Halsted, Chicago. oc21x

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**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL**  
Development, Newest Guaranteed Formulas. Largest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, 814-1142 Sunnyside, Chicago. oc21x

**THAXLY FORMULAS FOR PERFECT PRODU-**  
cts. Accurate analysis assured. Resulting research. Catalog free. **Y. THAXLY CO.**, Washington, D. C. del3x

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**CORN POPPERS—FEARLESS, ALL ELECTRICS,**  
great popped popping kettles, caramel corn equipment. Get our prices first. **NORTHSIDE CO.**, 1001 N. E. St., Indianapolis, Ind. oc21x

**FOR SALE—PORTABLE SKATING RINK COM-**  
plete, 4x20x10 feet, practically new in good location. P. K. ROLLER RINK, Box 471, Pharr, Tex. oc21x

**PENNY ARCADE, COMPLETE WITH FRONT**  
and Top, \$500.00. **CHUCK WINTERS**, 3100 12th St., Detroit, Mich. oc21x

**POPCORN, POTATO CHIP, CRISPETTE, CAR-**  
mel Popcorn, Cheese Coated Popcorn Machines. **LONG EAKINS CO.**, 1976 High St., Springfield, O. oc21x

## FOR SALE—SECOND-HAND SHOW PROPERTY

**ELI NO. 5 FERRIS WHEEL—LEROY MOTOR;**  
Smith 24-Seal Chair Plane; Kiddie Auto Ride; 50 Transformer. **SAM SPENCER**, Brookville, Pa. oc21x

**MINIATURE TRAIN—GASOLINE, COMPLETE,**  
with 1,000 Ft. Track. Real bargain. \$1,250.00. Tumble Bug, \$2,500.00. **J. B. ALEY**, Route 4, Anacostia, D. C. oc21x

**ONE HUNDRED AND FIFTY PAIRS RICHARD-**  
son Rink Skates—A-1 condition; twenty-four Merry-Go-Round Horses. **C. F. RINARD**, Billwood, Pa. oc21x

**PEEPOLE REDUCING LENSES—GIVES GOOD**  
full vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. **HEALING CHICAGO SALVAGE STOCK STORES**, 509 S. State St., Chicago, Ill. oc21x

**SMALL RODEO SHOW—STOCK AND EQUIP-**  
ment. Now in operation. Selling because of illness. Further information write **3744 B&K**, Louisville, Ky. oc21x

**TWENTY-FOUR SEAT ADULT CHAIR PLANE—**  
Complete. Motor, Fence, Ticket Box, Wurlitzer Organ 157. **CALVIN GRUBER**, Piquetteville, Ill. oc21x

## HELP WANTED

**AGENT FOR COMPACT MAGICAL-MENTAL**  
Turn for schools, theatres. Southern territory. Permanent, forty to hundred. Address **A. H. ROSS**, General Delivery, Many, La. oc21x

**BACK TUMBLER FOR STANDARD TROUPE—**  
Good wages, taken care during layoff. Age not over 24, weight not over 130, height not over 5' 8". **BOX 995**, care Billboard, 1564 Broadway, New York. oc21x

**GIRL TO STROLL, SING, PLAY STRING IN-**  
strument. Age 20 to 30 years old. Smart looking. **PERMOUNT CLUB**, La Salle, Ill. oc21x

**GIRLS TO WORK IN AERIAL ACT—JOIN**  
at once. **ANNA FUSCO**, 43 Tappan Ave., Rome, N. Y. oc21x

**GIRLS FOR AERIAL ACTS—INDOOR AND**  
Outdoor. State all. Will consider ambitious learner. **BOX 996**, care Billboard, 1564 Broadway, New York. oc21x

**GIRL MUSICIANS—ALL INSTRUMENTS.** GIRL Singers. Also organized Girl Band wanted by club owner for steady location work. Send photos. Also want Male Musicians doubling on guitar, sax instruments and good Male Band. P. O. BOX 2031, Wichita, Kan. oc28

**LADY OR MAN—TO OPERATE POP CORN OR** Clothespin Game. Apply at once. ZELLER, Care Eureka Shows, as per route.

**MUSICIANS WANTED—TENOR SAX, DOUBLE** Clarinet. Also use good Trumpet. Steady private club, sure pay. CHEZ PAREE, Laverne, Miss.

**WANTED IMMEDIATELY—FIRST AND SECOND** Trumpet. Other musicians, write for folder openings. Reliable band. LEADER, 2622 Homan, Waco, Tex.

**LOCATIONS WANTED**

**WANTED — TO RENT BUILDING WITH** large hardwood floor suitable for Skating Rink. S. H. RHODA, 422 19th St., Bedford, Ind.

**MAGICAL APPARATUS**

**CATALOGUE OF MINDREADING — MENTALISM,** Spirit Effects, Horoscopes, Forecasting, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. no4

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. MAX HOLDEN, 220 W. 42d St., New York City.

**PINKY—STRICTLY PROFESSIONAL PUPPETS.** Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1261 North Wells St., Chicago. Illustrated folder free.

**WANTED TO BUY AT ALL TIMES — USED** standard Magical Apparatus. Bargain list out soon. OTTO WALDMANN, 332 E. 77th, New York.

**MISCELLANEOUS**

**BAL-LA — A SKILL GAME FOR ROLLER** Skis. Give them a change. Plenty fun. Complete outfit, \$17.00. J. H. FORD, Glenelg, Md.

**POPCORN DRESSING, CRISPETTE WRAPPERS.** Waxed Popcorn and Potato Chip Bags. LONG EAFKINS CO., 976 High St., Springfield, O. oc21

**M. P. ACCESSORIES & FILMS**

**NOTICE**

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

**A NEW LIST READY FOR MAILING—REDUCED** prices on all Roadshow Attractions, Westerns, Nudist, Gangster and Horror Pictures. 39 M. A. Titles only. BUSSA FILM EXCHANGE, 2021 Friendship, O. oc21

**ASTONISHING BARGAINS — 16MM. SOUND** Projectors, \$145.00. Terms. Factory reduced prices. Films rented, sold, \$5.00, \$7.00. Reel. No. 521-E STATE THEATRE, Pittsburgh, Pa.

**BARGAINS IN USED PROJECTION MACHINES.** Copra Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. nc11x

**AT LIBERTY AGENTS AND MANAGERS**

**AGENT, BOOKER, Contractor, Publicity Director** Twenty years' theatrical, musical comedy, vaudeville, variety, stage experience. High class attractions only. Expert construction. High-toned press. State salary. Join us now. ROBERT RATT, 149 N. Water, St. Louis, Mo. oc24

**RELIABLE AND CAPABLE MANAGER** for large orchestra or any bona fide high-class attraction. Available immediately. Years of experience. Out to Coast. Interested in salary proposition only. BOX C-308, Billboard, Cincinnati, O.

**AT LIBERTY BANDS AND ORCHESTRAS**

**AVAILABLE NOW — 6 PIECES (3 SAXES,** Trumpet, Piano, Drums, featuring Violins, Vocals, Vibraphone, Specials. Union wardrobe. Co. anywhere. Write, wire ORCHESTRA, Box 1005, Kalamazoo, Mich.

**AVAILABLE FOR ALL ENGAGEMENTS IN OR** near Washington, D. C.—Buddies Girl Dance Band. Write or wire GRACE SIMPSON, 25 Second St., N. E., Washington, D. C. oc28

**FIVE-PIECE BAND WANTS LOCATION —** Doubles, Novelty act equipment. Can leave at once. WALLY PASKE, Wells, Minn.

**Show Family Album**



**THIS group of Bedouins was photographed in the winter of 1912 in either San Antonio, which was quite a wintery place for showfolk in those days, or New Braunfels, Tex. At the wheel is J. M. Wisner, owner of the car. Seated on the running board is Walker K. Sibley. In the middle seat is William Judkins Hewitt (to the right). In the rear seat are Dave Lachman (to the right) and Felice Bernardi. Herbert A. Kline is seated with his feet resting on the running board. The others are unidentified. Bernardi and Kline have since died. Wisner is a successful cotton broker today. Sibley is at the Golden Gate International Exposition. Hewitt is now at the home of his sister in Norfolk, Va. Lachman is still active in the carnival business.**

*The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.*

**CROSS EXAMINATION — 35MM., ADULTS** only. Greatest feature ever produced. A-1 shape, \$35.00. First deposit gets it. Express office examination allowed. OAK STORAGE, Armitage and Western, Chicago.

**EXCELLENT PORTABLE ROYAL ZENITH 2,000-** Foot Sound Projector with Amplifier, Speaker. Write for details. LAWRENCE SPRINGER, 828 Chestnut, Hagerstown, Md.

**EXHIBITORS—NEW 500-WATT STEREOPTI-** cons having Long and Short Lenses, Color Wheel, \$25.00. Catalog. GROENBERG STEREOPTICON WORKS, Sycamore, Ill.

**LATE TALKIE, WESTERN — PERFECT SHAPE,** \$35.00. Complete program rented, \$7.50 two days; \$15.00 per week. Silent Machines, \$25.00. Silent Films list. Sound Shorts, \$3.00. SIMPSON, 1275 S. Broadway, Dayton, O. x

**5 ONE-REEL SOUND ON FILM 35MM.** Travellers—A-1 shape. \$16.00 takes it all. West 16MM. Used Sound Projectors. E. ABRAMSON, 7204 Sheridan Rd., Chicago.

**35MM. SOUND FILMS FOR RENT, SALE AND** Exchange. Want to buy Westerns for cash. OAKLEY FILMS, 242 Kottner, Nelsonville, O.

**35MM. PORTABLE, PROFESSIONAL TALKIE** Outfit Cheap—Send for 100-page catalog. World's largest house. S. O. S. CINEMA SUPPLY CORP., New York. x

**35MM. SOUND ON FILM — WESTERN. AC-** tions. War, Gangsters and Medical. Write APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. no4

**PERSONALS**

**MYER AND CO. ARE MOVING TO MIAMI,** ANDERSON, 30 Br. Drive, Washington, D. C.

**TONYA — LOVE, ANSWER LETTER, WAR** worse. ED F. WHELAN, 4512 Lomita St., Los Angeles, Calif.

**PHOTO SUPPLIES AND DEVELOPING**

**ACT NOW — 4-FOR-A-DIME OPERATORS.** Send today for information on the new Ecto-Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2x2. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. oc28

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON** all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc28

**BUILD YOUR OWN PHOTO MACHINE —** Camera, \$10.00; Center Panel with Camera, Lens and Light Cabinet, all wired and connected, \$65.00. Plans for building cabinet free with either order. Enlarger making 3x5 and 5x7 enlargements, \$10.00; new Hi-Speed Enlarger, \$20.00; complete Photo Machine now only \$100.00. OLSON SALES CO., 313 9th, Des Moines, Ia. x

**ROLLS DEVELOPED — TWO PRINTS EACH** and two Free Enlargement Coupons. 100 Reprints, 2c each, 100 or more, 1c. SUMMERS' STUDIO, Unionville, Va. oc21x

**SALESMEN WANTED**

**CHRISTMAS 21-PIECE DOLLAR BOX ASSORT-** ments as low as 28c! Holiday Goods, Calendars, Wreaths, Wrappings, etc. Big profit! Catalog free! ELFKO, 440 N. Wells, Chicago. no25x

**OPENINGS — CALL ON ALL DEALERS WITH** New Trade-Stimulator Plans. It's hot, \$3 commission on each \$5 sale. Big repeat commissions. No investment. Sales call free. UNIVERSAL, 2222 Diversey, Dept. C410, Chicago. x

**SELL BUSINESS STATIONERY, \$2.65 THOU-** sand—Business Cards, Book Matches, Advertising Gummed Tape, Paper Towels, Restaurant Necessities, Salesbooks, Office Supplies, Priced Sets, Advertising Specialties. 40% commission. Free premium deals. Sales portfolio free. WILLENS, 2130 Gladys, Dept. NV, Chicago, Ill. x

**SCENERY AND BANNERS**

**BEST CARNIVAL AND SIDE-SHOW BANNERS** and Scenery. Write for prices. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. oc28

**THEATRICAL PRINTING**

**WINDOW CARDS—14x22, ONE COLOR, 1.00,** \$2.50. 50% deposit balance. C. O. D. shipping charges. THE BELL PRESS, Union, Penna. x

**6x9 HERALDS—85c PER THOUSAND, IN FIVE** thousand lots. 15c deposit. Special designs. Quick service. AMUSEMENT, 643 Washington, Atlanta, Ga.

**100 14x22 WINDOW CARDS, \$2.50; 5,000** 3x9 Dodger, \$3.00; 500 Leafhopper, \$1.00. Envelopes, \$1.85. CRESSMAN SERVICE, Washington, N. J. oc28

**WINDOW CARDS — 100 14x22" WHITE,** Non-Bending, 2-Colors, \$3.00; Handbills, 1,000 6x9, \$1.75; Bumperettes, 100 6x20", \$2.00; 3 1/2x28", \$2.75. SOLLDAYS, Knox, Ind.

**WANTED TO BUY**

**FROZEN CUSTARD MACHINE—ICE OR ELECTRIC.** Will pay cash. GUYLER HENDERSON, R. R. 1, Kimmisway, Mo.

**IN A-1 CONDITION—HIGH SWAYING POLE** with complete equipment. JOHN KANERVA, Eagle Novelty Co., 21 2d Ave. E., Duluth, Minn.

**PAY CASH — MERRY-GO-ROUND, LIE WHEEL,** 3-Wheel, Whip, Kettle Rides, WH, WOLF, Fox 2725, Bloom and Lake Sts., Minneapolis, Minn.

**WILL PAY CASH FOR STEAM CALLOPPE** in good working condition, mounted on horse-drawn running gear. BOX C-804, care Billboard, Cincinnati.

**At Liberty Advertisements**

Figure TOTAL Number of Words in Copy at  
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**AFTER NOV. 1—Fast Six-Piece Dixieland Band.** Versatile, entertaining unit with every essential, including thorough musicianship and organization. Available for hire. Located Middle West of South. BOX C-305, Billboard, Cincinnati, Mo.

**AVAILABLE—Experienced 30c Orchestra for the** dancing vaudeville. Also String Quartet Combination for hotel, concert and dance. References exchanged. RALPH GARCIA, 708 E. 96th St., Chicago.

**NEIL WRIGHTMAN ORCHESTRA — Featuring** Vocalists, Novelty Numbers, Special Arrangements. Flexible, entertaining. Available for hotels, clubs and ballrooms. Management, NEIL WRIGHTMAN, 86 W. Washington St., Chicago. oc21

**NOV. 1ST — 4-Man Combination. Many styles.** Tops in novelty. Every man a soloist. We pack up in 15 mins. Make good every 4 and 8 hour day before. MURKIN, Box 1171, Hiram, N. D.

**AT LIBERTY CIRCUS AND CARNIVAL**

**AT LIBERTY — ALLEEN-** Allen, Real Hermaphrodite. Would like to book with museum for the winter. Will perform doctor's examination. Have flashy wardrobe. Capable of getting the money. Have own transportation. Address ALLEEN-ALLEN, 2104 Utopia Ave., Nashville, Tenn.

**AT LIBERTY — SIX LION ACT. ALL PROPS** and transportation. BOX C-301, The Billboard, Cincinnati, O. oc28

**EDDIE REECE—ALLOWS AUTO TO PASS OVER** body. At liberty soon. Salary or salary and concession privileges. General Delivery, Wharfton, Tex. no4

**CAPABLE CARNIVAL OR CIRCUS SECRETARY** and Treasurer wants winter assignment. Can join at once. Salary reasonable. Also handle press back with show. SECRETARY, 117 N. 13th St., Richmond, Ind. oc28

**RIDICULOUS PRICING—Three Regular Shows, best** of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. no25

**SECRETARY—Dependable, open, age 31. Fast,** accurate typist. Good bookkeeper. Cash on hand. Salary re. vacation. BOX 217, Berkeley, Cal. oc28

**YOUNG MAN, 32, wants opportunity to learn some** phase of outdoor show business. High school graduate, neat appearing. Gentle. Willing, enter worker in office or on job. Handy with tools and paint brush. References. Join now or next season. Small salary. BOX C-293, Billboard, Cincinnati.

**AT LIBERTY DRAMATIC ARTISTS**

**FEATURE HOKUM COMEDIAN—For any type** stage show, stage acts, radio show, radio acts, night club shows, night club acts, etc. Versatile character comedian, writer, director, man. Write, stating speaking voice. Book reviews, singing, talking, dramatic specialties. Age 42; 10 years on B. B. K. weight 170. Long varied stage experience. All requirements. State salary. Write to: W. C. FRANK, "BARKY" GAGEL, General Delivery, Lima, O.

**Additional Ads Under This Classification** Will Be Found on the Next Page.

AT LIBERTY MAGICIANS

CRYSTAL GAZING, Magic, Hypnotism—Straights in case. Private readings. Have car. Try at home. At once. Price low. Offer. 4211 So. State Trail, Portsmouth, O.

AT LIBERTY MISCELLANEOUS

CLERK - 195 LIVONIA, Brooklyn, N. Y.

AVAILABLE NOV. 15—YOUTHFUL, ACCOMPLISHED Midget Lady Entertainer, Height 44 inches. Theatre Producing, Mistress of Ceremonies, Actress, Singer, Dancer or what you have your Write VIRGINIA CAMPBELL, Billboard, 1566 Broadway, New York.

IDEA MAN, GAWGITER—Revered Material Man. Veritable original. Desires connection with reliable agent. Quizzes or what you have your details. DON FLANKER, 3623 Dickens, Chicago.

WORLD'S MOST UNIQUE Continuous Breathing Apparatus—Actual Body—Bookings Champion. Things to and free attached to an illuminated clock mechanism that works the body. Breathers correct time, also the body swing. Exhibition suitable in all kinds of shows and carnivals. Can be staged in show windows, positions of buildings and platforms. Also presented in a real profitable portable form. Has been featured with great success at Madison Square Garden, New York, and all the other great show places. Write for complete information. Write ALEXANDER MEYER, 93 W. 84th St., New York.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST - 18 YEARS' EXPERIENCE, capable and reliable. Not afraid of work. Accept anything reasonable. J. H. MARCUM, 301 W. Cottaum, Independence, Mo.

ATTENTION, SHOWMEN—Expert Projectionist. Full knowledge for show work supported by small town experience. Offer reasonable rates and all the latest equipment. Write for details. ALFRED WEHMAN, 1275 W. 84th St., Cleveland, O.

EXHIBITORS—Expert projection means increased business. Special projectionists, capable of repairing, advertising and operating any sound projection. Write for details. ALFRED WEHMAN, 1275 W. 84th St., Cleveland, O.

MOTION PICTURE CAMERAMAN—Wants immediate assignment to make motion pictures. Has 16MM and 35MM camera and projection equipment. Will travel. BOX 109, care The Billboard, 1264 Broadway, New York.

AT LIBERTY MUSICIANS

VIOLINIST, TROMBONIST—Arranger, Composer—Experienced from symphony to swing. Conservatory trained. Reliable, neat, sober. 21. Non-union, will join. MUSICIAN, BOX 723, East Brady, Pa.

A-1 ALTO, TENOR, CLARINET—FULL BRILLIANT—Tone. Conservatory trained. Just closed Buffalo's best restaurant. Available immediately. Semi-nude experience. Appearance, desirable, age 20. Take-off, transpire. MUSICIAN, 499 Delaware, Buffalo, N. Y.

ALYO SAX AND CLARINET—GOOD READER, Arranger. Wish to join swing bands. Willing to go anywhere. Can give recommendations if necessary. Address MUSICIAN, 802 S. 7th St., Cochen, Ind.

BANDMASTER - TEACHER OF ALL BAND and orchestra instruments. BOX C-289, care Billboard, Cincinnati, O.

BASS - STRING, DOUBLING RECORDING Horn. Age 25, reliable, experienced in all kinds. Co anywhere. Join our wire with Western Union. P. O. BOX 31, Albany, Ga.

BRASS SECTION—2 TRUMPETS AND TROMBONE all experienced. Separate. Wire JIM WOOLEVER, care The Billboard, Cincinnati, O.

D R U M M E R - NAME BAND EXPERIENCE. Have just finished season with nationally known band. Age 24, single. Will go anywhere. Don't misrepresent. BOX C-306, Billboard, Cincinnati, O.

DRUMMER—EXPERIENCED, SOBER, RELIABLE, single. LAURENCE FAUBEL, Wrentham, Mass.

EXCELLENT TROMBONIST - YOUNG, SINGLE, sober. Join immediately. CHARLIE DEMOS, Morgan City, La.

GUITARIST - MODERN RIDE AND RHYTHM. Name band experience. Good, fake, free instrument, reliable, clean habits, union, age 22 and married. Consider all offers. No panics. Experienced in recording, radio, stage, etc. Write with "X" to: BOWEN, JR., STACY MEKINER, 52 S. East Ave., Bridgeton, N. J.

TENOR SAX, CLARINET AND ARRANGER - Transpire and go. Union, age 35. Can join or not. No experience. SKEET ELDER, 154 State St., Albany, N. Y.

STRING BASS—DOUBLING VIOLIN, FEATURE Voice. Age 25, union, neat appearance, congenial and gentleman. Have fine wardrobe for all occasions. Free to travel. Disposed of Name band and stroiling experience. Will travel, have car, also instrument and luggage trailer. State all in first correspondence. P. O. Box 102, care The Billboard, 4200 E. 12th Pion St., Indianapolis, Ind.

TROMBONE AND ARRANGER - READ, FAKE, transpire any parts. Good tone, high range. Sing some. Name band experience. Can cut it. Write to: MUSICIAN, 705 S. C. N. E. Childers, Tex.

TRUMPET PLAYER - DOUBLE STRING BASS. Swing man. Cut shows and swing arrangements. Dependable answers, please. Non-union. DICK DAVIS, 326 1st St., Greenfield, Ohio.

TRUMPET - EXPERIENCED. PREFER STAGE unit. Sober. F. BELL, 800 Howard Ave., Altoona, Pa.

VIOLIN DOUBLING STRING BASS - EXPERIENCED. South preferred. BOX C-154, Billboard, Cincinnati, O.

ALTO SAX, CLARINET—Age 36, Have 1937 Packard. Free to travel. Write for details. SAM BOWLE, General Delivery, South Bend, Ind.

DRUMMER - Just finished last months on tropical tour. Want to connect with good band that will hold strings, swing or rock. Eight years' experience. Excellent tone. Sweet horn and good soloist. Will locate or travel for dream salary. Parities stay away from you. State all details. STANLEY HOPKINS, Warren, N. C.

GUITARIST—Feature Vocalist, Swing, fake, read anything. 12 organists singing trio in your band. Tonalities. From location. Good wages at 100. 922, Hillwood, 1564 Broadway, New York.

REGULAR GUITARIST—Will consider any type of work. Free to travel. Sweet horn and good soloist. Will locate or travel for dream salary. Parities stay away from you. State all details. STANLEY HOPKINS, Warren, N. C.

STRING BASS—Double Trombone if necessary. Union. 20. Five years in good bands. Would like to locate in Midwest. No panics. BOX C-303, Billboard, Cincinnati, O.

STRING BASS—Double Guitar, sing, read, fake. Good car. Don't answer if you don't mean business. Write to: MUSICIAN, 1000 W. 12th St., ZINDEL, R. B. 1, Danport, Ia.

TEACHER - Hawaiian Spanish Guitar, Violin, Saxophone, Married, capable of teaching. Write for details. MORRIS, 710 N. Fourth St., Knoxville, Tenn.

TROMBONE - Experienced, modern, tone, range, good car, excellent soloist. Good wages at 100. Write for details. JOHN R. DUNN, 1000 W. 12th St., ZINDEL, R. B. 1, Danport, Ia.

TWO MUSICIANS—Piano, very modern; Alto Sax, doubling Violin, Clarinet, also some Piano. All excellent. From location. Good wages at 100. Write for details. JOHN R. DUNN, 1000 W. 12th St., ZINDEL, R. B. 1, Danport, Ia.

VIOLINIST - Violinist, P. Director, 10 years' R-K-O experience. Own and drive 1937 Packard. Double bass and guitar. Excellent soloist. Write for details. JOHN R. DUNN, 1000 W. 12th St., ZINDEL, R. B. 1, Danport, Ia.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS - Old time thrill in a modern manner. Observatory and aerostatics. Authority Rules. THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY, Aurora, Ill. Established 1902.

BALLOON ASCENSIONS - Parachute jumping. Modern equipment for fairs, parks, celebrations. Very safe and fun. Write for details. W. E. SHAFER, 1041 S. Derrison St., Indianapolis, Ind.

CARMINE CIRQUE REVUE—FOUR COMPLETE and distinct free acts. Price and literature sent on request. BOX 21, Williamson, Mo.

JAYDEE THE GREAT—POSITIVELY THE HIGHEST Contortion Trapeze Act. Rigging 100 ft. high. A real novelty by man consumed as huge animal. Comedy, thrilling, instigated in sensational act write now. Late fairs. Salary, wire or write JERRY D. MARTIN, care Billboard, Cincinnati, O.

SI FANNY AND TRICK MULE, ABERN—SI FANNY Novelty Act. Rubie Clown grandstand; also several short Comedy Acts. Available for fairs, indoor circuses, theatre, night clubs. SI OTIS, care The Billboard, Cincinnati, O.

BERT AND BILLY GUYER—Peanut Bunch. Act. Unique Rolling Globe Act. A-1 in every respect and guaranteed to please. Reasonable Price. Address Billboard, Cincinnati, O.

CHARLES LA CROIX - Original, Outstanding, High-class Platform. Free to travel. Free Attractions. Available for exhibitions, street fairs, etc. Also indoor music. Attractive equipment. Address for references. Write for details. CHARLES LA CROIX, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

FLYING COWBOYS—Three Stunt Act. Paid Double. Western Co. High-class Platform. Free to travel. Free Attractions. Available for exhibitions, street fairs, etc. Also indoor music. Attractive equipment. Address for references. Write for details. CHARLES LA CROIX, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

DASHINGTON'S CIRQUE—Ten Don. Act. Men. Free to travel. Free Attractions. Available for exhibitions, street fairs, etc. Also indoor music. Attractive equipment. Address for references. Write for details. CHARLES LA CROIX, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

FRED AND MARIE GUTHRIE—Four amazing acts. Double Tight Wire, Single Trapeze, Lady Butterfly from Jay. Double Trapeze. Write for details. 291 W. State St., Cincinnati, O.

THE CLAYTONS—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron 20, Juggling and other stunts. Tasty and Good. Beautiful wardrobe. Reasonable. Billboard, Cincinnati.

AT LIBERTY PIANO PLAYERS

PIANIST - NAME BAND EXPERIENCE, READ, rhythm, go, cut shows and arrange. Prefer styled band. BOB ANDERSON, Fullerton, N. D.

PIANIST—READ, I AM, NON-UNION, WILL travel. Experienced all types dance work. FRANKIE GRINBAUM, 523 Joseph Ave., Rochester, N. Y.

PIANO MAN - READ, FAKE, EXPERIENCED. Sober, dependable, all essentials. BOX C-281, care Billboard, Cincinnati, O.

SOLID RHYTHM - EXPERIENCED. WILL GO anywhere. Read, fake. Write or wire COX, Plant 1, Sheffield, Ala.

AT LIBERTY - Rhythm Pianist. Fair take-off. 2nd. Write or wire. No local. JOE EMMETT, 424 6th St., N. W., Minnet, D. C.

DANCE PIANIST - Experienced in all Genes. Double Harmond Organ. Solid Solo Swing or any style. 100 per hour. Excellent bookkeeping. Single, age 22, reliable, sober and union. Prefer location in Chicago but will tour elsewhere. State all particulars in first. Address PAUL BOLICHO, N. Lake Road, Ironwood, Mich.

NON-UNION PIANIST - Excellent reader, good soloist. Free to travel. Write for details. JOHN DARR, 941 Hillwood, Buffalo, N. Y.

PIANIST—Want location, hotel, returned, etc. Experienced both concert and dates. Violent. No live bands. Girls participate. PIANIST, 520 W. State St., Little Rock, Ark.

AT LIBERTY SINGERS

FEMALE IMPERSONATOR - BLUES AND Ballad Singer, Also Straight and M. C. Willing to travel. LEW LORRAINE, care Billboard, 1564 Broadway, New York.

GIRL VOCALIST FOR BAND—DOES SPECIALS on stock arrangements. Experienced in radio and stage. Write for details. ANN MORRISON, 45 Second Ave., Newark, N. J.

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AT LIBERTY - A-1 VERSATILE COMEDIAN. Feature Black and neat Eccentric, or work as cast. Plenty of sure-fire specialties. Good singing voice. Fair dancer. Age 40, sober, dependable and neat appearing performer. Write or wire full particulars to BILLY MORING, General Delivery, Dallas, Tex.

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RADIO STATIONS and Shows in Southwest, Consider former big-time regional pianist, enter wide appreciation. Play two shows in all the big-time background, complete with sobriety and industry. Can organize and conduct. Write for details. BOYLAND WELLS, Allie General Delivery, Trinidad, Colo.

TEAM AT LIBERTY for Unit Cowboy in Hilltop. Good soloist, double bass and soloist. Good soloist and personality. Man, Omen, plays fiddle, mandolin, guitar, piano, and covers all instruments. Trick playing, do a feature trick table act. We have now Western wardrobe, good appearance and education. Yes, state salary you will and will stay in first letter. My show and wardrobe by address: BOX C-1140, BOX OWEN, 1303 1/2 Vine St., Cincinnati, O.

TEAM—Med. Tent or Tab. Man does Comedy or Straight, solo work, solo and duo. Also does just about anything. Have own transportation and trailer. BOX C-287, The Billboard, Cincinnati, O.

ZIMDARS - (Continued from page 45)

surrounding country. It was necessary to spread cotton seed, as sawdust was not available. It was impossible to keep the dust down entirely, but the weather finally took a hand, causing the loss of Friday night to rain. Saturday fair was not as successful as we had hoped for during the first part of the week. Mr. and Mrs. Harry Cohen visited. Owner Zimdars added another truck. BUDDY MUNN.

Hilderbrand's (Motorized)

Boise, Ida. Week ended October 7. Location, opposite Intriguanda. Attractions, Disabled Veterans of World War, Weather, cold and rain. Business, poor. Pay gate, 10 cents.

Inclement weather and a poor location rendered this one of the worst spots of the season. Poor advance booking and plugging of show in the hinterlands instead of closer to city was the major cause, but another factor was that the city had been overplayed this year. Rain almost every night and bitter cold kept crowds away. But on Saturday fair was much better. Shows people got lots of rest from the strenuous week at Yakima. Saturday afternoon a large number of orphans were entertained by the shows and the newspapers have much space. Johnnie Cardwell left for ticket selling duties on the Ferris Wheel, George and Ruby Morgan, special agents, did well with banners. Irene Brooks visited briefly from the No. 2 unit. Receipts showed that Ferris Wheel topped De Mouchelle's Ten-in-One led show. Visitors were Mr. and Mrs. Al Weinstein and Thomas (Larry) O'Farrell. Free acts were popular. Steve Bernard took over operation of the privilege. JOHN HOBDAV.

Buckeye State (Motorized)

Yazoo City, Miss. Week ended October 7. Yazoo County Fair. Location, fairgrounds. Weather, fair. Business, excellent.

Business was good thruout and on Friday, Children's Day, all shows and ride did capacity. Charlie Harvey's Mini game had its best day of the season so far. Date proved also the best week for almost all stock concessions. Whitney Nolis joined here with his Monkey Show, Old Show and Mechanical Village.

Performance was staged Wednesday night in the Minstral Show top, with Dale Curtis as emcee. Others participating were Earl Crane, Charles Harvey, Paul Paulette and members of the Minstral Show. Refreshments were served in the cookhouse. Personnel of the No. 1 and 2 units exchanged numerous visits. Other visitors included Tony Romell, Mary, daughter of Tommie and Helen George, is in King's Hospital here, where she underwent an operation. ELOISE LOWRY.

Midwest (Motorized)

Seneca, Neb. October 5-6. Old Settlers' Reunion. Weather, good. Business, poor.

This was the worst spot of the season so far, although Mr. Wiser and Mr. Johnson, in charge of committee, co-operated in every way. After the last stand in Concordia, Kan., Manager Lundgren will take the ride, girl show and a few concessions on to the fair at Seneca. Mr. Daniels and the writer will winter in Omaha. Danis, Askins, Red Hamilton and Margie Anderson visited the Art Thomas Shows at the Apple Festival in Nebraska. CLIFF ASKINS.

PANAMA'S SOCIETY CIRQUE - Dr. Tony, Double Tight Wire, Double Trapeze, Lady Butterfly from Jay, Double Trapeze. Write for details. 291 W. State St., Cincinnati, O.

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# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## Teter, Betty Set For Boston Circus

BOSTON, Oct. 14.—American Legion National Entertainment, Inc., formed to provide means for the national convention of the Legion to be held here, will stage a 10-day double circus in Boston Garden. For the first five days and nights Lucky Teter and his Hell Drivers will provide attractions. Final five days and nights will feature Clyde Betty. Show will be staged under supervision of J. C. Harlacker.

Industrial Exposition Building adjacent to the Garden will be used for the managerie, a scheme followed by the Ringling-Baronum show when it comes to Boston. Here, too, will be concessions and a side show. Downtown headquarters have been opened. Here are on display prizes to be donated as gate awards. Other acts are planned for the show, which is expected to run two hours.

## Ill. Fete Has Big Draw

BLUE MOUND, Ill., Oct. 14.—Annual home-coming here on October 4-7 under auspices of the American Legion. Post was successful, drawing big crowds, reports Marvin Randall and Ralph Johns, committeemen. Four rides, concessions and two shows, furnished by United American Shows, were on streets in the business center and reported good business. Other attractions were free acts, airplane ride; corn, horse and mule show; domestic art exhibits and dancing.

## Okl. Event Is Successful

WAYNOKA, Okla., Oct. 14.—Featuring United States and four rides, four shows and 15 concessions, Free Fair and Pioneer Celebration here on September 21-23 was the largest and most successful event staged by the Chamber of Commerce in three years, reports Mrs. A. O. Wade, secretary. To arouse interest dates were designated upon which citizens were to hear Western garb and advertising was carried in the local press. Pioneer parade was broadcast by KCRD and there were picnics and other events.

## S O R

FREE ACTS, contest, band concerts and parade will be featured at a celebration in Ashland, O., under auspices of the Chamber of Commerce. Arthur N. Ulrich is chairman.

SOCCALUM Park rides and several concessions, including John Enright, novelties, and Rex and Al Hatch, jewelry, will be featured on October 5-7 under auspices of the American Legion. (O.) Fall Festival on October 5-7 under auspices of civic bodies. Other attractions were farm and home product displays, contests, parade, street dancing and queen coronation.

HEAVY attendance marked Greater Marion (Ind.) Exposition on October 5-7, when six P. E. Gooding rides were on the midway and Blondin Rellim Troupe, high wire, Flying Behees and Badger State Barn Dance were featured. Mrs. Omer Collins, secretary of Greater Marion Association, sponsor. Event was staged as a full retail sales and good-will promotion.

ANNUAL Houston Shrine Circus under auspices of Arabia Temple Activities Association will be held six days, said W. C. Ellison, general chairman. Underprivileged children will be guests at performances.

CELEBRITY series under auspices of Bebe (Ida.) Junior College community entertainment committee will feature Helen Tarbell, magician; Rubloff and the Violin, Dr. William Beebe, Kroy Symphony Orchestra and Leon G. Turrou.

ATTRACTIONS at LaGrange (Ind.) Corn School on October 5-7 were W. G. Wade, rides; Whitson Brothers, Riskey

## 26,733 Attend Ohio Fete; To Be Enlarged Next Year

SANDUSKY, O., Oct. 14.—First annual Grape Festival here on October 6-8 drew 26,733 and was a financial success, reports C. Weston Dasher, promotional director. Held under auspices of the Junior Chamber of Commerce, festival was financed thru sale of souvenir stamps. Event was held on Cedar Point Pier, but plans are being made to hold the fete on Erie County Fair grounds next year, where more space will be available for concessions and other attractions. Festival was staged on a non-profit basis, but plans are to raise money in 1940 to operate on a large scale.

Highlights were a queen coronation, prize float parade with bands, judging of grapes and grape products, sailboat races, and educational and commercial display booths. Newspaper publicity was released 10 weeks prior to the event and sign-post markers were used to advertise.

## Midway Biz Off at O. Fete

GUYAHOGA FALLS, O., Oct. 14.—American Legion Post Fall Festival here on October 2-7 drew large crowds, but business for midway attractions was good only on Saturday. Commercial and industrial exhibits were in a 300-foot tent and there were nightly band concerts. Five R. H. Wade rides were on the midway, with Larry Larimore's six stores; R. Otterbacher, ball games; Nemo's ball games, Boyd's root beer; Dave Roberts, caramel corn; Barney Fieseger, grab stand; Akron Frank, novelties; Selzer's motorcycles; Bentley's photos; Wade's candy floss; Wagner's penny arcade, and Parmelee and Greenwald's Athletic Show.

ALTHO frequent rains hampered attendance at the recent annual Sebring (O.) Fall Festival under auspices of the American Legion Post, business was reported good for concessions. Five R. H. Wade rides were on the midway, along with Mrs. William Bohannon's Leopard Lady, Bentley's photos, B. L. Decker's lead gallery and penny pitch, and Larry Larimore's bingo.

act, and Bert and Billy Geyer, equestrians.

J. R. MALLOY CIRQUE, featured with W. O. Wade Shows and P. E. Gooding Amusement Co. during summer, closed its season on October 7 after a week's stand at Milton Dog Track near Youngstown, O. Acts went on between races and included Ruth and Jack, Roman rings; Tinker Toy and His Pals, dogs and ponies; Timbo, ape, presented by Mrs. Malloy, and Nancy Darnell, aerialist. Show is booked for indoor circus and theater dates until December 31.

FREE ACTS and midway are planned for two-day Payette (Mo.) Fall Festival.

JOHNNY WINTERS and His Death Drivers, with Dick Morris, Wild Joe Rose and Mel Hansen, were booked for a show in Burlington, Kan.

LAST-MINUTE cancellation by a carnival booked to play Cotter (Ark.) Celebration on October 9-14 under auspices of the Young Business Men's Club, caused cancellation of the affair, reports L. P. Martin, secretary.

## MUSKOGEE DRAW

(Continued from page 35)  
with his brother, George Elliott, as announcer, was afternoon attraction on remaining days to fine crowds. Added attractions on rodeo days were two running horse races. Inaugurated last year for Muskogee county-owned horses only and on only two days, these proved so popular that they were opened to all horses this year, drew a fine entry list

and were counted a factor in filling the grand stand for the rodeo.

Stars on Parade with Clyde Lucas' Orchestra; Rufe Davis; Dorothy Byton Dancer; Spec and Spot, cyclists; the Karolis, balancing act; Fry, Breen and Wiley, roughhouse tumbler; and Marino Gavin, soprano soloist, were on the night grand-stand bill and also presented a floor show in the fairgrounds night club. Acts of Stars on Parade appeared before the grand stand by turn during afternoons. All were booked thru Music Corp. of America.

Hennies Bros' Shows were on the midway and the record set by the carnival a year ago might have been equalled or broken if city authorities had just shut down on bingo and some other games and kept them closed all week. Midway patronage took a big jump on Muskogee Day and after that each day was more profitable than the preceding one. On Saturday before the 10th night on October 3 Music Corp. of America artists co-operated with the Hennies Shows to present a benefit show for the Heart of America Showmen's Association. About eight of the city's night club patrons remained to join the Hennies aggregation to form the audience for this event.

Days for special groups, in addition to days honoring Eastern Oklahoma towns, were held for large crowds. Arkansas Day, October 3, for natives of that State now living in Oklahoma; Indian Day on October 5 and Old Settlers' Day on October 6 all drew big. Indian Day, started several years ago, proves a big attraction in Muskogee and the Five Civilized Tribes Indian agency.

## Advance Sale Up 50 Per Cent

Advance sale of "two-for-one" grand-stand tickets, sponsored by Muskogee Junior Chamber of Commerce, resulted in sale of 15,300 tickets in Muskogee and Eastern Oklahoma. This was 50 per cent more than were sold in the same time last year. About 90 per cent of the tickets were used. Five booster trips to Eastern Oklahoma, Southwest Missouri and Northeastern Arkansas were staged during September by civic clubs. These had direct bearing on attendance, for large delegations from all towns in this area were present every day. Schools in many towns and communities dismissed for one day and sent their students in school buses, Muskogee schools were on half-day schedule for the week. Two school bus crowds, high school clubs, including Muskogee High-School Band, played during the week, all broadcasting over the fairgrounds studio of KBBX. Lucas' Orchestra broadcast over the station on Oklahoma network half an hour nightly.

## ATLANTA PULLS

(Continued from page 35)  
and illustrated means for promoting highway safety. Poultry show, held on a national scale here for the first time, was a big success. Six foreign countries exhibited. Style contests for boys and girls and 4-H Club spelling bees were popular.

President Benton said plans for a big improvement program will be announced soon and promised an enlarged premium list in 1940.

Beckmann & Gerety Shows, an ACA unit, reported a 27 per cent increase in gross over 1938. Shows' rides supplemented five permanent devices in the park. The show, Gay Paree, was a top money-getter on the midway. B. & G. Shows will winter in the park here.

## Teter Draws in Stand

Total of 14 free grand-stand shows was offered during an estimated average of 38,000 nightly. Shows were directed and emceed by Ross Lewis. Gus Sun Agency provided acts, which included Ross Lewis and Grimes Sisters, Fred Delmar's Lions, Lamy Brothers, Fred DeArmour, juggler; Skating Marvels and Sherman Brothers. Spectacular pyrotechnical display, staged by Ohio Display Fireworks Co., was the "world of tomorrow" in miniature. On two Sundays a 50-cent charge was made for the grand-stand show, which featured Lucky Teter and his Hell Drivers. Cold weather hurt attendance on the first Sunday, but capacity of about 40,000 viewed the show on closing day. Midway officials reported that the two-day affair resulted in excellent business after 4:30.

An innovation was the Hall of Swing. With a 75-cent charge, Bunny Berigan's Band played four nights to small crowds, and Gene Krupa and his orchestra followed. The two-day affair drew 20,000 admissions were about 5,500. Reese Novelty Band played in the live-stock barn.

Weekly newspapers in the State and

## FLYING BEHEES

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The First and Only Lady Flyer performing a two and a half hour act to a catch by the feet while blindfolded.

NOW BOOKING INDOOR DATES

Permanent Address: CLAYTON BEHEE, 576 E. Main St., Peru, Ind.

motorcades from many counties were the chief media of exploitation.

## GATE IN YORK

(Continued from page 35)

dren's Day, Saturday was the big day. Buildings were rapt with excellent displays, especially of apples. This district being one of the greatest apple sections in the State. Trotting, pacing, running and steeplechase races were run, and on Saturday Jimmie Lynch and his Death Doctors, after noon, attracted the full grand stand. Live stock and 4-H Clubs had attractive exhibits.

Grand-stand attractions, furnished by the Frank White booking office, comprised dog, goat, pony and monkey act; Moral Troupe, Football Horse; Battle and Bumble, comedy tumbling; Christy Elephants; Emerald Sisters, comedy acrobatics; High-School Horse Menage; Shanghai Wing's Chinese Troupe; Mandel Brothers, comedy; James May, Babe and Paul, novelty act; Dobos, Acrobats; Billetti Troupe, high wire; Varisty Eight, vocalists; Christy Liberty Horse act; Five Eltons, high aerialists.

Night revue, presented by Frank White and B. Ward Beam, Here's to You, was in character with special scenes and electrical effects. First-part setting was a Hollywood studio, introducing principals and ensemble for numbers which included Imperial Ballet, Jitterbugs, Showboat, especially attractive in costumeing an scenery; Voodoo, another effective number, and grand finale. During the revue special numbers were introduced by Howan Tudar, baritone; Melba, novelty dancing with special lighting; Irene Kay, innuendo and Charles McNally, comic. Ray Wobber was revue manager and emcee for the acts; Jules Lenzberg, musical director of revue; Joe Patterson, electrician; Fred Matney, costumed; and Fred Matney, costumed and revue was by the Spring Garden Band, York. Displays were furnished by American Fireworks Co. under personal supervision of Henry Kapp, Frank Frysos, closed an entrance to the grand stand.

Visitors included Mr. and Mrs. Ernest Raughley and party, Harrington, Del.; Charles W. Swoyer, Reading, Pa.; William H. Hinman, New Bangor (Me.); Paul Smith and party, Syracuse, N. Y.; H. C. Erice, Bedford, Pa.; H. B. Correll, Harry Gilmore, Bruce Schneidman, Bloomsburg, Pa.; Edgar I. Schooley was a visitor from the West.

Strates Shows were the midway attraction with a fine array of shows and rides. J. F. Murphy was again conductor for the fair management. Concession space was well filled. Shows reported good business, especially in latter part of the week. Tom Hasson had his side show on the strates midway, then shifted to picnic for contest, and opened his South Street Museum.

Ben Welts and H. W. Jones, with bingo games, reported satisfactory business. Captain Garrison made a parachute jump on Thursday under sponsorship of Louie K. Bell, a restaurant concessionaire. Visitors noted on the midway were W. C. Fleming, Jake Shapiro, Dave Gillean and Tim Murphy.

## POMONA ENDS

(Continued from page 35)  
set a duration record for State and county fairs.

Closing day featured a stock parade, which drew 45,000. Huge crowds attended night performances of the revue, Festejo Moderno, augmented by pyrotechnics during final week. Pari-mutuel running races closed on Tuesday of the final week and set a record by handling \$1,842,669 betting. Purses for running and harness races, the latter featured the last five days, amounted to \$105,000. Some track records were broken in the harness division.

More than \$200,000 was paid in prizes for exhibits, which represented every State in the union and 27 counties in California.

# Wholesale DEALS IN BINGO PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## NATION'S BUSINESS IS UP

### Fall and Winter Outlook Bright; Employment Hiked

Unseasonable weather is aid to concessioners in resort areas—factories operating at capacity—wage level shows big increase in New Jersey

NEW YORK, Oct. 14.—News that business is at a new 10-year high and that the climb is not considered a result of the outbreak of war in Europe is pleasing to concessioners, salesboard and bingo operators and prize users in general, who plan to make a killing between now and Christmas. Many factories have speeded up production, which means increased pay rolls, always welcomed by prize boys. The weekly index of *The New York Times* shows that business activity has advanced for the eighth consecutive week, week ended September 30, compared with 10.1 for the previous week. It was 94.1 for the week ended October 1, 1938. Latest figure is highest in two years.

Boys in the vicinity of Atlantic City and Wildwood, N. J., welcomed a report on business from the Philadelphia area in which the business situation in the territory was said to be generally good. Industrial employment seems to be upward, a survey conducted by *Editor and Publisher* reveals.

Norman Hall, research director of the Philadelphia Chamber of Commerce, said that incomplete figures, particularly from large plants, showed a 10 to 12 per cent increase in employment in that city during September, compared with the same period last year. Philco Radio and Television Corp., often an unemployment barometer for the Philly area, recently

employed 2,000 additional workers, bringing its force to more than 5,000 men. Delaware River ship building is booming, and more than 10,000 men are employed at the Philadelphia Navy Yard, with figures increasing steadily toward the World War peak. Approximately 6,000 men are employed by New York Shipbuilding Corp., and an equal number by Sun Shipbuilding and Drydock Co., Chester, Pa.

#### Jersey Wages Rise

Unseasonable weather, with the mercury soaring to 72 degrees in late September, increased in Jersey resort areas and concessioners reported heavy takes over early-fall week-ends. Business in the State is said to be good, with more people getting jobs and the jobs paying more money than at any time in the last nine years. Jersey wages were revealed as higher than the national average, 33 per cent higher than in March, 1933, lowest point of the depression and only 9 per cent under the boom of December, 1929. For the quarter ended in June the average weekly industrial wage was \$26.42. The national average wage for the same period was \$20.37. Jersey wages are reported now above \$29.42 average.

Boys operating in the vicinity of Cleveland should have good takes this fall and winter, as business is on the upgrade in that section. The city's location in the center of important steel, rubber, tire and automotive and airplane parts sections is responsible for the increase in business and employment.

In the South, where many concessioners who had summer leases are still operating, business is good. At Birmingham, the best fall and Christmas business since 1929 is predicted. To substantiate this report it was pointed out that in the past three weeks railroads alone have given the city \$6,700,000 in business. The secretary of the Memphis Chamber of Commerce reports that factory production and employment are on the upgrade and that business men are looking for the best winter in many years.

New Orleans concessioners, bingo ops and source and novelty workers report good business for this time of year. Warm weather has lengthened their season and they are working fast to cash in. Industry is reported moving forward full speed and prospects for additional employment are excellent. Celotex Co., the city's largest manufacturer, is operating at capacity.

With weather and business working hand-in-hand to bid prize users, operators aren't losing a minute in exerting extra effort to reap a harvest. Not only will this good fortune tend to increase takes for summer and early fall, but it will encourage the boys to stock early for the winter. At this pace, 1939 will be a top year.

### Neutrality Items Come to the Fore

NEW YORK, Oct. 14.—Congress' debate over lifting of the arms embargo and the war in Europe have brought several neutrality items on the market that are offering source and novelty workers, agents and canvassers an opportunity to make money.

Tying in with the general trend throughout the nation to keep America out of war, Joseph Hagn Co. has introduced a neutrality pin. Finished in gold color and enameled in red, white and blue, the pin has "Keep U. S. Out of War" across the face of it. A companion item, flag pins, is also a boon to novelty workers.

A metal plate bearing the inscription "Neutrality for America—First-Last-Always" is being distributed by Champion Specialty Co. These signs may be hung on the front door, in the window or attached to automobile license plates. Made in red, white and blue, the firm reports their ready sellers wherever displayed.

### Rodeo Boosts Sales Of Items in Gotham

NEW YORK, Oct. 14.—Sales of whips and hats were boosted this week in the neighborhood of Madison Square Garden, where the annual rodeo opened for a three-week run.

Jimmy's Souvenir Shop reported land office business from passing crowds en route to the Garden. Not only are rodeo numbers moving, but Jimmy's is moving a large number of world's fair novelties.

Streetmen have also taken advantage of crowds drawn to the Garden and are plying their wares—Scotties and other dogs that walk and squeak and a new paper trick to make the picture of a well-known personality out of four pigs.

### Workers Push Grid Numbers

NEW YORK, Oct. 14.—Source and novelty workers are cashing in on the football season with new and eye-catching novelties. With footballs dangling from ribbons of gold, maroon colors, the studs are going for the items. Balloons are also making appearances in stadiums and the boys are reaping profits.

College football robes with university letters and colors are coming to the fore to boost the take of bingo and salesboard ops in college towns. With the robes made of wool and in regulation size, the boys are making deals that are drawing collegians. Bingo games are reported to be packed with students, who do not have the wherewithal to buy one and welcome the chance to get one as an award.

With gridiron schedules due to grow hotter as the weeks roll by, the boys are stocking up to take the great classics during late October and November. When the dopsters finish working on the schedules, the boys believe plenty of enthusiasm will be built up. With ideal items, they'll step right in, deliver the goods and get the money.

Cases with pennants are said to be claiming much attention in the South. While sales of this item have been above average, the big takes are expected to come at inter-sectional games. High school students are going for the stick-and-cloth number and celluloid football buttons.

### Magnetic Toy Sales Continue To Rise

NEW YORK, Oct. 14.—Magnetic pups, boys' toys by elephants, donkeys and men of war, are continuing to increase in popularity, novelty distributors here report. Making their debuts on the market in summer, the trend of magnetic toys has increased week by week.

One promoter deep in the toys attributes their success to the fact that new items on the same idea have been introduced at the proper time. While pups still command great demand, the other items are in step with them. The donkey and elephant combo, symbols of political parties, will hold the spotlight for months, and at present are a long way from peak popularity. As political battles warm up, the animals are expected to be drawn more and more to the fore.

Men of war, two soldiers with magnetic bases, is a timely item. With every paper carrying headlines about the war, it is only reasonable that the novelty-buying public should turn to such an item.

One Broadway novelty shop reported the pups were its biggest seller in recent months. While elephants, donkeys and soldiers are climbing in popularity, they are still behind the sale of pups. However, it is expected that the newer items will claim sales that will make them highlight numbers of the year.

to sponsor bingo in Connecticut if the local authorities approve the petition.

IN DETROIT, Mayor Richard W. Reading, realizing that some institutions are supported by funds raised by bingo games, instructed Chief of Police Harry A. Pickett to overlook such gains by churches, fraternal organizations and charitable institutions. In his letter to the chief, Mayor Reading wrote:

"I cannot believe it is the intent of (See BINGO BUSINESS on page 52)

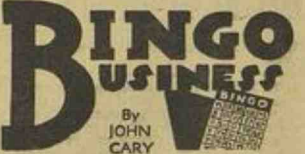
A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Following our dissertation on new items last week a local operator came thru with a suggestion which some enterprising manufacturer may be able to use to advantage. He suggests that radio and phonograph concerns would do well to attempt to create a portable radio and phono combination, compact in size and made to sell for less than \$15 to operators. We are inclined to agree that such an item at the right price would be a lulu.

All we know that portable battery and three-way sets have been a terrific success since the beginning of the year and that record players are gaining in popularity every day. A combination of both at a price which would permit operators to offer a deal with a take of less than \$40 should be a knockout. There is every reason to believe that it would receive universal acceptance and serve as a pick-me-up for operators who are finding demand for regular history jobs slackening.

A low-priced portable radio and phono combination would be especially timely if introduced early enough to cash in on Christmas business. Of course if some manufacturer isn't already putting finishing touches to such an item, we are doing just so much wishful thinking to expect it to be engineered in the comparatively short period left before Christmas holidays. But whether it will be ready for Christmas or not really (See DEALS on page 52)

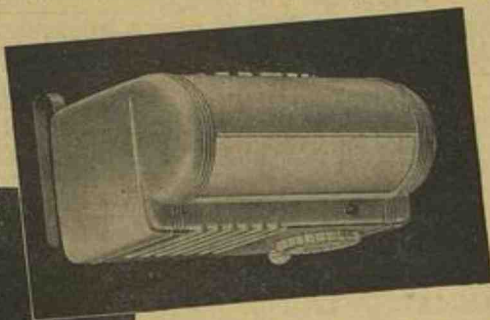


BINGO is growing in popularity by leaps in Connecticut following the state's stand on the same. With Connecticut's stand on bingo out in the open, operators are able to promote games unopposed. A newspaper clipping reports this situation: "Judging from ads on the amusement page, every church in town is going in for bingo." These organizations realize the tremendous drawing power of bingo and its potentialities as a fund-raiser.

THE CONNECTICUT law reads that no groups, except charitable, civic, educational, fraternal, veteran or religious organizations, fire department or a Grange may sponsor bingo. Recently the game came up for approval by the board of wardens and burgesses. A petition signed by more than 5 per cent of voters had been presented, so the approval was soon granted. One burgess registered himself definitely against the bingo bill as passed by the Connecticut General Assembly. He labeled the bill as discriminatory and therefore unconstitutional and said "It permits one group of persons to do a thing and says other groups can't do it." The writer of the news story on the matter gave the list of organizations that may sponsor bingo out made no comment. Anyone can see that with the listing any group is able

# Taking the Country by Storm -- They're all going for it!

THE  
*Lullaby*  
BED LAMP - RADIO



## COMBINATION BED LAMP and RADIO SENSATION

The tremendous response to our announcements of Lullaby overwhelmed us. We knew it was good but our fondest dreams have been exceeded. It's the "natural" of a lifetime. It is making new history in "Premium" sales.

### GET ON THE "BAND WAGON" WHILE IT'S HOT

Think of it—a Bed Lamp and Radio in one compact unit. It gives you utility with novelty. It gives you price with quality. It looks, acts and performs like big money. Everybody who sees it—wants it. Beautifully colored display unit given FREE with each four Lullaby's helps you sell it. Shows it in a natural setting. It's a "wow" of a sales stimulator.

### IT'S A "WOW" IN PERFORMANCE

New dual-purpose tubes give "big sat" (7 tube) performance. Pulls in distance. Full 1 1/2-watt output—no aerial or ground required. Beam power output with dynamic speaker. Wonderful tone. New G. E. tubular bulb for glareless light—easy on the eyes. RUSH YOUR ORDER. 25% Deposit on C. O. D.

**\$12.95**

NET F.O.B.

### IN WALNUT OR IVORY—ONLY

WRITE, WIRE OR PHONE YOUR ORDER NOW

**D. A. PACHTER CO.** NATIONAL PREMIUM REPRESENTATIVES  
MERCHANDISE MART • • • CHICAGO, ILLINOIS

**GOLDWYN'S**  
Sensational  
WINNERS  
FOR 1940

SEE NEXT  
ISSUE OF  
BILLBOARD

OR  
WRITE FOR  
ADVANCE  
INFORMATION

Originator of the Famous  
Swing Mirror Vanity Chests

**GOLDWYN COMPANY**  
440 So. Dearborn St., Chicago, Ill.

REPEAT ORDERS ASSURED BY OUR  
**FUR COATS** FREE CATALOG

Our latest and greatest catalog is now ready with amazing full models in Coats, Scarfs, Capes, Jackets (80 varied money makers), ALL GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed in 3 days. Same day delivery. 25% Dep., Bal. C. O. D. **LOWEST PRICES.**

H.M.J. FUR CO.  
150 W. 28 ST.  
N.Y.C.

**BINGO GAMES**

Every style and size. Markers, Paper and Catalog. Socials 1,500 and 2,000. Balls, Cages, etc. Lowest Prices.

**WARWICK NOVELTY CO.,** Conimicut, R. I.

## 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.

**Sok-o-Bag**

Sok-o-Bag offers exercise for all and is a sure-fire number for streetmen, roadside workers, souve and novelty workers, Barr Rubber Products Co. reports. While the number appeals primarily to children, it also has a great number of adult fans. Sok-o-Bag includes a balloon, rubber string and a small piece of wood for a handle. Balloon is inflated to capacity and one end of the rubber string tied to it. At the other end the piece of wood is placed thru a loop. By hitting the balloon with closed fist, it bounces off but is returned by the rubber cord. Batters inside the balloon makes noise while the balloon is in action. Balloon is bounced off the fist with light horizontal blows at first. After some practice, two bags may be punched at the same time, one in each hand. Many other punching combinations will be discovered with use, the firm reports.

**College Football Robes**

Designed to appeal to rah-rah crowds, college football robes are in great demand this season, Standard Sales Co. reports. The robes, available in all university letters and colors, are made of wool and are of regulation size. The item is making money for bingo and sales-board operators everywhere because the flashy and worthwhile item is wanted by all who see it. With the low prices offered, this is a good chance to make some money, the firm reports.

**Clock-Calindex**

Salesboard operators working in business territory and other users of quality prizes are giving the Zephyr Clock-Calindex much attention, Zephyr American Corp. reports. Here in one small unit

are combined the Autodex, complete miniature index; permanent calendar, dependable desk clock, and right phone number or address in a flash. The Autodex is made of walnut-grained bakelite and is set in a solid walnut. (See POPULAR ITEMS on Page 53)

**MAGIC PUPS**

**AT LOW PRICES**

Same Large Size, Fully 1 Inch Long. Good Quality Dops. 2 Samples, Postpaid, 50c.

No. 4094 **\$1.65** Dozen **\$18.90**

**ELEPHANTS AND MULES**  
No. 4014—Same Price as Above.

**PATRIOTIC NEUTRALITY PINS**  
Gold-Finish Lapel Pins, Decorated in Red, White and Blue. "Keep Us Out of War."  
42 on Card No. 1973 **\$0.75** Per Card (12)

**WIS. DE LUXE CORP.**  
1902 N. 3rd, MILWAUKEE, WIS.

## GET THIS ONE "Charlie McCarthy" MAJESTIC RADIOS



At Sensational Savings!  
**NOW ONLY \$7.95 EA. NET**

Here's one of the greatest radio values ever offered! 8-Tube AC, DC Superheterodyne with miniature "Charlie at speaker." Beautiful plastic cabinet. Walnut only. 6x7x5 1/2. Wire or write...

**EVANS NOVELTY COMPANY**  
800 Washington Blvd., CHICAGO

**WATCHES** ELGIN OR WALTHAM REBUILY  
GUARANTEED LIKE NEW

**MEN'S WRIST AND POCKET WATCHES \$2.95**

Also Complete Line of Men's and Ladies' Hamilton, Bulova and Gruen Pocket and Wrist Watches at Lowest Prices. 10% Deposit, Balance C. O. D.

**JOSEPH BROS., Inc.**  
59 E. Madison Street, CHICAGO.

Send your correspondence to advertisers by mentioning The Billboard.

**START YOUR OWN BUSINESS!**

**FREE!** Outgoing and Sample Writing Folder

Enjoy Big Profits SELLING this outstanding line of **NEW FALL LINE** costumes: Hand and Machine-made Ties; 2-piece Suits, Tie and Scarves sets; Multiple Tie and Jewelry Sets; NEW Slide-On Ties. The Fall and Holiday trade is waiting for you. **GET STARTED NOW!**

**EMPIRE CRAVATS**  
22 West 21st St., Dept. H-15, New York, N. Y.

**IT'S HOT-AND NEW!**  
**4 PIGS WHEN FOLDED**  
**WILL SHAPE INTO**  
**HITLER'S FACE**  
**ORDER NOW! DON'T DELAY!**  
 Retail — 8c Each  
**HUSTLERS SELLING 500 EACH DAY.**  
**100 Prepaid, 30c**  
**1,000—\$2.00**  
 Send for 1940 Hustler's Catalog.  
 It's FREE.

**BENGOR PRODUCTS CO.**  
 375 BROADWAY, NEW YORK, N. Y.

**Elgin**  
**Waltham**  
**RB and**  
**GUARANTEED**  
**SPECIAL VALUES**  
 8 Size, 7-Jew., Star Case, \$3.00  
 12½, 7-Jew., Gold Case, 2.50  
 10 Size, 7-J., Gold Case, 2.75  
 8½, 7-J., Gold Case, 2.75  
 Chain, \$2.25. Pocket Watches  
 with Keystone Case, 2.95, with  
 Gold, C. O. D. Samples,  
 2.95 Extra.  
**M. FRIEDMAN - 74 FORTYTH ST. - N. Y. C.**

**ELGIN, WALTHAM, BULOVA**

Renewed Guaranteed.  
 Largest Quantity of Watches at  
 Lowest Wholesale Prices in the  
 Country. **MEN'S WRIST AND**  
**POCKET WATCHES.**  
 Wholesale Jeweler Since 1914.  
**SEND FOR FREE CATALOG.**  
**LOUIE PERLOFF,**  
 729 Walnut St., Philadelphia, Pa.

**THE ORIGINAL SNOOTY PUPS**  
**AND FRIENDLY ENEMIES**



THERE NEVER WAS AN ITEM WHICH COULD NOT BE MADE INFERIOR FOR LESS.  
 B15X7—Snooty Pups, Black and White moulded dogs with dotted eyes, mounted so they stay on their monthly finish. Red Alnico bases. In slide boxes. Per dozen, \$1.65; per gross, \$21.00.  
 Also available in Pocket and Men No. B15X7.1 and Fighting Soldiers No. B15X7.2 at \$2.00 dozen and \$22.80 gross. SPECIAL: Our own well-known Snooty Pups (best of the imitations), black and white collared, finished on silver color 3 1/2" magnets. No. B15X6.00. Per dozen, \$1.65; per gross, \$19.00. B Sample Plus prepaid for \$1.00 (incl. C. O. D.).  
**CATALOG 35% OF HOLIDAY GOODS NOW READY.**  
 Manufactured and Distributed Exclusively By  
**JOSEPH HAGN COMPANY • 217-223 W. Madison St., CHICAGO, ILL.**

**"LOVE PUPS"**

(Made with Genuine G. E. Alnico Magnets)  
**DOZEN PAIRS...\$1.35 GROSS PAIRS...\$15.00**  
**PREPAID! SEND M. O. IN FULL!**  
**A. M. WALKER CO., Security Bldg., Minneapolis, Minn.**

**JUST OFF THE PRESS.**  
**CATALOG NO. 40. WRITE FOR YOUR COPY NOW.**  
**ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.**  
**MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.**

**NO WAR PROFITEERING!**  
 OUR PRICES STILL LOW—ORDER NOW!  
 Write for Free 1940 Catalog. Complete for Wagon Men, Agents, Premium Workers, House Canvasers. **BIG LINE XMAS CARDS.** Free Sample Case With First \$10 Order.  
**CHAMPION SPECIALTY CO., 814-Z Central Street, Kansas City, Mo.**

**BULOVA - GRUEN - ELGIN - WALTHAM**  
**3,500 ON HAND POSITIVELY LOWEST PRICES**  
**NORMAN ROSEN**  
 Wholesaler Jeweler  
 PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

**NOTES from SUPPLY HOUSES**

The electric pencil which has become so popular thruout the country is now available at a new low price, R. E. Stafford announces. Pencil engraves fine, medium or wide lettering in gold or silver on almost any material. Demonstrators are finding electric pencils one of the best crowd-getters to come to the fore in recent months.

Pusi-A-Matic is the name of the new pen now being marketed by John F. Sullivan (Past Service Bully). He is enthusiastic about new orders received from thruout the country. Incidentally, Sullivan states that he is already preparing his Christmas holiday line and that as usual prompt, efficient service will be his holiday slogan.

I. Cohen, of Cohen Bros. & Sons, reports fine response from bingo and sales-board operators to his first announcement in *The Billboard*. Firm has been manufacturing fur garments for 43 years and carries a complete line of coats and jackets in latest styles.

Bengor Products Co. announces that its 1940 catalog is now available. The book, profusely illustrated, offers more

than 3,000 fast-selling money-making specialties. Bengor carries a complete line of novelties, notions, tricks and jokes, razor blades, toy balloons, party supplies and cameras. The catalog will be mailed upon request.

**BINGO BUSINESS**

(Continued from page 59)  
 the Legislature to restrict noncommercialized bingo when utilized for charitable purpose any more than it is the intent to restrict distribution of prizes at church socials or bridge parties.

"In view of the statement by the governor that his letter should not be construed as reason for any changes in local or State policies; in view of the policy of the city of Detroit for years to permit noncommercial bingo for charitable purposes; in view of the avowed intent of members of the Legislature to clarify the statute; in view of the divergence of legal opinion on whether noncommercial bingo is a violation of the law; in view of the irreparable harm which apparently will accrue to certain institutions, I am of the opinion that we should permit continuance of the same policy which was in force prior to Governor Dickinson's letter to Commissioner Pickert.

"This policy permitted operation of bingo by churches, fraternal, veteran, non-profit and charitable organizations providing proceeds are used for charitable purposes and no commercial operator runs the games."

**DEALS**

(Continued from page 80)  
 doesn't matter. The main thing is that the idea is a good one and that it should click heavily whenever it becomes an actuality.

Standard Sales Co. was quick to take advantage of the rising interest in football. Its college football robes should prove an excellent tie-up with the season and move well wherever offered. Robes are available in all university letters and colors and are made of wool in regulation size.

There are many other items which will go like a house afire with rah-rah boys and gals and the smart operators will play the football craze for all it is worth right thru the season.

**HAPPY LANDING.**

**CHESTERFIELD CANES**  
  
 1 Gross Lots Per Gross \$7.00  
 (In 5 Gross Lots) \$720 Per Gross

**AMERICAN-MADE HEAVY MAPLE PARADE CANES. \$18.00 PER GROSS**

**LARGE STOCK OF BINGO MERCHANDISE, DOLLS, NOVELTIES, SLUM, ETC.**

Terms: 25% Deposit, Balance C. O. D.  
**SEND FOR OUR NEW CATALOG.**

**B. & N. SALES**

2030 Commerce, DALLAS, TEXAS.  
 707 Preston, HOUSTON, TEXAS.  
 310 W. 9th St., KANSAS CITY, MO.

**HITLER**  
 5 Pig Pencil, 20¢ 100; 1.25 a 1,000.  
 Hitler's Last Will, 25¢ 50; 2.50 a 1,000.  
 What Victims of Hitler, 90¢ a 1,000.  
**MAGNETIC**  
 DOGS, DANK & Elephant, 10¢ 100; 1.00 a 1,000.  
 Dog, 1.40. Red, ALINGO, Base At, Acher, But Super Strong Action, 1.00 Doz.; 10.00 Gro.

**COMIC XMAS CARDS & FOLDERS**  
 No. 1, 47 dit. In 3 colors, 2.00 a 1,000. No. 2, 40 dit. In 3 colors, 2.00 a 1,000. No. 3, 40 dit. In 1,000 or 6.00 a 1,000. Fairy, Cartoon or Poetry Series, 5.00 per 1,000. Large-Santa CLAUS SAND CARD, 3.50 a 1,000. 25¢ SALE, all items below 25¢ dozen. Exp. Matches, Novelty Matches, Snecor or High Parade, Christmas Dancers, Sand Cards, Shooting Pistol, Bot. Clayettes, New Xmas Catalog ready soon. Price 2.00 for 50 cent. samples of Jokes & Tricks. **SNAKE ON STICK, 60¢ Doz.; 5.00 Gro. MAGIC COIN BOX TRICK, 1.00 a 1,25 Doz. NEW BIG FINGER BROOMS, 350 Doz. 3.75 Doz.**  
**MAGNETRIX NOV. CORP., 198 Park Row, N. Y.**

**JUST OUT!**  
**MODERNISTIC Blue and Silver MIRROR VANITY DRESSERS**



Two-Tone Effect  
 • PACKED ONE POUND HAND-DIPPED CHOCOLATES.  
 • PLENTY OF FLASH.  
 No. 325 IN LOTS OF 6 OR MORE **\$175 EACH**

FREE FREIGHT ON 36 OR MORE VANITIES  
 Write for Circular of Other "Hot Numbers," Including Music Vanities and Candy Specialties.

**MORE PROFIT WITH NATIONALLY ADVERTISED RADIOS**



ZENITH...PHILCO...GENERAL ELECTRIC...MOTOROLA...STEWART-WARNER  
 Will increase your sales...Everybody wants a Nationally known radio. WIRE OR AIR MAIL...seasonally low price radio direct...First time offered.  
**"BUY DIRECT AND SAVE"**  
 TERMS: 25% CASH DISCOUNT 25% Deposit, Bal. C.O.D.  
 No Shipment Made Without Deposit  
**ZENITH SALES CO.**  
 529 So. Franklin St., CHICAGO

**The Best Values in FUR COATS & JACKETS**



the best buys—latest styles  
 Mink, Fur, Muskrat, Fox, Beaver, Seal, Squirrel, Rabbit, Sheep, Goat, Lamb, etc. Up to \$8.00  
**BUY DIRECT FROM THE MANUFACTURER**  
 Best Bets for Bingo Games and Sales Boards.  
 Write for FREE Price List and Catalog!  
**COHEN BROS. & SONS**  
 145 West 28th St., New York City

**BIG PROFITS for Salesboard Operators**

HANDLING OUR NEW CANDY ASSORTMENTS COMPLETE DEAL OF 21 BOXES COSTS ONLY \$5.75  
 Brings the Dealer \$15.00  
 A Deposit of \$3.00 is Required on C. O. D. Orders  
 1 Doz. Knives on a Display Card, Photo Knives, Navy Pearl Knives, Ass. Orig. Knives, Midway Photo Knives, Midway Navy Pearl, Sporterman's Knives.  
**YOUR CHOICE PER DOZEN...\$1.95**  
 Quantity buyers' prices on request, just the item for 1c to 25¢. 25% deposit with C. O. D. orders.  
 Send for complete list of Turkey Cards and new Salesboards when requesting a copy of our Catalog.

**LEVIN BROTHERS TERRE HAUTE, IND.**

**ELGIN OR WALTHAM FINE REBUILT POCKET WATCHES**

SEND FOR FREE CATALOG **\$1.75** 25% DEPOSIT, BALANCE C. O. D.  
 An Exceptional Value in Guaranteed Time Piece  
**STAR WATCH CO.**  
 725 SANSON ST., PHILADELPHIA, PA.

**POPULAR ITEMS—**

(Continued from page 51)  
frame of streamlined design, making a striking appearance, it is said.

**Dry Transfers**

An improved line of transfers that may be put on textiles with the aid of a hot iron is claiming many sales throughout the country. Thermograph Co. reports. The transfers, which offer a long line of characters, are obtainable in different colors, permitting users to employ a variety of them on sport shirt, gym suits, sweat shirts and other articles of clothing. The transfer is laid face down on the cloth and pressed flat with a hot iron. When the tissue is removed, the picture remains. The transfers appeal especially to children, but many students of high school age also use them. The transfers, because of the variety and ease with which they are put on textiles, are excellent for novelties and costume work, especially in college or resort towns, the firm reports.

**Bed Lamp Radio**

The Lullaby is the name of a bed lamp and radio in one compact unit that is getting tremendous reception by prize and premium outlets, according to O. A. Hecker Co. distributor. No aerial or ground wires are required, and switches permit use of radio and bed lamp separately or together. The radio affords complete band coverage and operates on either A. C. or D. C. A high-power tubular type lamp behind a frosted lens provides high-intensity glareless light. That the number's universal appeal and low price will make it an outstanding success in the price field seems a foregone conclusion, the firm reports.

**Turn Signal**

Coming at a time when agents and demonstrators are badly in need of something new, the Watch-My-Turn Signal is reaping a big return for alert boys who

are pushing the item, Watch-My-Turn Signal Co. reports. The item is placed so that it flashes thru the rear window of the automobile to warn the motorist behind that a turn is contemplated. The signal is controlled from the dashboard. Item is a rapid seller and profit mark-up is high, the firm reports.

**Bingo for Octobers**

HARTFORD, Conn., Oct. 14.—Bingo made its entry into Governor's Foot Guard Hall here recently under auspices of the Foot Guard. Admission was 40 cents for 25 games for merchandise prizes. Attendance was good for a good night. Profits will be used to buy uniforms and equipment.

**Football Balloons**

With the rah-rah spirit in the air as teams take to the gridiron, Leather workers are finding football balloons a topnotch item, Oak Rubber Co. reports. The balloons, of course, are shaped like a football and between colors of the balloons and the printing of the balloons are available for sport colleges. Some workers are reported inflating the balloons with helium so that students may sail them into the air as the finish whistle sounds.

**Snap-It Pouch**

One of the most popular new items produced recently by American Leather Products Co. is the revolutionary Snap-It tobacco pouch, so named because a slight pull on the tab snaps it open. A slight pressure causes it to snap back again, closing it air-tight. It is made of good fly leather in tan, black or brown and is silk lined and waterproof. Item's instant made appeal and low price make it a natural for oodles of prize uses, the firm reports.

**LOUDONVILLE, O.**

(Continued from page 35)  
Show, Surber's Penny Arcade, an Athletic Show, the 1939 International Mrs. Oscar Mallory's cookhouses, Sering's pop corn, Frank's novelties and Gilchrist's photos.

On October 5 concessioners and showmen honored the late O. K. Andrews, fair secretary 18 years, with memorial service at his grave. He died last January. About 50 persons, including Mrs. Vera Andrews, widow, and son, Randolph, attended services. Others present were Mrs. William Bolshup, Mr. and Mrs. A. W. Gooding, W. A. Frank, J. L. Cunningham, H. B. Peters, A. E. McNeely, John W. Corbin, Lewis Manson, F. C. Brown, Angelo Palmstean, Mr. and Mrs. Harry Surber, Mr. and Mrs. W. E. Cohen, Mr. and Mrs. Ed Spessbury, Mr. and Mrs. M. D. Benson, J. J. Goldsmith, Mr. Himes, Claude Sering and family, Robert J. Dulack, Yarnon Brothers, C. S. Swain, Mr. and Mrs. Ernie Smith, Mrs. Jesse Lamb, W. T. Hunt and R. Choppris.

**Pat Purcell Under Knife**

TEXARKANA, Tex., Oct. 14.—Pat Purcell, general representative of Jimmie Lynch Death Dodgers, New York World's Fair and agricultural-fair thrill attraction, was operated upon for hernia and is in Michael Meagher Hospital here. Lynch, Ed. Operation postponed Purcell's contemplated eastern trip.

**SHOW LETTERS**

(Continued from page 45)  
and Mrs. Charlie Wren and Mr. and Mrs. Jimmy Griffin drove to Aiken, S. C. to visit their in-laws on Sunday. Visitors were Paul Conway, Macon attorney; Mr. and Mrs. L. A. Beevers, the family; Mr. and Mrs. C. Howard, Mr. and Mrs. Howard Williams, Mrs. H. L. McCordle, and Al, Jack and Joe Perkins, nephews of the Fontanas; Cowboy Murphy is possessor of a home-made house trailer of the design. Writer was guest of Cliff and Betty Gregg at a chicken dinner at the Manton House Monday night. Charlie Phillison, who was associated with his brother in operating a cookhouse on the shows for many years, visited for several days. Bill and Irene Tullis contracted to operate a hotel in Fort Valley, beginning the middle of November. Bill celebrated his 30th birthday anniversary Tuesday and other birthday anniversaries were celebrated during the week by Owner Beth and Joe J. Fontana. H. B. SHIVE.

**Dodson's**

Burlington, N. C. Week ended October 7, Greater Burlington Fair, Weather

**The Only Opportunity of Its Kind Ever Offered in These Pages!**

Don't discount these facts. They sound fantastic. Yet every statement is easily proved. Don't doubt when you learn of an amazing new food discovery that brings profits of \$42.50 a day to good operators. The evidence here are the facts about one of the strangest freaks in the annals of American business. Here is the story of a sudden switch in plans that may bring fortune to the man who goes into this business now. Here is an opportunity for capable business men to unusual that ordinary phrases fail to give even a hint of its importance — so big in money-making possibilities that you might call it exaggeration until your investigation proved it to be true!

HERE, briefly, are the complete facts about one of the most unusual and most lucrative businesses ever offered for local operation.

**AN INVENTION AND A NATIONAL PLAN**

After years of experimenting, an obscure inventor found suddenly that he was able to manufacture a product that, until then, had been only a dream. But it is not to be confused with any food you have ever heard of, seen or tasted. It is not a potato chip, not a candy, not a cheese chip, not a paste preparation—but a natural product that comes from the sun, from the ground and from the air. It is very simple to make. It is revolutionary in character inasmuch as the market for it was invented long before the product itself was invented.

Once his discovery was perfected the inventor submitted his product to a group of responsible business men. They recognized the huge market that existed. Samples of the product were given to thousands of men, women and children representing a cross-section of the buying public. Without a single exception, these people proclaimed it the most delicious food they ever had tasted. The production costs were checked and it was found that the manufacturing cost was unusually low. The profit mark-up was usually high—the retail selling price (5c and 10c for a bag) was within the reach of everyone. Experts estimated that the potential market for this national sale would be close to 12 million pounds. Cost figures showed that a net profit of 22 cents per pound could be expected—a fabulous profit for national operation.

**AN UNEXPECTED DISCOVERY**

This group of men were so satisfied that the product would be a huge money-maker, they were so sure of it that they were willing to buy a huge processing plant—not opened at once.

The finished product could not be shipped! The product could not be shipped to distant points so that it would reach its destination in a suitable condition. The material could be shipped with success but the moment the raw material was processed to make it edible it became so fragile that rough handling on long cross-country hauls broke it into what was almost a pulverized form.

**THEN A NEW PLAN THAT MEANS MONEY FOR ALERT MEN!**

A merchandising expert was called in. He was shown a product that everyone wanted—a delicious food specialty—that the whole country was waiting for. To him was given the problem of getting that product to the public in a suitable condition. A series of investigations, he returned with a solution.

THE RAW MATERIAL CAN BE SHIPPED—safely, successfully and inexpensively. THE EQUIPMENT needed for processing is so simple that it can be installed in a smaller unit of operation. You must change your plans. YOU MUST ESTABLISH BRANCH FACTORIES throughout the profitable centers. These furnish the operators in these communities with processing equipment, at the rate of material and empty packages so that the material can be processed locally, packed locally and delivered on the spot.

So simple—yet no one had thought of it until then.

good. Business, very good. Business here was far beyond expectations, with last three days recording an exceptional gross. Exhibition this year was held on the former rayon silk mill's spacious grounds. Local newspapers, as well as those in Greensboro, co-operated and the writer arranged with Radio Station WHIG, Greensboro, for six 30-minute radio-entertained programs from grounds. New regime of Jack Baillie and Mel Dodson Sr. has a construction crew at work and at least 12 new wagons will be constructed before shows go into quarters. Jack Baillie, with fully equipped neon plant, arrived and started

**BRINGS IN \$64.50 ON COSTS STUDIED AND IT EVERY \$22.00 BATCH**

Costs were studied and it was found that a local operator could set up a local processing plant for an equipment cost of \$150.00. This equipment has a capacity which makes possible a daily production which will bring \$42.50 in net profit on a one-man operation by the first cost of starting a factory has been paid, all subsequent quantities give a profit mark-up of approximately 42 for 31. The processed product is sold in bags for delivery to dealers, merchants, clubs, taverns, grocers, delicatessens, etc., costs \$22.00, and arrives in \$64.50 in receipt to you as the local manufacturer—a profit of \$42.50 on each batch you process.

**NO EXPERIENCE NEEDED**

It requires no skill or experience in processing the raw material or in the processed product. The raw material is needed is furnished by the parent company. We also furnish complete plans, showing exactly how to start, how to establish yourself at once—how to operate the business at a profit from the very day you receive the equipment.

**NO CUTTHROAT COMPETITION**

The raw material which this delightful product is made is protected against cutthroat price competition. It can be obtained only from us. Therefore, when you enter the business, you are protected against cutthroat price competition. Our operators will be able to maintain prices because they, and they alone, will be able to purchase the raw material from the parent company.

From the foregoing facts, you can readily see that this is a business that satisfies every requirement of the prudent and cautious business man. A product everyone likes. A new taste thrill for the public. A low production cost. A big profit mark-up. An unlimited volume. AND—a business that can pay profits as high as \$250 a week on an investment of only \$150.00. It is not a business for the timid operator who is satisfied to make a bare living. It is for a wide-awake, aggressive man who wants to use his energy and enthusiasm produce the greatest possible results in the shortest possible time.

**FACTS SENT FREE —ACT QUICKLY**

To all such men, we request you to mail an unusual and complete presentation of the facts to us. The first who to qualify in any community will reap the reward. Therefore, if you are interested, send your name without a moment's delay. Write or wire today without the slightest cost or obligation and get the information at once that may make you independent for life.

**KING K COMPANY**

Dept. 810, 620 N. Michigan Ave., Chicago, Illinois

to work at once on new lighting plans. Ed Brer, special agent, returned many acquaintances here. Ruby Dodson, Danny Dell and Margaret Sherman left for Savannah, Ga., for a week-end trip. Mrs. Bill Harvey, wife of the trainmaster, has recovered from a recent illness. Elmer Day has the best week of the season so far on his corn game. John Baylor joined Ray Cramer's Side Show. Ed Belter replaced Jack Champion as lot man. Visitors included Mr. and Mrs. Dave Endy, Edny Bros., Show, Dick Harris and party, Fred Show, Dick Edwards and party from the World of Mirth Shows. ROY B. JONES.

**MAGNETIC TRICKY PUPS**



**Cash-in While They're Hot!**

Two Booty Dogs mounted on bases of General Electric Alnico Magnet Metal. They will draw together placed face to face or side against, when placed tail to tail. Also will perform many other tricks.

No. B1N30 Per Gross Sets \$16.50  
Per Dozen Sets 1.50

**ELEPHANT and DONKEY**

No. B1N41 Per Gross Sets \$16.50  
Per Dozen Sets 1.50

**MEN OF WAR**

Two Soldiers Fighting. Act Same as Dept. No. B1N45—Per Gross Sets \$16.50  
Per Dozen Sets 1.50

WE GUARANTEE OUR PRICES TO BE THE LOWEST. QUALITY CONSIDERED

**N. SHURE CO.**

200 W. Adams St., Chicago, Ill.

Extra Value! \$2.25 EACH

5 for \$10.50 5 for \$10.50

No. BB 5523—Ladies' Brazelet Watch. Exclusive design by L. C. Chas. Case in an elegant engraved case with beautiful link bracelet to match. Distinguished jeweled movements. Save money—buy in quantity. Write for Big Value and whorled premium lists. Save money—NOW by ordering Free Watches for \$10.50.

DEALERS, Write for Catalog.  
**ROHDE-SPENCER CO.**  
223 W. Madison St., Dept. "B" Chicago

# For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

## Fordinand the Bull

Walt Disney's unique character is still going strong in Oak Balloons Offered in Prints, Toss-ups and Inflatible Toy. Write for catalog and complete information. Sold by Leading Jobbers

OAK RUBBER CO. RAVENNA, O.

**LOU REYNOLDS** is reported still working ink sticks to good takes at Newark, N. J.

**BEN BRUEMMER** is on the lead in Newark, N. J., and Whitey Lewis is getting the gelt there with pedlers at Grant's Store, according to Al Sears.

IF HE'S a pitchman one good spot will put any pitchman on his pins.

**SMOKEY PITTMAN** pipes from Castle, Okla., that he has been getting his share of the long green in that territory with his med opry.

**R. BEE** is reported working perfume at Kresge's store, Newark, N. J., and Bob Almsworth, maps, at shops there.

**MAXIE (SPARKIE) SPARKS** pens from Great Barrington, Mass.: "I have been working my jam pitch at the Great Barrington Fair. Saw Clarence Jarow, of Jam fame, here. I had a pretty good week here considering the weather."

**CAPABLE PITCHMEN** in the know are the ones who furnish the tips, pipes and information found in the column.

**EDDIE REED** blasts: "Any of the boys planning on making a trip to St. Louis with the idea that they may reimburse the b. r. had better pause for a moment's thought, because this is one spot that is really tough. The fraternity is well represented, and all are trying to devise ways of departing for more fertile soil."

**PITTSBURGH NORMIE THORPE** is cited working gaps for cars at the Great Barrington, Mass. Fair.

**JOHN GRESNEL** tells that the sheet was well represented at the Superior Air Show at Superior, Mont., recently. According to John, business was fair, and among those present were Al Myers, A. Coffee, Paul Jamison, Herb Venting, Kenneth Waite, Drake, Tex Joyce, Billy Dick Hough, Ed Fox, George Pickard and P. Orville Peck.

**THERE'S NO PERCENTAGE** in bragging about what you used to do or be while a bunch of newcomers are working all around you and snatching off the long green.

**AL ZELLER** writes from Jeannette, Pa., that he is not the Zeller that is working in Chicago with George Thurman. Al says he hasn't worked off for seven years and that he is now promoting indoor bazaars.

**CHARLES NELSON**, better known as "The Wizard of the Forest" to his friends in pitchdom, reports he is in poor health at the Grand

Central Hotel, Seattle, Wash. He says he recently underwent an operation on his eyes and that he will be incapacitated for some time.

**AL SEARS** is still working radio gaps at Market street in Newark, N. J., and says he is getting the lucre.

**DOC W. A. QUACKENBUSH** has been off the road the last two seasons due to illness of his wife, who passed away September 28 at Corning, N. Y. Details of her death appear under Final Curtain, this issue.

**TRIPPO OPINIONS:** "You can't expect to make your efforts profitable if you pay rentals not in keeping with your take."

**PROF. JOHN J. WAGNER** who for 20 years successfully pitched horoscopes and who since May has been working his trained canaries and bird-food pitch in chain stores, opened last Saturday (14) in Kresge's, Cincinnati. On Monday (16) Wagner entertained the crippled kiddies at Cincy's General Hospital with his canary act. In a visit to the pitch desk Wagner stated that he'd like to read a pipe on Ralph Pratt, Carl Herron and Mickey Lombard.

**ABRAHAM (FRED) MILLER** demonstrator for Harz Mountain Birdseed Co. and engaged in canary bird demonstrations in S. S. Kresge Co. stores, was fatally wounded on October 2 by two of a three-act stock sale recently and adds that he mistook for holdup men when they ordered him to stop. Miller hovered between life and death until October 7, when he succumbed. Miller's brother, a New York attorney, when notified of the accident rushed to the Missouri city by plane.

**WHAT'LL IT BE**, boys and girls, oranges or snowballs?

**E. L. KIEHL** letters from Kansas City, Mo., that he saw Ray Eaten, Indian medicine man well known to pitchmen, making a pitch of a Missouri stock sale recently and adds that his herbs must be good, because he doesn't look a day older than he did 20 years ago.

**ANOTHER VISITOR** to the Piper desk last week was Cyclone Harry Bell, ace pitchman who left the profession in June to take a sales position with the National Institute of Air Conditioning, Muncie, Ind. He reported that business so far has been satisfactory.

**JEFF DAVIS** worked blades to lucrative takes in the American Federation of Labor headquarters during its convention in the Hotel Netherland Plaza, Cincinnati, October 3-14.

**HOW DID the Butler County Fair, Hamilton, O., treat you?**

**PITCHDOM'S EXPONENTS** working in the Mound City include Paul Miller and wife, Inukam; Red Hallie, astrologer; Mr. and Mrs. Bert Kenney, corn punk and liquid silk; Benny Rankin, ink sticks.

**J. W. HARTIGAN JR.** reports that Jack Matthews has been on a scouting trip thru Indiana, Ohio and around Pittsburgh. Hartigan, writing from Morgantown, W. Va., says business seems to be on the uptrend.

**CHARLEY KASHER** was seen at the Virginia State Fair, Richmond, with a display of horned nuts and seemed to be getting his share of business.

**MANY failures and cases of discontent** have resulted for those who chose the line of least resistance.

**AKRON FRANK**, a balloon vender, has hit upon a novel idea for a crowd-stopper, as witness the following which appeared in The Oak Leaf, company bulletin issued by the Oak Rubber Co.: "Hang your balloons on a telegraph pole and make a 'high pitch'



## NEW 1939 PINS

Increase your sales! . . . these new 1939 Engraving Pins are "flicking". See these new styles in our catalog No. 24, just off the press. Catalog also contains best selling Whitestone and Cameo Rings; also Billboards and Photo Jewelry. Write for Catalog No. 24 today.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

## PUSH-A-MATIC

It's New • Transparent • Novel  
Plungers • Combs • Sets  
JOHN F. SULLIVAN  
458 Broadway, New York City

**ELGIN & WALTHAM**  
REBUILT WATCHES \$175  
7 Jewel, 18 Size, in S.  
H. Engraved Case, at  
Send for Price List. Money Back If Not Satisfied.  
CRESCENT CITY WATCH MATERIAL CO.  
113 N. Broadway, St. Louis, Mo.

**NEW**  
TURN SIGNAL  
FLASHES from REAR WINDOW—DASH Control  
AGENTS A whirlwind seller. Drivers buy on Dash demonstration. Dealers buy 3 to 12. Your profit markup on high quality. Request information of 75¢. Rush same quick for facts and Dealer sample catalog. All Free! Rush WATCH-YURN SIGNAL CO., Dept. 4310-S, Walnut Bluff, Des Moines, Iowa.

**COMIC XMAS CARDS**  
OVER 20 CARDS AND FOLDERS  
All in 4 to 6 Colors.  
COST 2¢; BELL FOR 1¢.  
Send 15¢ for Sample Cards and Folder.  
**WEIDEMAN'S**  
718 JAY ST., SACRAMENTO, CALIF.

**SOCIAL SECURITY PLATES**  
100 SOCIAL SECURITY PLATES . . . 3¢ Each  
100 DOUBLE SECURITY PLATES . . . 2¢ Each  
Stamping OUTfit consisting of a complete set of dies, including plates and number, and casing, \$4.50. Send for price list and free samples. A small deposit is required on C. O. D. orders.  
**RELIABLE SALES CO.**  
1132 Broadway, Dept. 88, NEW YORK CITY

**WISHING YOU A Merry Christmas**  
HAPPY NEW YEAR  
Brand-new in Signs and Motives. Brilliant and colorful. Instant flash. Solving the winter. In colors. Size 9 1/2 x 8 1/2. 2 Samples, 10¢. \$5.00 per hundred, prepaid. Free catalog.  
ACE CO.,  
588 So. Clark, Dept. 7, Chicago

**Comic Xmas Greeting Cards**  
The kind hard to get. Get like that. Not cakes at 10¢. 20 colors. Flashy designs. In two colors, with envelopes, 100, \$2.50. 1,000, \$10.00. 1,000, \$15.00. 20 Samples, \$1.00.  
**COMIC SHOP**  
2405-E Kensington Ave., PHILADELPHIA, PA.

**PAPER MEN**  
Want square-shooters in Texas all winter. Well-known publication. Myrtle E. RUFF, 6011 East Grand, Dallas, Texas.

**MED MEN, ATTENTION**  
New Price  
**MEDICINE BALL**  
\$5.00 Per Gross  
BOX 478, MUSKOGEE, OKLA.  
ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

**OUR NEW**  
Fall-White Line is SENATIONAL! LATEST in Whitestone and Engraving RINGS, LOCKETS, CROSSES, RELIGIOUS \$2.00. CONTINUING GENERAL ENGRAVERS' JEWELRY etc. Rush \$2.00. Samples or write for FREE NEW CATALOG. NAJISTIC BEAD & NOV. CO., 207 5th Ave., New York, N. Y.

**DOUBLE ACTION PLUNGER PENS**

\$18.00 GROSS, PEARL  
Finest Low-Priced Pen on the Market—Quality and Appearance.  
A Assorted Selection, Postpaid 50¢.  
ASS'Y PEN, Mfg., 187 Lafayette, N. Y. C.

**SELL ACE BLADES**  
Quality blades at lowest factory prices. Write for complete catalog of every type Fountain Pen and Pencil. PRICES NOW LOWER THAN EVER BEFORE. The season is starting now with a BANG with WALTHAM PENS, so on started now with the new line in quality pens—NEW! PUSH BUTTON PENS NOW READY. STARR PEN CO., 200 W. Adams, Dept. B-20, Chicago.

**They're Here! . . . WALTHAM PENS**  
The Greatest and Fastest Selling Name in Fountain Pen History!  
Write today for completely illustrated catalog of every type Fountain Pen and Pencil. PRICES NOW LOWER THAN EVER BEFORE. The season is starting now with a BANG with WALTHAM PENS, so on started now with the new line in quality pens—NEW! PUSH BUTTON PENS NOW READY. STARR PEN CO., 200 W. Adams, Dept. B-20, Chicago.

**BIG PROFITS**  
Own Your Own Social Security Plates. Quality Stamping Key Checks, Social Security Plates. Free Catalog. 25¢. Sample with Name and Address. Write: HART MFG. CO., Brooklyn, N. Y.

**ORIGINAL SLIP-NOT-TIES**  
New FALL Line. \$2.50 Doz. REAL DOZ. SELLERS. Repeaters. Send for Sample Dozen and 24 carded. Free Catalog.  
GILT-EDGE MFG. CO., Patented, 19 N. 19th St., Phila., Pa.

**SOCIAL SECURITY**  
Start in business for yourself. Stamp names and numbers on Social Security plates. Key checks. 200% profit. Free little or \$6.00 we will give you a stamping outfit, consisting of a complete set of stamping alphabet and numbers and casing and 50 forms and 50 checks all for \$1.00. When you need more we will sell you 100 extra for \$2.50 and 1000 extra for \$1.00. A small deposit is required on C. O. D. orders.  
**RELIABLE SALES CO.**  
Dept. BW, 1133 Broadway, New York City

**FELT RUGS**  
Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.35 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).  
**AMERICAN RUG CO.**  
11 LEWIS ST., NEW YORK CITY.

## Next Issue LIST NUMBER

Will Feature the Following Lists:  
FAIRS  
COMING EVENTS  
CONVENTIONS  
DOG SHOWS  
FRONTIER CONTESTS

Order a copy from your newsdealer NOW or mail 15¢ in postage or cash to

**The Billboard**  
Circulation Dept.,  
25 Opera Place  
Cincinnati, Ohio

that stops the crowd. That's the idea of Akron Frank. From the gay array of merchandise arranged on the ground to the balloons topping his display high up on a street pole, he usually starts catching the eyes of motorists when they are passing down the street. "Gives 'em a chance to make up their minds to stop—before they've passed," says Frank."

MR. AND MRS. V. A. STEWART... following a successful season with the foot-long hot dogs in Indiana territory, and Chancery Couriers when they are taken to good takes in the same territory, rambled into Cincinnati last week and took enough time off for a visit to the Pipes desk. Charley revealed that he had just recovered from an attack of the flu, all plan to head for Fort Wayne, Ind., to work their respective items.

THINGS WE NEVER HEAR: "Some of the merchants in this town who have so much to say against street salesmen are so wobbly in their own business life that a groseep in each coat pocket wouldn't cause them to walk straight."—Mayor

YOU CAN easily tell if you're a success by consulting the season's records.

YOUR ORDER isn't the only one to be filed. If you want your stock on time order it early.

HAVEN'T HEARD from the Good Barnum lately. What's doin', Ricton?

WELPIS... leather and cowboy novelties should find a lucrative market at the Madison Square Garden Rodeo, New York, and those to follow in Chicago Stadium and Boston Garden.

WHOLESALE CATALOG 4,000 BARGAINS FOR SALESMEN & DISTRIBUTORS. It has 260 pages, check-full of unusual values. It contains selling plans, stimulation, tips & e d... SPORS CO., 10-39 Superior St., La Center, Md.

MAKE OVER 500% PROFIT. SOCIAL SECURITY PLATES. This plate 3-1/4", \$2.50 per 100 Single Cases... CHAS. UFFERT CO., 19 East 17th St., NEW YORK

XTRA MONEY Special Value 21 Xmas Card and Folder Assortment, handsomely bound. Evr. with each card... H. SPARBER & CO., 108 North 7th St., St. Louis, Mo.

ELGIN & WALTHAM—Second-Hand Watches at Low... DIAMOND Mountings as Low as... H. SPARBER & CO., 108 North 7th St., St. Louis, Mo.

Key Check Stamping Outfits Emblem Key Checks, Key Rings, Key Chains... SOCIAL SECURITY PLATE KEMP NEW YORK CITY

YOU CAN MAKE BIG PROFITS WITH HOOPER UNIFORMS! Hooper Uniforms Co., 281 West 7th St., Dept. J-15-A, New York

Pitchdom Five Years Ago

Happy Bill Maxwell and wife were working to lucrative results with the Connie & Dolly med show in Alabama. Among the boys working the Dairy Show, Waterloo, Ia., to exceptional business were Tom Kennedy, Art Cox, James E. Miller and Gene Golin... DUKE WILSON... brother of Big Al Ross, has given up the game and is studying law in Chicago... MARGE SAUNDERS... is reported working clubs in Chicago as a singer... EDDIE McDONALD... is selling real estate in the Windy City... HARRY BIRCH... is working on a new bar job in Chicago, infoca Big Al Ross.

GETTING READY for the holiday business, boys and girls?

LEONARD ROSEN and Joe Morris worked jam pitch at the Virginia State Fair, Richmond, Wc would like to see a pipe from Morris Kahntroff... OLD BILL ELLIS... son exponent of the tripos and keister fraternity, breezed into Cincinnati from Indianapolis last week and took enough time off from his activities to pay the pipes desk a visit... MORRIS COHEN... in the Petersburg, Va., Fair was big this year... DOC F. L. HERBENE'S... combined med and vaudeville show has been enlarged to six people and is playing in Southwestern Missouri to good returns... PITCHMEN'S SAYINGS: "Did you ever see a horse walk down the street with a pork chop in its mouth?"—Tommy Hoy... ART NELSON... in reported Cleveland arranging a tour of Midwestern cities... TEX BILLY SHAW... pencils from Knoxville, Tenn., that he's headed for Wash. D. C. the coal-miner country in Kentucky, West Virginia and Virginia is not much this season because of strikes," he writes. "We are doing enough and are going to Alabama and Georgia for the winter," he adds.

BIG AL ROSS... airmails out from Chicago: "I am still doing advertising for Food Mart Restaurants. Pitch boys flock in here and leave the next day. Things are not so good in the Loop for any of us. My wife, Carmelita, is at her folks' home in Cleveland, and is not well. Van Red Feather, pipe in."

BOB ROCHE... veteran card worker, is in Chicago and reported doing well. Roche's mother died recently.

DUKE WILSON... brother of Big Al Ross, has given up the game and is studying law in Chicago.

MARGE SAUNDERS... is reported working clubs in Chicago as a singer.

EDDIE McDONALD... is selling real estate in the Windy City.

HARRY BIRCH... is working on a new bar job in Chicago, infoca Big Al Ross.

Events for 2 Weeks

- October 16-21. CALIF.—Los Angeles, Auto Show, 14-21. COLO.—Center, Valley Potato Show & Fair, 19-21. ILL.—Crawfiev, Celebration, 16-21. ILL.—Bloomington, Corn Belt Expo, 16-21. KAN.—Wellington, Merchants' Trade Show, 19-21. KY.—Cynthiana, Harrison County Tobacco Festival, 17-21. MASS.—Pittsfield, Frank Wirth Circus, 16-21. MICH.—Big Rapids, Home-Congress, 20-21. N. J.—Trenton, Home-Congress, 17-21. N. Y.—New York, Fall Festival & Corn Show, 17-21. N. Y.—New York, Fall Festival & Corn Show, 15-21. N. Y.—Rochester, Auto Show, 14-21. N. Y.—Rochester, Fall Festival & Corn Show, 18-21. O.—Yankton, Pioneer Day, 21. TEX.—Jasper, Celebration, 17-21. CAN.—Toronto, Oct. Motor Show, 14-21. October 22-28. CALIF.—San Francisco, Annual Portola Festival, 21-29. CONN.—Norwich, Frank Wirth Circus, 23-28. D. C.—Washington, Auto Show, 21-28. MD.—Baltimore, Auto Show, 21-29. MICH.—Detroit, Auto Show, 21-28. MO.—Iron Mountain, Potato Show, 24-25. MO.—Fayette, Fall Festival, 21-28. MONT.—Billings, Junior Fair Stock Show, 23-25. NEB.—Allamore, Fall Festival, 23. N. J.—Newark, Auto Show, 21-27. Nfld.—Plainsfield, Fall Festival & Halloween Celebrations, 23-28. O.—Ligon, Fall Festival, 23-25. PA.—Philadelphia, Auto Show, 26-Nov. 1. PHILA.—Auto Show, 21-29. TENN.—Carthage, Middle Tenn. Tobacco Festival, 23. TEX.—Amarillo, Yamboree, 26-28. Robstown, King Cotton Festival, 25-28. WIS.—Milwaukee, Auto Show, 21-28. WIS.—Univ. of Wis. Jr. Live-Stock Expo, 23-26. CAN.—Toronto, Cent. Hamid-Morton Shrine Circus, 23-28.

Lewiston Tour Is Success

SUMNER, S. C., Oct. 14.—Harry Lewiston, owner of Lewiston Enterprises with Ideal Exposition Shows, which played Sumter County Fair here on October 10-13, said the season has been successful and, with only two weeks to go, expects the tour to wind up on the profitable side. Line-up is virtually the same as that which opened this summer. Personnel is planning a party honoring Ell Lewiston in celebration of her second birthday anniversary. Madame Johanna led here for a visit with her husband, who will play York (S. C.) Colored Fair.

Loos Gets Texas Dates

BROWNVILLE, Tex., Oct. 14.—J. George Loos, owner of Greater United Shows, said the season has been successful and has been signed to present the midway at the 1940 Charro Days Celebration here and the annual Washington Birthday Celebration in Laredo, Tex.

LOUISVILLE, Oct. 14.—Suit of Lottie Mayer against E. Lawrence Phillips, Hedy Jovan and Harry and Bench Bentum came up for hearing in Chancery Branch, second division, Jefferson County Circuit Court here on October 9 before Judge Gregory and further time was granted for the taking of depositions, this procedure is said to be going on at many points in the United States. No time was set for trial. Booth & Conner, attorneys for Lottie Mayer, attached the exposition at Kentucky State Fair and a bond for \$6,000 was given to satisfy the attachment before moving the show.

NEW! HOT! It's a Record Breaker. Fastest Deal in History. Home Permanent Wave Selling Like Wild Fire. No Machine—No Electric. Daily Sales 10 to 20 Cross. Operators Only. SINDERELLA HOME WAVE Promote Drug Stores Promote Dept. Stores Retail at 59c WAVE DEAL Package containing 50 curlers, 50 tin foil, hair wave cream, 50 sample order, \$2.50 per Dozen. Wholesale only. DON'T WAIT. SEND MONEY ORDER NOW. Add 35c for Parcel Post. Free Newspaper Mats Furnished THE SINDERELLA CO. 1162 Broad St., Augusta, Ga.

LOOK! YELLOW TOP ELGIN & WALTHAM Rebuilt 50 7/8 Wrist Watches \$2.95 15 J. \$3.95 4 J3 Deposit. Bal. C. O. D. AMES-BARRY CO. 59 E. Madison, Chicago. Ask for Catalog

1939 FOOTBALL PRICE LIST NOW READY Send for Your FREE Copy Today Lowest Prices Send for our Free Regular Catalog of Items for Fairs, Carnivals and Celebrations. EPSTEIN NOVELTY CO., Inc. 116 Park Row, New York City.

PITCHMEN! AGENTS! Cash in on This Real MONEY-MAKER "The 4-Pig Puzzle" Brings You \$25 Daily Weekly! Over \$200,000 Already Sold in N. Y. C. Alone in One Week! OUR LOW \$1.50 PER 1000 PRICE ONLY! TAKES IN \$50 PER 1000 Send for FREE SAMPLE NOW! Jobbers—Write for Quantity Prices! Gross Products, 69 W. 23rd St., N. Y.

Your Wife on only get so mod... you're not doing a little longer? Sell your hair curlers, hair wave cream, and tin foil. Send for FREE SAMPLE NOW! GEM, 4327 B-12 Harrison St., Chicago, Ill.

NOTE, MED. MEN! Am your legal, safe under new drug law? If in doubt let's see them—we'll help you. Write GENERAL PRODUCTS LABORATORIES, Reliable Manufacturing Plant, 137 E. Spring St., Columbus, Ohio.



Leonard Traube

**NAAPPB—Section 2**

ALTHOUGH the subject clearly calls for an official discussion marked by candor and realism, the powers that be in the National Association of Amusement Parks, Pools and Beaches do not choose to admit that there is ineptitude in staging its annual convention in New York this year. To level some of the factors involved down to the simple essentials, it is necessary to note and repeat that the NAAPPB comes back to New York scenery during the week of December 4. The last New York parley of the association was held in 1932 as an experiment away from the traditional convention site, Chicago. New York was finally approved seven years ago, also, after presumed pressure from Easterners, several of them in the manufacturer-caterer ranks. The result was a dismal fiasco and everyone acknowledged this to be a fact.

When the International Association of Fairs and Expositions set its meeting in Toronto under its system of convening in a Canadian city every fifth year and made up its mind to precede the NAAPPB, it was bad enough, because the ideal convention must and therefore should include all interdependent and mutually friendly outdoor amusement bodies gathered under one roof simultaneously. Just who snubbed whom is not particularly important. The point is that there must be less business and less negotiating when the all-under-one-roof policy is disturbed and rescinded.

With the Dominion of Canada legally at war as a belligerent on the side of the mother country, the IAFE decided to shift its huddle back to Chicago, and its dates, December 5 and 6, fall smack into the park parley's week. The allegation made in some quarters that the fair organization deliberately chose dates in conflict to injure the park body's attendance will not bear up as sound logic under scrutiny. It is the IAFE's contention that, since Chicago is back on the books after all, it would be absurd not to select dates which coincide with that of the Windy City's International Live Stock Show, a most compelling exposition which the majority of IAFE members consider vital to their advancement, and this is by way of killing two birds with one stone. One would think that a compelling exposition such as the New York World's Fair would also be considered vital to the advancement of NAAPPB members and their professional interests. It just happens to fall more than a month after the close of the Flushing glitter. It just doesn't add up mathematically or otherwise.

Unofficial cognizance was taken of this column's viewpoint an expressed last week. Ordinarily, but for a false notice-taker's points would be spread upon

this corner's record and mulled over for, against and par for the course because, official or unofficial, the matter of meeting place is exceedingly important. However, "unofficial" cognizance is weighted with weaknesses, and in this particular instance, must be set down as strange, since sincerity must come backed by some semblance of officiality. The NAAPPB should meet with candor and sincerity with sincerity. It owes that much to the business, to its membership, to the affiliated American Recreational Equipment Association, which is entitled to exercise more influence in the matter, and to the potentialities of its structure, which are virtually unlimited in scope. We trust the unofficial spokesman will forgive us if we do not take official cognizance of his remarks, which were sincere, frank and expressed by a splendid character in the amusement park business.

Let it not be said that this column and the viewpoint it represents think that there could be any possible shift away from New York this year. Let it be said, however, that there is the matter of future years and that outdoor bodies should commit themselves immediately to a policy of meeting at the same time and at the same place. This could become an accepted attitude, an official complexion by legislative action eventuating from missionary work performed by a committee in which all associations would be represented.

Incidentally, Frank B. Joering, The Billboard's St. Louis chief, throws a bouquet our way "for telling the park men point blank that they are all wrong in holding their convention apart from the IAFE. Perhaps this will cause them to see the light and I would like nothing better than to see them change their dates for this year's meeting." This is optimistic, but it denotes a trend.

From William Judkins Hewitt in Norfolk, Va., comes the following: "For the amusement park convention will not be so hot because the buyers from the carnival field will not be there to spur the sale of amusement devices. It is my opinion that the carnival and fair men should meet in St. Louis. It is nearer the center of the country than Chicago and is otherwise favorable." The prosecution rests.

**Hartmann's Broadcast**

IF YOU are one of those thousands of showfolk who use The Billboard, or the clubs to which they belong, as their "permanent" address, then this applies to you.

The Billboard and the various clubs want you to continue that practice, but it is your duty to see that they are kept informed of your whereabouts for the purpose of forwarding mail which they receive for you, or probably for other important reasons, which are too numerous to mention here.

As one secretary of an outdoor showmen's organization sums up this question of forwarding of mail: "I've had some previous secretarial experience but never in my whole life has there been a problem of this magnitude to tackle. When the real horror of the set-up became apparent I began to feel sorry for myself, but as time goes on this feel-

ing is extended to other long-suffering secretaries of showmen's associations. I realize that I'm not singing a solo."

The exigencies of wild-cattling a troupe are frequently a barrier to supplying routes, but even at that The Billboard or the club has two or three days a week the problem would be nicely cleared. If it is desired that the route be treated confidentially, the request will be respected, which is fair enough, isn't it?

We're hoping this matter of furnishing forwarding addresses will be given better attention hereafter.

THE writer of an editorial headed "Obituaries of Fairs Premature, This Year's Attendance Records Show," which appeared in The Houston (Tex.) Post of October 9, evidenced therein that he is familiar with the fair situation not only in Texas but the country, and that he also knows the value of fairs.

"In this day and age of gnashing of teeth and snarling of war declaimers and the editorial rindles of Washington, said Francis F. Healy (now back in Houston and working after a fairly successful outdoor season), who sent us a clipping of the editorial, "I thought it was refreshing to see the editorial." It was refreshing to us, too, and we take pleasure in reprinting it for the benefit of our readers. It reads:

"Cynics have doomed the fair to early extinction as an antiquity, but evidently few people who attend fairs have heard about that as they attend. It is estimated that about 50,000,000 Americans will attend 2,000 or more State and county fairs this year. And not only one world's fair but two are proclaiming their wonders on October 9, the day of the continent.

"The state fair at Dallas opened Saturday, with the usual promise of being bigger and better than ever.

"It will be a sad day for America if the fair ever dies, for it is one of the most wholesome institutions in American life.

"At the fair neighbor meets neighbor, and they renew acquaintance and learn what each other has been doing. There the cares of workday life are laid aside and the heart wakens in a happy vortex of carnival glamour and clamor. The fair exposition is the only kind of show at which any individual can exhibit his own handiwork, the products of his soil or his skill. There he can vie with his fellow men in games and contests of passage, as well as commercial competition. Men interested in such expositions seldom fail to gain therefrom ideas which enable them to improve their own ways of living and working; ideas which in some instances have led to momentous inventions.

"It is fair time again in Texas, throughout the fall counties of the State will be holding their festive expositions and carnivals, celebrating, as was done at the first fairs in history, the completion of the harvest. Look in on your county fair, or convenient neighboring fair. You will enjoy it and probably learn something, and it will be good for your soul.

"A tour of the State fair grounds at Dallas is an opportunity to get an education on the resources of Texas."

There is only one point on which we beg to differ with the writer of the editorial and that is the number of Americans who attend fairs. Our estimate places the attendance at fairs in the United States and Canada at 48,000,000 and a number of fairs held in both countries at 3,000.

**Notes From the Crossroads**

By NAT GREEN

WHILE it is unfortunate that the International Association of Fairs and Expositions convention will be in session in Chicago at the same time the National Association of Amusement Parks, Pools and Beaches is meeting in New York, the conflict of dates is not expected to lessen attendance at the Chicago meetings to any great extent. The fair men come to Chicago not only for the IAFE meeting but also for the International Live-Stock Show. Carnival and concession men, being primarily interested in fairs, will go to the fair men go. So it looks as if the usual large crowd will through the Hotel Sherman the week of December 3. The Showmen's League Banquet and Ball has been set a day earlier than usual, falling on

Tuesday night, December 5. This was made necessary because the grand ballroom will not be available on Wednesday, notification of the change of place of the IAFE meeting having been received too late for the hotel to hold the room. In another week or so committee men will have been appointed and the league will be on its way to another of its brilliant affairs.

Maxie Herman, just back from his summer season, is off for Miami, where he again will spend the winter season at the West End Hotel, 1000 Biscayne Blvd. Hatch, pioneer carnival and show business man, in from the East for a 10-day stay in the Windy City. . . . Congratulations to Bert and Agnes Doss, former well-known circus aerialists, on the arrival of a daughter, Jeanice Doss, on October 9. Mother and daughter will reside at St. Joseph Hospital, Bloomington, Ill. but soon will be back at Circus Park.

Walter Riddle, hotel manager, well known among outdoor showfolks, is now managing the Whitecap Towers in Chicago. . . . Irish Horan took advantage of a two-week layoff of one of the Jimmie Lynch thrill day units to spend a little time in Chi. He will rejoin the unit at Shreveport. . . . Sorry we missed our old friend, Tex Cooper, who stopped to say hello while passing thru town with Cal Zack Miller on the way to New York. . . . Dee Aldrich, slide-show man, off to the big city to cry with the rest of the boys. . . . Friends of Edward A. Johnson, story man with Parker & Waller Circus, will be sorry to learn of the passing of his wife. . . . K. E. Simmons, of Crawfordville, Ind., writes: "I heard you tonight on the Quick Silver program on WABC. You sure got a plug for The Billboard." It was an opportunity, Dee Simmons, and we grabbed it! . . . In his spare time before the Stadium rodeo opened Buck Jones spent several hours a day teaching Doris Dudley, of My Dear Children, a practical art well deserving to know plenty about cattle by the time she acquires a ranch.

Friends of Dan DeBough visiting his new suite of offices in the Hotel Sherman last week found his desk banked with flowers from well-wishers. The occasion was Dan's elevation to the post of grand master of the Grand Lodge of Illinois Masons, a post he well deserves for his long and conscientious work in the order. With all the high honor conferred upon him, he's still the same unassuming Dan of old.

**WANTED**

For balance of season: Chairplane, Octopus and Rolloplane, few more Stock Concessions.

**Southern States Shows**

Nashville, Ga., Fair, This Week.

**WANT MILLER'S WORLD'S FAIR TRAVELING MUSEUM**

10TH SEASON. NOTHING BUT THE BEST! Want high class, Franks, Acts that are outstanding. Want a good Music Act, more but the hit song. Big Experienced Museum Program Agent. One that is sober, capable producing. Note! All people formerly with us, write. Show open Nov. 9th. All address MORRIS MILLER, Newport News, Va.

**Golden States Shows**

Want Corn Came to join Monday in Columbia, Miss. Also other Legitimate Concessions. Want sober, reliable Ride Help. Long season. Address Fayette, Miss, this week; then Columbia.

**FOR SALE-TILT-A-WHIRL**

In good condition. Must sell, as lease expires. Price \$1,500.00. Terms to responsible parties. JOHN GALLAGAN

Box 1270, KNOXVILLE, TENN.

**WANTED CIRCUS ACTS**

At once. Must do two or more acts, suitable platform work. Act in Y. preferred. Battle Whelan, manager. Send pictures and details quick. All winter offers. C. A. S. ATTRACTION, Big Spring, Tex. General Delivery.

**WANT WANT WANT**  
**CLIO FAIR AND RACES**  
 CLIO, S. C., OCTOBER 23, 24, 25, 26, 27, 28—DAY AND NIGHT.  
 New \$30,000 Fair Ground. Want Octopus, Roll-o-Plane, Rodeo, Feature Show. Concessions all open except Bingo and Photos.  
 Wire TOM AITON, Clio, or SILVER JACKSON, Down East Attractions, York, S. C., This Week.

**WANT WANT WANT**  
**SUMTER COUNTY FAIR & RODEO, BUSHNELL, FLORIDA**  
 6-DAYS—6 NOV. 6 TO 11. 8-NIGHTS—8  
 Second annual event, biggest celebration in Florida, over \$10,000 worth of advanced tickets sold. Grandstand, 1000 seats. Admission free. Act every night.  
 CONCESSIONS that work for stock and net over 100 all open. Cookhouse, Eating Stand, Grob Jobs, Fruit Stand, Fish Pond, Photo Booth, Amusement, etc.  
 CONVENIENT SHOWS with own outfit. Concessions for 10 Winter Fairs in Florida. Will book Nov. 5 or 12 Fairs. Write to deal with me. 15 at Bushnell and Winter Fairs. Must have transportation and no time. Billy Morgan, wire. Will place Chairman for Bushnell, Fla. BUSHNELL in no way conflicts with our annual celebration. Will place free more Concessions for Milton, Fla., week Oct. 30; also De Funiak Springs, Fla., week Nov. 9. Winter Fairs in Florida.  
**CRESCENT AMUSEMENT CO.**  
 Merton, Ga., week Oct. 19; Gibson, Ga., week Oct. 23; Milton, Fla., week Oct. 30. FAIR SECRETARIES in Florida. Investigate before you contract anyone. (P.B.—Ernie Woodward, wire.)



**SLA AS A**  
(Continued on page 39)

most beautiful final resting place in the world, speaks eloquently for the foresight of the league's founders. The memorial service held yearly by the league attracts hundreds of showmen, high and low, because of its beautiful simplicity and deep feeling, for all who have attended these services return to them each year, knowing that after they have witnessed them the boys' business showman and showman is drawn closer.

In a mercenary world the work of the league stands out like a bright beacon in a fog. The league considers that all men are brothers and that we are one another's keepers. We need not dwell upon the acts and doings of the league year after year. The league at present, in addition to its other works, has a great and mighty object to which to look forward. Its latest project, building of a home to provide a peaceful old age in place of destitution for aged indigent other showmen who have met misfortune or who have fallen on evil days by reason of advanced age or illness or for some other cause, is shaping into a reality by leaps and bounds. Never has more interest been shown in a similar project. The league is desirous of carrying its aims to a conclusion and to that end all men in the outdoor show business should belong to the league and participate in its activities.

**"Operating as Usual"**

True it is that its members are scattered far and wide over the continent. The league is nothing more nor less than a partnership of which each member is a partner, held together by a single common interest, their interest in the outdoor show business. In one respect it is like a business where one or more partners leave the city and travel, but the interest in the business is at home will carry out their duties and obligations to those that are not present, and at the same time the members of that partnership know that when they return, the business will still be there operating as usual as a place where members of the same profession or in the same business can congregate, discuss mutual problems, enjoy the quiet hospitality of the league's clubrooms and the camaraderie of the showmen, a member that he will not be forgotten, but will feel the gentle force of the league's helping hand. All members of the league carry application forms with them and they will be happy to accept applications.

**12,000 CROWD**

(Continued on page 3)

Ray and Maudie have rope-spinning down to a science and they gave a smooth and finished exhibition that stamped them as tops in their field. Dr. Herman Ostermaler put his beautiful white horse, Decho, on a routine of drills and tricks that brought repeated applause, and in an earlier frame he and his son Albert, riding Brown Beauty and Pinto, showed the customers what the well-trained high-school horse can do. Buff Brady Jr. and Georgia Sweet showed the folks some nifty trick riding. A pleasing exhibition was given, too, by the Champion Juveniles, a group of youngsters ranging in age from 8 to 14 years. Buck Jones and his horse Decho did comparatively little to do on the opening night, but their appearance in the arena was the signal for prolonged applause.

**New Feature**

An innovation this year is the Musical Chairs. Half a dozen beer kegs are placed at intervals around the arena with a mounted cowboy alongside each keg. At a signal from Buck Jones and with the organ playing, Roll Over the Barrel, the cowboys ride around the arena until a second signal sends them scurrying for kegs on the kegs. There is one extra cowboy and the one who falls to get a seat is forced to be eliminated. One keg is then thrown out of the line-up and the seating performance is repeated until all but two are eliminated. Winner is determined by the two remaining cowboys being the length of the arena on their horses, dismounting and tying the steeds and running back to the other end of the arena.

George Tyler and Carl Strong do excellent jobs as clowns, getting special amusement for the stunts with their music. A chartist race between two teams is the finale of the show. The night music was furnished entirely by the organ, there having been some hitch with the musicians' union, as there was at the win-

ter circus. A pick-up band was on hand and sat thru the show.

Contests this year include bareback bronk riding with sureline, calf roping, saddle bronk riding, steer wrestling, wild cow milking and steer riding.

There was a weight champion, introduced at intermission, was given an ovation when he rode around the arena wearing a big hat.

**RECREATIONAL**

(Continued on page 37)

surely you cannot be as efficient next year without this accumulated experience of men who have been doing things. If you have been slipping anywhere along the line you can learn of the new remedies successfully applied elsewhere. The quiz does not ask for theories or dreams but only tested methods and procedure. Who to do with dancing or how to do without it is sure to provoke a lively discussion. Stunts, fireworks, free acts, big prizes weekly and special days are some of the subjects on which some pointed questions are going to be asked. "Piffing in the Parks" has never yet had a thoro airing in an open meeting. Stop leaks and save your taxes should jolt a lot of people out of smug complacency. Banks, big hotels and railroads have their secret intelligence workers. Why should an industry as large as ours be so blind to its best interests? Better ask someone who knows whereof he speaks.

**Sympathy for Stone**

David Stone, owner of Paragon Park, Boston, suffered a physical collapse last August and had just started to get back to work when he had to undergo a mastoid operation from which he is now on the road to recovery. Two major blows in one summer is more than any one man's share. He has the sympathy of our large fraternity and all hoped for his recovery at our December meeting in New York City.

At this writing the New York World's Fair has just scored its third best day of the year. That reduction in the main gate is the answer. Let us all hope for favorable weather. The boys on the meadow could use to advantage a few more ducats. Some empty spaces over there mean shattered dreams and blighted ambitions. Needless to say these spaces will be available for 1940.

Our friend Julian M. Bamberger, of Lagoon, Salt Lake City, is one of the commissioners for the Utah Exhibit. He positively states that Utah will not remain with its State exhibit unless there is no rent for 1940. There is money enough left of the appropriation to run the exhibit but none for rent and the Legislature of his State does not meet again until 1941. Excessive installation costs absorbed so much more money than was contemplated they have themselves unable to pay any rent for 1940. Other States find themselves similarly situated and will not show next year unless freed of rent.

**TRADE SHOW**

(Continued on page 37)

Portland, Ore., chairman of the pool section of the program, have been scenes of exceptional activity for many weeks in preparation for the annual powwow, and under the leadership of the new president, Arnold B. Gurtler, Elitch Gardens, Denver, some innovations are expected.

Associated with Harry Batt on the program committee are Edna E. Sobel, secretary, Paul H. Huedepohl, A. B. Hodge and A. B. McSwain, who have adopted the shorter program sessions inaugurated by Herbert F. O'Malley last year which met with universal approval. The program, however, will be snappy and full of vital topics which no progressive park or pool man can afford to miss, they say.

**Message From Alexander**

Special emphasis is being laid on entertainment. There will be a period for refreshment and relaxation from 5 to 7 p.m. daily in the special clubrooms reserved for the popular Entertainment House Club which have been set aside for the exclusive use of the association during the convention. There will also be refreshments and special entertainment in these clubrooms nightly, commencing at 10 o'clock. This feature was inaugurated in 1937 and met with such success that the entertainment committee has been instructed to elaborate upon the plan and to see to it that everyone attending the convention enjoys these facilities. Secretary Hodge reports that never has he seen so much enthusiasm previous to an annual meeting. Chairman Batt of the program committee has promised to release details regarding the program in

the near future. Chairman Alexander of the public liability insurance committee, whose committee will have an important message to deliver, may also be expected to have something important to say to the entire industry during the convention. Secretary Hodge said that manufacturers and dealers of park, pool and beach equipment who have not reserved space for the trade show are urged to do so without delay as a complete sellout of the 100 booths is assured shortly. Particulars will be given by the secretary's office here.

**RINKS**

(Continued on page 38)

Mary Dolan, tickets; Al Lyons, doorman; John Dolan and Eddie DeVine, instructors; Paul Tintite and Milburn Dixon,

skate boys; Mary Riley and Helen Loud, refreshments.

REOPENING OF Conroe Palomar Roller Rink in Hartford, Conn., on October 8 attracted a large crowd. Rink has been renovated, floor made oval and a solid safety rail erected. Skate dancing is featured. Pie-eating contest won a lot of attention. Midnight sessions will be held on Fridays. Syd Conn and Billy Rose are proprietors.

**FALLS CITY SHOWS**

West for Circus, Tenn., Openness Fair, October 23 to 26, and all winter south, Fish Pond, Long and Short Range Gallery, Cigaret, Gallery, Bar, Beer, Soda, Concessions, and any Concessions that works for stock. Can place shows, Mem Buchanan, J. P. Thompson, Hank Spelman, Boulder Andrews, get in touch with us at once, Gardis, Tenn., Fair this week.

**WANT WANT WANT**  
For the  
**GREAT PEE DEE FAIR**

Florence, S. C., Week of October 23

And Balance of Season  
**LEGITIMATE CONCESSIONS OF ALL KINDS**

**FOR SALE—FOR SALE—FOR SALE**

Owing to entirely rebuilding our shows for the season of 1940 we offer for sale the following Show Property: 1 Trip to Mars Fun House, 2 65-foot Panel Showfronts, 2 26-foot Panel Showfronts; 1 pair Nubian Lions, male and female, 2 1/2 years old; 25 Monkeys, different species; Animal Cages; 1 18-foot Office Wagon Trailer; 1 Caterpillar Ride, good condition; 1 Abco Speedway Ride, Spillman make, late model, 5 cars. The above Show Property is in first-class condition and can be seen on our midway as per route. Want to hear from Reliable Showmen and Concessionaires for the season of 1940. Address:

**MARKS SHOWS**  
ROUTE  
**JOHN H. MARKS**  
General Manager

Week of Oct. 16th, Athens, Ga.—Athens District Fair. Week of Oct. 23rd, Florence, S. C.—Pee Dee Fair. Week of Oct. 30th, Fayetteville, N. C.—Cumberland County Fair.

**Rocky Mount Fair, Rocky Mount, N. C., Week October 23**

Kinston, N. C., week October 30, with 2 more North Carolina Fairs to follow.

Can place legitimate Concessions of all kinds, also Eating and Drinking Stands. All address this week, Wilson, N. C.

**CETLIN & WILSON SHOWS**

**PLATINUM SPRINGS PARK**

ORLANDO, FLORIDA, OPENS SATURDAY, NOV. 4TH  
Park Situated on beautiful Lake. Has a year-round population of 250,000 People. Boating, Swimming, Glass Bottom Boats, Permanent Indian Village, Dancing, Mickey and the Features—Nature's Mystery, Natural Phenomenon of Tremulous Drawing Power.  
WANT: Legitimate Concessions of all kinds. Reasonable rates.  
WANT: Rides of all kinds. Good proposition to Scooter, Ride-O-Ride, Pony Arcade, Football, Glass House, Portable Roller Rink.  
WANT: Dramatic Show for all season.  
WANT: Free Acts and Funnel-Wool-people.  
OPEN ALL WINTER  
Address: E. L. WADE, Platinum Springs, Orlando, Fla.

**WANT FOR TAR RIVER COUNTY FAIR**  
FRANKLINTON, N. C., OCT. 23RD TO 25TH

Concessions of all kinds, Whens, Coupons, Grand Stoves, Dippers, Long Range or Short Range Lead Gallery, Bingo, Plantation Manly, etc. Shows with own suffix and transportation given and possession. Want General Agent for winter show. All address this week.

**Heller's Acme Shows**

SELMA, N. C.

**WANT FOR GEORGETOWN, S. C., FAIR**

Week Oct. 23rd, Mills Working Day and Night, Followed by Laurens and Anderson Fairs, Microdrome, Fun House, Monkey Show, etc. Shows not including Rides—Ride-O-Ride, Plane, any other Flip Ride. Concessions—Will sell X on Cook House, also Bar. All Concessions open. No racket. Can place Plant Show Girls and Musicians. All address

**SAM LAWRENCE SHOWS**

DILLON, S. C. THIS WEEK; GEORGETOWN, NEXT WEEK.

**ANGIER, NORTH CAROLINA**

HARNETT COUNTY FAIR, OCTOBER 23RD TO 25TH, INCLUSIVE.

Can place Legitimate Concession except Bingo. Want Eat and Drink Stands, Palmistry, Dippers. All address

**MANAGER KAUS, KAUS EXPOSITION SHOWS, INC.**

Goldboro, N. C., Fair this week; next week Angier, N. C., Fair.

**INSURANCE**

Carnivals, Parks, Concessionaires

**CLEM SCHMITZ** Radio City  
NEW YORK

ROUTES

(Continued from page 20)
Maxine Gay Clayton (State-Lake) Chi. t.
Mayer, Lottie, & Waterade (Shubert) Cincinnati. t.
Merrill & Donna (La Martinique) NYC, no.
Mentking, Ray (Walkers) Steubenville, O. no.
Meyer, Theresa (Blissack) Chi. h.
Michon, Ethel (Russian Kretschka) NYC, no.
Middleton, Pamela (Kil Kall) NYC, no.
Mills, Mary (883 Club) Chi. no.
Miller, Jackin (Clare Maxin) Bronx, N. Y. no.
Miller, Glenn, & Band (Buffalo) Buffalo, t.
Miller, Susan (Earl Carroll's) Hollywood, no.
Murray, Solange (El Chico) NYC, no.
Mursana, Carmen (Waldert-Astoria) NYC, h.
Murova, Nella (Russian Kretschka) NYC, no.
Murry, & LeMare (Colosseum) Chi. no.
Murostein, Prof. (Anselm) Harrisburg, Pa. no.
Mora, Jean (Belmont-Piana) NYC, h.
Morris, Eros. (Shubert) Cincinnati. t.
Morse, Lella (Earl Carroll's) Hollywood, no.
Moore, Jeanne (Nappo Gardens) Chi. no.
Moran & Wizer (Minicome) Minneapolis, t.
Moreno, Consuelo (Cuban Casino) NYC, no.
Morgan, Grace (Whirling Top) NYC, no.
Morgan, Russ, & Band (Paragon) NYC, t.
Morgan, Helen (Mayfair) Boston, no.
Morse, Florence (Old Shay Gardens) Pitts-
Morton, Page (Pierre) NYC, h.
Mason Trio (Tavern) Steubenville, O. no.
Murry, Dean (International Casino) NYC, no.
Murray, Jackson, Octet (Ood Heidelberg) NYC, no.
Murray, Elizabeth (Diamond Horseshoe) NYC, no.
Murry, Timmie (Nationals) Detroit, t.

N
Naughton & Margo (Grand Terrace) Chi. no.
Nelle, Lorraine, & Harry Day (Flamingo) NYC, no.
Neller, Job (Palmer House) Chi. h.
Nelson, Joan (Crystal Palace) World's Fair,
Nelson & Hart (Village Vanguard) NYC, no.
Nelson's Elephants (Pal) Cleveland, t.
Nelson & Norman (Wm. Harry Grand Haven,
Mich. h.
Nickoll, Nick (Golden Hall) NYC, t.
Nixon, Gertrude (Vocal) NYC, no.
Niessen, George (Madden Grill) Harlem, N. Y.
Niska (Earl Carroll) Hollywood, t.
Nixon, Ruth (Harry's New Yorker) Chi. no.
Noland, Nancy (Elysee) NYC, h.
Norman, Patricia (Paragon) NYC, t.
Norman, Jack (Rose Bowl) Chi. no.
Norris, Harriet (Dutch) Chi. no.
Nortons, The (Grand Terrace) Chi. no.
Nova, Yvone (Thompson's 16 Club) Chi. no.
NYTO Revue (Colosseum) Chi. no.
O'Day, Sally (Jack & Jill) Portland, Ore. no.
O'Dell, Don (Warwick) NYC, h.
Olivette, Nina & Desiri (Stevens) Chi. h.
Ondra, Andre (Jefferson St. Louis, h.
O'Prad, Fred & Co. (Broad-Mont) NYC, no.
Oxford Boys (Pal) Cleveland, t.
P
Padelon, Lily (St. Regis) NYC, h.
Page, Lella (Marie's Crisis) NYC, no.
Page, Grand (Grand Terrace) Chi. no.
Page, Deane (Gay 9's) Chi. no.
Pahl, Mervin (Cafe Savoy) NYC, no.
Palmer, Fred (Carnegie Hotel) Brooklyn,
Palermo, Bill (La Marquise) NYC, no.
Parr, Emilie (Geo. Washington) Jackson-
ville, Fla. h.
Parsons, Jay (International Casino) NYC, no.
Patricia, Yvone (Diamond Horseshoe) NYC,
Paterson, Jim (Aguacade) World's Fair, NYC.
Peabody, Eddie (Tavern) Kansas City, Mo. t.
Pedro & Luis (Paoli) Peoria, Ill. no.
Perry, Little (Little Old New York)
World's Fair, NYC.
Perkins, Johnny (Pal) Chi. t.
Perkins, Dianne (Broad-Mont) Club Chi. no.
Pfeizer, Jane (Piana) NYC, h.
Pickert, The (Orpheum) Omaha, t.
Pikovina, Jennie (Russian Kretschka) NYC, no.
Poljakova, Natalia (Russian Kretschka) NYC,
Polard, Bill (New Fulton Royal) Brooklyn,
no.
Powell, Eddie (Minnet) Chi. no.
Prentice, George (Earle) Washington, D. C. t.
Prince, Jack (Colosseum) Chi. no.
Prince Ritchie (Century) Steubenville, O. no.
Purdy, Lee (Top Hat) Union City, N. J. no.
Q
Quentmeyer, Bill (Gay Nineties) NYC, no.
R
Rane, Victoria (Old Horseshoe) NYC, no.
Ravage & Margo (883 Club) Detroit, no.
Ray, Clair, Gris (Lookout House) Covington,
Ray, Marcia (606 Club) Chi. no.
Ray, Marjha (Earle) Phila. t.
Raymond, Hal & Co. (Broad-Mont) Chi. no.
Raymond & Cavery (Palmar's) NYC, no.
Reardon, Chaper (Ambassador East) Chi. h.
Reidy, Henry (Greenwich Village Casino)
NYC, no.
Reds & Curly (Grand Terrace) Chi. no.
Reyes, Fura (Grand Terrace) NYC, no.
Reynolds, Ray (Thompson's 16 Club) Chi. no.
Rhythm Rockets, Twenty (Capitol) Washing-
Rich, Gloria (Beverly Hills) Newport, Ky. cc.
Rida, Rosita (Havana-Madrid) NYC, no.
Ridgway, Ed (Manning) NYC, no.
Robbins, Pearl (Maid Hall) NYC, t.
Roberson, Lorenza (Kil Kall) NYC, t.
Rock, Will (Palomino) Seattle 17-22; (Fox) Cen-
tralia, Wash. 23-24.
Rock, Will (Geo. Washington, D. C. t.
Rogers, Marlon (606 Club) Chi. no.
Rollins, Edmie (Lookout House) Covington,
Rooney, Pat (Roxy) NYC, t.
Rosella, Jesse (606 Club) Chi. no.
Ross, Paul (Century) NYC, h.
Ross, Frank (Club Woodland) Huntington,
W. Va. no.
Ross, Pat (Palmar's) NYC, no.
Royal Duo (Palmar's) Los Angeles, no.
Royals (The Show Boat) Columbus, O. no.
Roth & Frances, Queens of Melody (Olean
House) Olean, N. Y. h.
Rothman, Lillian (Nethers Plaza) NYC, no.
Ryan, Sue (Pal) Cleveland, t.
S
Sava, Marjha (Casino Russo) NYC, no.
Savage, Hen (Town & Country Club) Mil-
waukee, no.
Scheit, Phyllis (Diamond Horseshoe) NYC, no.
Scheit, Phyllis (Diamond Horseshoe) NYC, no.
Shofer, Bob (Saks) Detroit, no.
Shannon, Foy (Jimmy Kelly's) NYC, no.
Sharnik, Sally (Old Heidelberg) NYC, no.
Shaw, Esther (Lexington) NYC, h.
Shaw, Lester (Nappo Gardens) Chi. no.
Shaw, Madeline (Shubert) Cincinnati. t.
Sheridan, Nora (15th Ave. Bar) NYC, h.
Sherman, Ann (Strand) NYC, t.
Sherman, Lillian (Nethers Plaza) Cincin-
Shawin, Julie (Blackhawk) Chi. no.
Shirley, Ann (Roxy) NYC, h.
Sherr, Willie (Colosseum) Chi. no.
Shild, Bob, Trio (Beverly Hills) Newport, Ky.
Shilton, Ned (Wood Show) Milwaukee,
Shirer, Earl & Co. (State-Lake) Chi. t.
Shirer, Earl (Maid Hall) NYC, no.
Smith, Earle (Ambassador West) Chi. h.
Smith, Marie (Black Cat) NYC, no.
Snyder, Irene (International Casino) NYC, no.
Spencer, Florence (Golden Gate Expo.) San
Spivak, Eli (Penthouse Club) NYC, no.
Spivy (Tony's) NYC, no.
Spivak, Don (606 Club) Chi. no.
Stevens, Marjha (Wilson) Harrisburg, Pa. h.
Stewart, Bernice (St. Regis) NYC, no.
Stewart, Bill (VPW Club) McKeessport, Pa.
17-18.
Stine, Bebe (Grand Terrace) Chi. no.
Strickland, Charles (Gay Tea) NYC, no.

Stuart & Lea (Lowry) St. Paul, h.
Stuart, Jackie (Lowry) NYC, no.
Stumbo, Maxine (Black) NYC, no.
Stuy, Lyda (Paragon) NYC, t.
Sullivan, Maxine (Famous Dore) NYC, no.
Sullivan, Maxine (Famous Dore) NYC, no.
Summer, Helen (Village Gardens) Chi. no.
Sutherland, Ann (356 Club) San Francisco, no.
Suzanne, Christine (Club Greyhound)
Louisville, no.
Sweet, Ancl (International Casino) NYC, no.
T
Tait, Katherine (Booster) Brooklyn, h.
Talia (Blackhawk) Chi. no.
Tamara (Chez Paree) Chi. no.
Tammen, Don (State) NYC, t.
Tany, Jerry (Kelly's) NYC, h.
Tappa, Cesar (Havana-Madrid) NYC, no.
Tappa, George (International Casino) NYC,
Tara & Masters (International Settlement)
San Francisco, no.
Taylor & Allen (606 Club) Chi. no.
Taylor, Lou (Club Maxine) Bronx, N. Y. no.
Texas Tommy (Tavern) Kansas City, Mo. t.
Texas Rockets, Five (Carnegie Club) Cleve-
land, no.
Thompson, Dorothy & Gene (Broad-Mont)
Chicago, no.
Timberg Jr. (Herman) (Minnesota) Minne-
apolis, t.
Tinkles (Joe Coe Rouge) NYC, re.
Tobin, Al (Grand Terrace) Chi. no.
Tony & Estrita (Cuban Casino) NYC, no.
Tucker, Scotch (Walton) NYC, no.
Twardy, Ray (Aguacade) World's Fair, NYC.
U
Uncle Willie & Patsy (Pappy's 66 Club) Dela-
ware, no.
Unsworth, Misha (Russian Kretschka) NYC,
no.
V
Valdes & Peggy (Blue Meadow) Lexington,
Va. no.
Valentine, Ann (606 Club) Chi. no.
Valero, Lou (Village Barn) NYC, no.
Valley, Virginia (Grave) Chi. h.
Van Sickle, Margaret (Palmer House) Chi. h.
Vance, Valeria (Jimmy Kelly's) NYC, no.
Vandera, Charles (Billy Rose's Aquacade)
World's Fair, NYC.
Vance, Angela (Chateau Moderne) NYC, no.
Vincent, Romo (Belmont Piana) NYC, h.
W
Wahl, Walter Dore (Aguacade) World's Fair,
NYC.
Walder, Jack (Paradise) NYC, no.
Wallace, Beryl (Earl Carroll's) Hollywood, no.
Wallace, Barbara (New Fulton Royal) Brook-
lyn, no.
Walters, Gene (Jimmy Kelly's) NYC, no.
Walters, Jean (Queen Mary) NYC, no.
Waring, Fred (Geo. Chas. Billy Rose's Aquacade)
World's Fair, NYC.
Wayne, Ginger (Barney Gallant's) NYC, no.
Wayne, Iris (Golden Gate Expo.) San Fran-
cisco, no.
Wayne, Marshall (Billy Rose's Aquacade)
World's Fair, NYC.
Webster, Helen (International Settlement)
San Francisco, no.
Weisman, William (Oriental) Chi. t.
Weismuller, Johnny (Billy Rose's Aquacade)
World's Fair, NYC.
Wences (Palace Theaters) Akron & Youngs-
town, O. 20-26.
Wensch, Ray (Town & Country Club) Mil-
waukee, no.
Wenton, Ruth (Village Brewery) NYC, no.
Whelan, Maurice & Betty (Diamond) Chi. h.
White, Jack (18) NYC, no.
White, Jerry (Village Brewery) NYC, no.
White, Danny (Geo. Wash. D. C. t.
Whitehouse, Fred (Pastor's) NYC, no.
Whitman, Gus (Hoop) (Ann Millicome) Chi. no.
Wicks, Gus (Gay Nineties) NYC, no.
Wicks, Gus (18th Gay 9's) NYC, no.
Wilkins, Lucille (Grand Terrace) Chi. no.
Wilkins, Harold (Club Detroit) NYC, no.
Williams, Dolores (St. George) Brooklyn, h.
Williams, Rose (Bill's Gay 9's) NYC, no.
Williams, Hubert (Geo. Wash. D. C. t.
Williams, Frances (Billy Rose's Aquacade)
World's Fair, NYC.
Williams, Eray (Shoreham Gardens) Phils-
burgh, no.
Wills & Jeanne (Murray's) Toekhoah, N. Y.
no.
Wilson, Marie, & Co. (Pal) Cleveland, t.
Wolandi (Lawrence Hofstra) Lawrence, Mass.
Woods, Jim (Crosby State-Lake) Chi. t.
Woods, Johnny (Earl Carroll's) Hollywood, no.
Woods, Joan (606 Club) Chi. no.
Woods & Eray (Shoreham) Washington, D. C.
Woods, Ginger (Gay 9's) Chi. no.
Worthy, Mildred (Diamond Horseshoe) NYC,
no.
Y
Yger & Tanya (Earl Carroll's) Hollywood, no.
Yocum, Four (Diamond Horseshoe) NYC.
Youtin, Harry (Saks) Detroit, no.
Z
Zabus, Hazel (Silver Cloud) Chi. no.
Zabus, Hazel (Maynard) Seattle, no.
Zander, George (Village Gardens) Chi. no.
Zink, Betty (Merry-Go-Round) Dayton, O.
no.
Zita, Bernie (Club 18) NYC, no.

Baton Siera, Aerial (Colored-Fair) Atlanta,
Ga.; (Fair) Moultrie 22-23.
Flying Fishers, Aerial (Little Rock, Ark.
Lewis, Texas Jim, Cowboy (State Fair) Okla.
Lumbia, B. C. (Fair) Orangeburg 23-24.
Luna, Troupe (Fair) New Haven, Conn. t.
Reece, Eddie (Fair) Wharton, Tex.; (Fair)
Conales 24-25.
Riway, Great (Fair) Andalusia, Ala.; (Fair)
Laverne 24-25.
Unsub Trease; Wilmington, N. O.
Various Flyers (Fair) Fairview, Okla.
18-21.

DRAMATIC AND MUSICAL

(Routes are for current week when no
dates are given)
Barrymore, John; (Selwyn) Chi.
Barrymore, Ethel; (McCart) Princeton, N. J.
t.
Chatterton, Ruth; (Harris) Chi.
Colbourne & Jones; (Royal Alexandra) To-
ronto.
Coradi, Katherine; (Erlanger) Buffalo 18-21;
(Cas) Detroit 23-25.
Deort, John; (Curran) San Francisco.
Evans, Maurice; (Singer) Pittsburgh; (Hanna)
Cleveland 23-25.
Harris, Edward Everett; (Ford) Baltimore.
I Married an Angel; (Hanna) Cleveland 18-21;
(Hartman) Columbus 23-25.
Kiss of the Rose; (Theatrical) Wilbury Boston.
Leave It to Me; (Gearty) Phila.
Lunt & Fontanne; (Orpheum) Chicago City, La.
E. & M. Co.; (Fry's) St. Omaha 21.
Mamba's Daughters; (Grand O. H.) Chi.
Margin for Error; (National) Washington.
Newlyweds! (Newlyweds) New Haven, Conn. 18-
21; (Shubert) Boston 23-25.
Outward Bound; (Louise Street) Phila;
(Plymouth) Boston.
Time of Your Life; (Plymouth) Boston.
Tobacco Road (Dayton) Milwaukee.
Vocalion; (New York) (Playhouse) Wilming-
ton, Del. 20-21.
What a Life! (Municipal Aud.) Kansas City,
Mo. 18-21.
White Steed; (Cas) Detroit; (Harris) Chi.
23-25.

CIRCUS AND WILD WEST

Anderson, Bud K.; Nashville, Ark. 18; Broken
Bow, Okla. 19.
Ham and Eggs; Riverside, Calif. 17; Corona
Polack Bros.; (Shrine) Pueblo, Colo. 23-25.
Richard Bros.; Church Point, La. 17; Rayne
Rivling Bros. and Barnum & Bailey; Penna. 18;
Huntington; Ft. Atlanta, Ga. 20-21; Jack-
sonville, Fla. 23; Orlando 24; Daytona
Beach 25; W. Palm Beach 25; Miami 27-28;
Tampa 29.
Russell Bros.; McKinney, Tex. 17; Denton
18; Waxahatchie 19; Hillsboro 20; Columbia
21; Brownwood 22; Coleman 24; Brady 25;
Lampasas 26; Temple 27; Marlin 28.

CARNIVAL

(Routes are for current week when no dates
are given. In some instances possibly
mailing points are listed.)
All-American Expo.; Clarksville, Ark.; (Fair)
Danville 23-25.
Anderson-Strader; (Fair) Harper, Kan.
E. & M. Co.; (Fry's) St. Omaha 21.
Bentley's All-American; (Fair) Martinsville, Va.
Barfield's Cosmopolitan; (Fair) Eastman, Ga.
(Bair) Pough 23-25.
Barker; Inverness, Miss.
Bass & Lane; Arcola, Miss.; Anguilla 23-25.
Baytinger, Al; Charleston, S. C.
Blue Ridge; (Fair) Revereville, Miss.
Bremer's; (Fair) Fairview, Okla.
Brook's; (Fair) Lawrenceville, Va.
Buckeye State; (Fair) Batesville, Miss.
Hubbuck Ann. Co.; (Fair) Hamburg, S. G.
Fair; (Fair) 23-25.
Burdick's All-Texas; (Fair) Sinton, S. C.
Burke, Frank; Carlisle, N. M.
Burke, Harry; (Fair) Greensburg, La.; (Fair)
Independence 23-25.
Byers Bros.; Parma, Mo.
Central States; (Fair) Mocksville, N. C.;
(Fair) Greensboro, Ga. 23-25.
Cottin & Wilson; (Fair) Wilson, N. O.; (Fair)
Royal Mount 23-25.
Clark, J. J.; Am. Co. Abbeville, Ga.; Buxley
23-25.
Colley, J. J.; Anders, Okla.; Fargo 23-25.
Cotton State; Gay Springs, Ga.
Crescent Am. Co.; (Fair) Eberton, Ga.; (Fair)
Citron 23-25.

HOLLYWOOD CHOCOLATES
Double Layer Anti-Corrosive, Individually Capped, Air-Tight in Foil, Baked, Oiled, Wrapped.
Doz. \$1.20
Per Carton of 4 Doz. \$4.80
20% Deposit with Order & Send for Catalog
80 East 19th St., New York City.

SPECIAL NOTICE
—1940—
Chevrolet Trucks — Immediate Delivery
Write CHAS. T. GOSS
With STANDARD EQUIPMENT CO.
East St. Louis, Ill.

WANTED for INDOOR CIRCUS

CIRCUS ACTS that can produce two stand-
ard numbers. Winter salaries must prevail.
We to hear from all our friends.
December 2nd to 9th. Tommy White-
side, write.

MENDEZ-BLUDORIN PRODUCING CO.,
W. H. Bludorin, Manager,
Piazza Hotel, GARY, INDIANA

J. J. PAGE SHOWS WANT

For Thompson, Ga., week October 22nd, au-
thorities American Legion; followed by Graceland
Bliss District Fair, Akers, S. C. Legitimate
Concessions of all kinds. Shows are held that
don't conflict. Outings and Radio-Plans pre-
sented. Everybody address: J. J. Page,
Waynesboro, Ga., this week; Thompson, Ga.,
next week.

CAVALCADE OF WONDERS

OPENS OCT. 23
Following special exhibition, Barbara Ford,
Luzanne, Septentones, Daily Diana, Frank Zorak,
Ray Harty, Eileen, and other stars.
Shows acts of all kinds, Hillbillies, Yacht Artist,
Window Attractions, Sketch Artist. All music
specialty. Ticker Entertainment, t. Stamp.
Cook House? Yes. State lowest salary. All mail
will be answered. JACK KILLEY, Director,
week of Oct. 16. Thon Caruthersville, Mo.

SOL'S LIBERTY SHOWS

Want for Southern Dates in Georgia
Fish Food, Cigarette Gallery, Ball Games,
Maid Striker, Fitch-Till-U-Win, Bowling
Alley, Shooting Gallery, Hoop-La or any
other Legitimate Concessions. Out all win-
ter. Could use Free Act with Concessions.
No fee. No gift. Georgia Fair Secretaries,
get in touch with us. This week Kils, Ga.
STEWART WACHTER, MGR.

LEGION FESTIVAL and Halloween Celebration

PLAINFIELD, N. J., Heart of City, OCT. 23-30.
Give special Legitimate Concessions, Music, Blazes,
Sketch, Cigarette, Photo, Stamp and other
Wine JOSEPH HARLOW, 137 North Ave., Plain-
field, N. J.

BROWNIE SMITH SHOWS WANT

Concessions of all kind that work for 10 cents.
Shows with their own outfit; have several toys suitable
for Gook Show or good Girl Show. Good location
for small Concessions. Phone: Boston and other
Stock Buses. Mullins, S. C. this week. Latta,
S. C., week Oct. 23. BROWNIE SMITH.

Mighty Monarch shows

Want Acts for Side Show. Also few Legitimate
Concessions for Loris, S. C. Fair, Cheraw,
S. C., Fair this week.

OUTSTANDING COMEDY HIT

WALTER DARE WAHL
BILLY ROSE'S AQUACADE

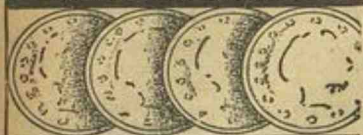
Walder, Jack (Paradise) NYC, no.
Wallace, Beryl (Earl Carroll's) Hollywood, no.
Wallace, Barbara (New Fulton Royal) Brook-
lyn, no.
Walters, Gene (Jimmy Kelly's) NYC, no.
Walters, Jean (Queen Mary) NYC, no.
Waring, Fred (Geo. Chas. Billy Rose's Aquacade)
World's Fair, NYC.
Wayne, Ginger (Barney Gallant's) NYC, no.
Wayne, Iris (Golden Gate Expo.) San Fran-
cisco, no.
Wayne, Marshall (Billy Rose's Aquacade)
World's Fair, NYC.
Webster, Helen (International Settlement)
San Francisco, no.
Weisman, William (Oriental) Chi. t.
Weismuller, Johnny (Billy Rose's Aquacade)
World's Fair, NYC.
Wences (Palace Theaters) Akron & Youngs-
town, O. 20-26.
Wensch, Ray (Town & Country Club) Mil-
waukee, no.
Wenton, Ruth (Village Brewery) NYC, no.
Whelan, Maurice & Betty (Diamond) Chi. h.
White, Jack (18) NYC, no.
White, Jerry (Village Brewery) NYC, no.
White, Danny (Geo. Wash. D. C. t.
Whitehouse, Fred (Pastor's) NYC, no.
Whitman, Gus (Hoop) (Ann Millicome) Chi. no.
Wicks, Gus (Gay Nineties) NYC, no.
Wicks, Gus (18th Gay 9's) NYC, no.
Wilkins, Lucille (Grand Terrace) Chi. no.
Wilkins, Harold (Club Detroit) NYC, no.
Williams, Dolores (St. George) Brooklyn, h.
Williams, Rose (Bill's Gay 9's) NYC, no.
Williams, Hubert (Geo. Wash. D. C. t.
Williams, Frances (Billy Rose's Aquacade)
World's Fair, NYC.
Williams, Eray (Shoreham Gardens) Phils-
burgh, no.
Wills & Jeanne (Murray's) Toekhoah, N. Y.
no.
Wilson, Marie, & Co. (Pal) Cleveland, t.
Wolandi (Lawrence Hofstra) Lawrence, Mass.
Woods, Jim (Crosby State-Lake) Chi. t.
Woods, Johnny (Earl Carroll's) Hollywood, no.
Woods, Joan (606 Club) Chi. no.
Woods & Eray (Shoreham) Washington, D. C.
Woods, Ginger (Gay 9's) Chi. no.
Worthy, Mildred (Diamond Horseshoe) NYC,
no.

GRAND-STAND AND FREE ATTRACTIONS

(Routes are for current week when no dates
are given)
Abdallah, Sam, Girls. 12; (Fair) Columbia,
S. C.; (Fair) Orangeburg 24-27.



COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## COIN-OPERATED

The world turns upon a coin-operated axis every 24 hours. Anyone can get things done by depositing the proper coin in the proper chute (slot).

If Joshua had known this, he could have had the sun to stand still by putting the right coin in the right chute. If Atlas had known it, he could have greatly lightened his load of carrying the world on his shoulder by attaching proper coin slots to the mechanism. If Archimedes had known it, he would not have had to look for such a gigantic lever by which to move the world. Copernicus could have greatly simplified his theories of the universe by simply calling it coin-operated.

All this by-play is used for the simple purpose of indicating how much attention, good and bad, the coin-operated machine industry gets in the modern world.

Statistics and figures play a big part in the modern world. The coin-operated machine industry comes in for a lot of attention by the statisticians, amateur and professional. For years it has been a habit of "inquiring reporters" to arrive at rather sensational figures about the earnings of coin-operated machines. The majority of the men who make their living in the business are always confronted with the problem of paying for the machines they have, or need, and it is no wonder they are amazed when they read in the papers about their big earnings.

The Saturday Evening Post perhaps started the statistical evidence about the coin-operated machine industry in 1929, by publishing an article under the title, "Millions in Pennies." Then in 1939, it joined the modern use of exaggerated figures by publishing another feature, "Ten Billion Nickels."

The fact is that there are no reliable figures on the average earnings of coin-operated machines. The fact is that the majority of men who own and operate machines are confronted with serious problems of making ends meet just as most other men who have a job or own a small business.

In politics, coin-operated machines get unusual attention. There are more than one governor of a State today whose chief claim to distinction at the end of his term will be that he was a crusader against coin-operated machines. The political opposition has attempted to embarrass some of the best known names in American city government today by raising the question of coin-operated machines. Attempts were even made to embarrass President Roosevelt because of his former indirect connection with coin-operated machines. Coin-operated machines have become a sort of political football to be kicked about pro and con. That is a lot of attention to pay to coin-operated machines in a great country like this.

It is a reflection on democracy and our national intelligence that a governor, or mayor of a large city, can get so much attention thru petty things, when every State, every city and the nation itself are beset by serious problems.

Newspapers pay an unusual amount of attention to coin-operated machines. Such devices as the "slot" or bell type

of machine are always food for sensational headlines. In fact, there is something romantic about the word "slot"; many people do not know the difference between the well-known bell machine and a modern merchandising machine when it comes to terminology. Fortune magazine recently referred to coin-operated phonographs as "gaudy slot machines."

For some strange reason, newspaper, racing and other sports interests have gained the idea that coin-operated machines in some way take money that would otherwise go to betting on races, sports and the like. Newspapers have a lot at stake in racing and sports, and so many newspapers become veritable crusaders against coin-operated machines.

Business competition in the modern world centers a lot of attention upon coin-operated machines. One of the most bitter fields of competition today is between the independents and the chain stores. Coin-operated machines have actually been caught in a jam between these two groups. Small, independent owners and proprietors of establishments find coin-operated machines a good source of income without making any investment in them. In some ways it appears that coin-operated machines will provide small independent establishments the only way to survive under modern competition. But very unwisely, chains pay too much attention to coin machines. Chains have actually lobbied against State legislation to license coin-operated games; chain theater systems have actually notified local theater managers to oppose coin-operated games.

Coin-operated machines become the object of acute attention in a day of unemployment. Agitators of labor are able to turn the attention of the rank and file of working people from the real cause of their trouble to such things as coin-operated machines. It would be a smart victory for the enemies of labor, if they could infuse such propaganda as to agitate labor against some small and struggling industry, while the real causes of unemployment went untouched. Sweet are the uses of propaganda and the coin-operated machine industry bears the brunt of a lot of it from many angles—political, social, economic, religious and some of it just plain, dirty propaganda.

These are ways in which too much attention is paid to the coin-operated machine industry by organizations, newspapers, politicians and agencies that have an ulterior motive. The industry is hardly that potent, that large, or of sufficient economic importance to get so much attention.

On the constructive side, modern business progress is bringing coin-operated machines forward rapidly. Civilization itself is of such a nature as to increase the uses of coin-operated machines. One of the ultimate results of civilization will be a system of uniform coinage and a universal use of coin-operated machines.

To me, the world turns upon a coin-operated axis every 24 hours. The professional operator is the man who keeps the mechanism in good shape so that it keeps turning. But there are too many people on the earth who get agitated about coin-operated machines.

**GRILLS, \$6.95**  
**DOMES, \$7.85**

28 different dome models for all music machines. State model of machine and top dimensions. 1/2 deposit, balance C. O. D.

**Economy Production Co.**  
20 Bank St., Philadelphia, Pa.

**MARY HAD A LITTLE LAMB**

Mary's lamb followed her blindly—but a smart business man looks where his business is going. Just look at the year in, year out profit record of PHOTOMATIC. Can you match it?

**INVESTIGATE**

International Microscope Reel Co., Inc.  
44-01 11th st., Long Island City, N.Y.

**GET KIRK'S GUESSER-SCALE**  
(PENNY BACK IF YOU ARE RIGHT)  
with the **WATCH YOUR HEART BEAT** feature

**GREATEST MONEY MAKER EVER BUILT**

**C.R. KIRK & CO.**  
104 W. WASHINGTON  
CHICAGO, ILLINOIS

**ALL MECHANICAL OPERATION**

**San Antonio**

SAN ANTONIO, Oct. 14.—Sam May, head of the Sam May Co. down on Main avenue, is still receiving those Mills Throne of Music phonos by the carload. May says that his sales are holding up well.

This city will have a number of coinmen visiting the January Coin Machine Show. Since the manufacturers have gotten together and there will be only one show, a number of operators and jobbers plan to attend.

C. R. Adelberg, of Stoner Corp., Aurora, Ill., was a San Antonio visitor recently. C. R. and the missus were making all the large Southwest cities in the interest of the Stoner candy-bar vender.

K. F. (Wilky) Wilkinson and his United Amusement Co. are doing an attractive selling job for Rock-Ola on its Luxury Light-Up models. Wilky's traveling showroom is making a big hit wherever it goes and operators appreciate having

**Fort Worth**

FT. WORTH, Tex., Oct. 14.—The Southwest delegation to the big Coin Machine Show which will be held at the Sherman Hotel, January 15 to 18, is already forming, with several reservations already made. The present outlook promises one of the largest Southwest crowds to attend the January show. Ft. Worth operators are planning to attend and the Southwest delegation will start its journey to Chicago January 18, traveling over the Texas & Pacific Railway and the Missouri Pacific Lines. Tom Murray, Ft. Worth, is heading the delegation along with other coinmen, and is acting as Southwest publicity manager for the January show.

Lou Le Vine, sales representative for the Continer Mfg. Corp., St. Louis, was a Ft. Worth visitor a few days ago. Lou was visiting operators and jobbers in the interest of his firm's products. He found business humming in this section.

Operating activities in this city are running along fairly well, with phonographs and venders leading the parade. Several radio rifles are doing nicely on location, especially the one spotted in the Pirates' Den on Houston street.

Harry Le Vine, sales representative for Daval Mfg. Co., Chicago, was in Ft. Worth recently. Harry stopped off in Ft. Worth to visit with operators and tell them about the money-making Daval machines. He was making an extensive swing around the country.

The Southern Sales Co., located on Jennings avenue, was the victim of an attempted robbery a few days ago. Burglars entered the firm's place of business at night by forcing their way thru a skylight on the roof of the one-story building. However, before they completed their job they were frightened away, leaving about \$2,000 worth of saleboards piled on the roof.

There has been a series of saleboard robberies staged in this town during the past few months. Twice within a week the Fortex Sales Co., located on 14th street, was broken into and boards valued at \$2,000 stolen.

C. R. Adelberg, general sales manager, Stoner Corp., Aurora, Ill., has been touring the Southwest, sounding out conditions and investigating the possibilities offered in this territory for its famous candy bar vending machine. He visited Ft. Worth for several days, being the guest of Ernest Walker of the Walker Sales Co. He was accompanied by Mrs. Adelberg.

Music operator Bob Cowan was a Dallas visitor last week. Bob is really going to town with his string of phonographs.

a showroom brought right up to their front door.

San Antonio Novelty and Amusement Co. is enjoying nice business. This firm is located on Main avenue, where it is housed in nice quarters.

Earl Reynolds, State representative for the Rudolph Wurlitzer Co., visited the offices of the Simplex Distributing Co. on Seventh street a few days ago. The San Antonio office of Simplex Distributing Co. has had heavy sales on all Wurlitzer phonograph models every month during 1939. The office looks forward to closing the next 60 days of 1939 with a high record for sales.

**HERMAN S. BUDIN**  
ANNOUNCES THE OPENING OF  
**BUDIN'S, INC.**  
174 SO. PORTLAND AVE., BROOKLYN, N. Y.  
A complete line of New and Used Equipment on hand for immediate shipment. Write us!  
**WE HAVE NO CONNECTION WHATSOEVER WITH ANY OTHER CONCERN**

**MONARCH EXCLUSIVE SCOOP!**

Bally Pacemaker . . . \$117.50	Keeney Stepper-Upper. \$74.50
Bally Grandstand . . . 94.50	Mills 1-2-3
Bally Thistle-down . . . 89.50	Factory Rebuilt—Re-
Bally Hawthorne . . . 89.50	verse Reels — Bally
Bally Sport Page . . . 59.50	Payout Unit . . . . 69.50
Western Horsehoes. . . 89.50	Mills Square Bell. . . 69.50

Bally Fairgrounds, \$24.50. Bally Fleetwood, \$24.50. Bally Stables, \$24.50.  
Bally Entry, \$24.50. Western Derby King, \$59.50.

Terms: 1/2 Deposit With Order, Balance C. O. D. Hundreds of other money-makers ready for immediate delivery. . . write for free copy of Monarch "Tipster Bulletin," just off press!

**MONARCH COIN MACHINE CO.** 1731 BELMONT AVENUE, CHICAGO, ILLINOIS

**TAKE IT FROM TAKSEN—THESE ARE BARGAIN CLOSE-OUTS**

<b>NOVELTY GAMES</b>	Penny . . . . . \$ 7.00	Rock-Ola World Series . . . \$60.00
Airport . . . . . \$37.50	Regatta . . . . . 7.00	Wurlitzer 412 . . . . \$40.00
Bank . . . . . 37.50	Review . . . . . 2.00	
Topper . . . . . 35.00	<b>FREE PLAY GAMES</b>	
Cherry . . . . . 35.00	Up & Up . . . . . \$41.00	
Gun Club . . . . . 30.00	Kenwick Club . . . . . 58.50	
Chubbie . . . . . 19.00	Spoutem . . . . . 35.00	
Phantom . . . . . 19.00	Chover . . . . . 35.00	
Speedy . . . . . 19.00	Double Feature . . . . . 27.50	
Phantom . . . . . 19.00	Major . . . . . 28.00	
Step & Go . . . . . 19.00	Chubbie . . . . . 28.00	
	Jackey Club . . . . . 28.00	
	Subbia . . . . . 22.50	

1/3 DEPOSIT, BALANCE C. O. D.  
**LEON TAKSEN** 2134 Amsterdam Ave., NEW YORK CITY  
Tel: WAdworth 7-0767. Cable Address: "LATAKE"

**BARGAINS IN RECONDITIONED EQUIPMENT**

<b>SLOT MACHINES</b>	Danzon . . . . . \$39.00	Floewood . . . . . \$21.50
Wetting (Penny) . . . \$ 9.00	Bang Tail . . . . . 39.00	Golden Wheel . . . . 14.00
Obili . . . . . 19.00	Derby Day . . . . . 21.00	Big Race . . . . . 17.00
Chubbie (Penny) . . . 9.00	Kentucky Club . . . . 58.50	Patience . . . . . 12.00
Mills War Eagle . . . 19.00	Ris (Mills) . . . . . 24.50	Hilsh . . . . . 12.00
Phantom . . . . . 19.00	Notafix . . . . . 39.00	Phantom . . . . . 12.00
Walling (Reelot) . . . 14.50	Skill Time . . . . . 34.50	Racing Form . . . . 14.00
Folding Stands . . . 1.25	Skill Field . . . . . 24.50	Flicker . . . . . 12.00
Best Brands . . . . . 4.00	Jackey Club . . . . . 28.00	Air Races . . . . . 14.00
<b>CLAW MACHINES</b>	<b>AMERICAN</b>	Brandy Brandy . . . . 14.00
Mechanition (Vanak) . 25.00	Paddie . . . . . \$19.00	Heavy Weights . . . . 14.00
Yankie . . . . . 14.00	Photo Finish . . . . . 12.00	Ball Park . . . . . 14.00
<b>CONSOLES</b>	Chrom . . . . . 12.00	Wildcat . . . . . 14.00
Therobard . . . . . \$29.00	Derby Change . . . . . 17.00	Navy . . . . . 14.00
Grand National . . . . 17.00	SAM 6 Columns . . . . . 18.00	Playway . . . . . 14.00
Fast Track . . . . . 29.00	Mills 1-2-3 . . . . . 19.00	Sportman . . . . . 14.00
Deluxe Bell . . . . . 19.50	Turf Champs . . . . . 14.50	Ten Minute . . . . . 14.00

**SOUTHERN COIN MACHINE CO.** 1901 E. Lorraine St., BALTIMORE, MD.

**\$5.00** REVIEW, REGATTA, AIR-GATTA, AIR-WAY, WAGG, WUP, JIT, TER BUG, RESERVE, TROPHY (PEACHY)—\$5

**CIGARETTE MACHINES**  
SAM 4 Column . . . . \$12.50  
SAM 6 Column . . . . 18.00  
SAM Model R, 7 Col. . . 35.00  
SAM Model R, 7 Col. . . 35.00

**FREE PLAYS**  
AVALON . . . . . \$51.00  
BUCKAROO . . . . . 57.00  
BAND . . . . . 39.00  
SPOTTEM . . . . . 37.00  
KLIK . . . . . 12.00  
TOPPER . . . . . 39.00  
ASCOT DEHAY . . . . 10.00

1/3 Deposit With Order, We Ship C.O.D., F.O.B., Newark.  
**Park Vending Co., 441 Elizabeth Ave., Newark, N. J.**

**PHONOGRAPHS BANKRUPT CLOSEOUTS**

AS BRAND NEW . . . NEVER UNPACKED . . . Late Models . . . 20 Record Selection. Beautifully Illustrated. Finest tone instrument built. Foolproof mechanically and built for YEARS OF PROFIT TAKING. For the SMART OPERATOR who recognizes the dividing line between EARNINGS and MORE PROFITS.

These Instruments LIST @ \$285.00. OUR PRICE \$185.00 CASH.

We will allow liberal advance payment. (NOTE) Mills VEST POCKET (machine for machine) against this price also. MANUFACTURER PROHIBITS USE OF NAME IN ADVERTISING THESE SPLENDID INSTRUMENTS AT THIS LOW PRICE. 1/2 DEPOSIT REQUIRED. Balance C. O. D. Will also subject to YOUR examination. ACT TODAY.

**THE BEVERATOR COMPANY, Cambridge, O.**

**Cig Tax Revenue Up**

WASHINGTON, Oct. 14.—Cigarette revenue in August reached a total of \$49,715,362.98, as compared with \$47,678,340.51 collected in that month last year, according to figures released by the Bureau of Internal Revenue, Treasury Department.

**BARGAINS FROM DAVE MARION**

2 Europa, F.P. \$42.50	3 Arrowhead, F.P. \$90.00
6 Europa, F.P. 29.50	2 Post Shot, F.P. \$55.00
10 Gipsy, F.P. 12.50	3 Zee, F.P. 17.50
3 Rita . . . . . 10.00	4 Lucky Pack . . . \$ 8.50
2 Princess . . . . . 10.00	1000 . . . . . 12.50
Mills 1-2-3, Very Latest Mod. Wm. Animal 72.50	A.B.T. Challenge, Immediate Delivery . . . 24.50
Post Banquet, 300 C. W. Checks, Lits New 22.50	

Write for Complete Bargain List.  
**MARION COMPANY** Wichita, Kansas



NO SOONER IS INK DRY on the check written by Harry Graham, general manager of the Wolfram Music & Specialty Co. Detroit, than Sam Rosenthal, Wurlitzer operator, drops in to sign an order for 200 machines. That's Sam with the pencil in his hand. Bob Blackman, Wurlitzer district manager for the Detroit area, seems pretty pleased about it, too. On the extreme right you see Jimmy Passananti, Rosenthal's associate, handing Harry Graham a check in down payment.

## THE ENTERPRISES

IT'S A CLEAN-UP!  
WE MEAN IT! THESE BAR-  
GAINS ARE BACKED BY  
THE SAME GUARANTEE  
WE MEAN ON ALL TRANS-  
ACTIONS! EVERY MACHINE LIKE  
NEW! CLEAN, READY FOR LOCA-  
TION OR YOUR MONEY BACK!

1-BALL AUTOMATIC	
5 Main-Wop	\$79.90
20 Fairgrounds	19.90
21 Turf Champ	14.00
5 Outfub Multiple Race	27.50
5 Handicapper	37.50
10 Stagger Zapper	22.50
9 Classic	14.20
3 Royal Race	10.00
4 Racing Foxes	10.00
2 Miss American Winners	12.50
5 The Winner	10.00
2 Flicker	20.00
3 Combinations	10.00
8 Golden Wheel	20.00
3 Zela	18.00
4 Cannon	12.50
3 Mills Flasher	20.00
7 1-2-3 Late Model	12.50
7 Muskash	22.50
7 Arlington	22.50
5 Photo Finish	12.50
5 Derby Champ	20.00
5 Previvors	10.00

CONSOLES	
5 Keeney's 1938 Ball Time	\$ 87.50
5 Keeney's Triple Entry	157.50
11 Keeney's 1937 Ball Time	37.50
5 Baby Ball Field	29.50
7 Jennings Multiple Race	37.50
5 Jennings Good Luck	69.50
5 Jennings Consistent With Clock	32.50
5 Keeney's Dark Horse	29.50
5 Pacer Race, Brown Cabinet	85.00
130-1 Pacer	
4 Pacer King Pin, Brown Cabinet	67.50
4 Kahlert El Dorado	69.50

FREE PLAY GAMES	
6 Spoton	\$34.50
10 Box Score	32.50
5 Liberty	39.50
13 Contest	38.50
4 Five	32.50
4 Ring	32.50
5 Hold Top	49.50

SLOT MACHINES	
14 Mills Madon Bell, 5c	\$49.50
10 Mills Chief, 5c	47.50
8 Silver Chief, 5c	22.50
10 Mills Honor, 5c	52.50
1 Mills Blue Print, 5c	42.50
5 Cherry Bell, 5c	49.50
3 Pace Royal Court Console	67.50

5-BALL NOVELTY GAMES	
7 Midway	\$29.50
11 Solo	7.50
10 Mills Honor, 5c	52.50
9 Sequence	7.50
7 Short Box	6.50
11 Back-Up Box	6.50

MUSIC BOXES	
14 Wurlitzer Model 412	\$ 49.50
29 Wurlitzer Model 518A	125.00
1/2 Doz., Bal. C. O. D., F. O. B. Baltimore.	

43 SO. LIBERTY ST., BALTIMORE, MD.

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NEXT WEEK!  
KEENEY'S  
SENSATIONAL FREE PLAY

# BIG BUCK

Overflowing Cash Box  
Will Be Your Only Worry!

CLEVELAND COIN MACHINE CO.  
CLEVELAND, OHIO

THE LAST CALL

Must have space for manufacturing our new De Luxe Slot Regulation Pool Tables, 56, 106, 206 Mill Blue Front, Waiting, Rich-Tony, Jennings, Chief, all mystery payouts, light oak cabinets, in excellent condition. Also Double Medallion Safes, all at astounding prices. Communicate!

DIXIE VENDING MACHINE COMPANY  
ANNISTON, ALABAMA.

BARGAINS BARGAINS  
Wurlitzer 016A ..... \$89.50  
Rock-Ola No. 2 Regular ..... 39.50  
Mills Super King ..... 17.50  
Mills Vest Pocket Balls ..... 32.50

BIRMINGHAM VENDING CO.  
2117 Third Ave. N., BIRMINGHAM, ALA.

Send your correspondence to advertisers by mentioning The Billboard.

## Coming Events

Indiana State Operators' Assn., Hotel Vendome, Evansville, Ind., October 29, at 2:30 p.m.  
International Assn. of Ice Cream Mfrs., 39th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.  
Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.  
Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.  
Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.  
National Tobacco Distributors' Convention, Palmer House, Chicago, January 20 to 24, 1940.  
National Apple Week, October 15 to October 21.  
Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.

## Bands Seek Ops' Co-Operation in Plugging Disks

CHICAGO, Oct. 14.—Frederick Bros. Music Corp. is laying plans for a double-header promotion that will not only boost the play of recordings made by FBMC bands in automatic phonos but will also allow the attendance of its bands on one-night stands.  
Plan calls for FBMC to supply ballroom operators with easel-back show cards plugging the coming appearances of FBMC bands at their ballrooms. In turn, the men get the phonograph ops in their territory to feature the cards atop their machines. As the card will urge customers to hear for themselves one of the latest recordings of the band in the music machine, FBMC figures ops will co-operate since, by putting in the machine a number or two made by the orchestra that is featured on the card, they will get some extra nickels from people who will want to "try out" the ark on the phono before deciding to shell out for the personal appearance date.

This stunt was originated by Larry Geer, operator of the Laramar Ballroom in Fort Dodge, Ia., to plug one-night appearance of Tiny Hill. The way ops took to the tie-up has caused FBMC to snap up the idea, it is reported.

## Hymie Budin Opens Brooklyn Offices

BROOKLYN, Oct. 14.—Herman S. Budin has opened jobbing offices at his old address, 174 South Portland avenue, under the name of Budin's, Inc. Budin was with Savoy Vending Co., Inc.

Hymie is one of the oldest column. "I am in the best of health once again," stated Budin, "and shall use every effort to serve my friends and customers as I

always have in the past. I expect to have a very important announcement to make to the trade within a short time."

## Des Moines

DES MOINES, Oct. 14.—Marble games continued to thrive on healthy business with all operators installing latest games. Gold Cup, Mr. Chips, Dave Jones, Twinkle and White Balls most popular machines now being used.

Dave Fidler, who heads the Iowa Amusement Co. journeyed to Kansas City, Mo., over the week-end. Fidler reports business showed nice upturn during September with steady increase so far during October.

Rose Bowl nitery, which now is catering to day-time luncheons, is running phonograph, entirely Hawaiian music. Going over good with day-time crowds.

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Oct. 14.—Ben Sterling of near-by Rocky Glen Park, local Wurlitzer distributor, was host to over 200 at a gathering last Sunday, with practically all the members of the Phonograph Operators' Association of Northeastern Pennsylvania at the Hotel Sterling here October 2. Sam Stern was from Rock-Ola. Frank Engel represented Seeburg and Ben Sterling represented Wurlitzer. Also present was Frank Hammond of the State operators' group.

Included in the program was a floor show featuring local talent and music by Masters' Orchestra.  
Among the guests were Connors and Darwin of the Wurlitzer organization.  
Representatives of the Rock-Ola, Seeburg and Wurlitzer machines were present at the monthly meeting of the Phonograph Operators' Association of Northeastern Pennsylvania at the Hotel Sterling here October 2. Sam Stern was from Rock-Ola. Frank Engel represented Seeburg and Ben Sterling represented Wurlitzer. Also present was Frank Hammond of the State operators' group.



AL SCHLESSINGER, OF POUGHKEEPSIE, N. Y., and Joseph Fishman and Marvin Leibowitz (left to right, respectively), owners of Interstate Coin Machine Sales Corp. The occasion was the open house held recently by Interstate in New York in the interest of Rock-Ola's Luxury Lightup phonographs.



BOOK LOVERS appreciate the convenience of Automatic Libraries in their corner drugstore. As does the girl above, they find a wide selection of 64-page digest of world-famous books by renowned authors.

## Sodatmat Markets Drink Venders

NEW YORK, Oct. 14.—Sodatmat, a firm which has been operating automatic drink vender units here for the past 12 years, has announced that it is entering the manufacturing end of the business. Concern is building a portable drink machine that is vastly different from the large machines it has been operating here. New machine will be designed along modern lines and will be smaller than its regular machines.

Julius A. Levy, formerly with Stewart-McGuire, has been appointed general manager of the firm. Further details about the new machine will be forthcoming in a short while, Levy disclosed.

## A. B. T. CHALLENGER

\$24.50  
LEGAL EVERYWHERE!  
Hottest and Biggest  
Money-Maker in history!  
10 Shots for 1c!



### FREE PLAYS

Up & Up	\$37.50	Box Champ	\$40.00
Fair	20.00	Cowboy	37.50
Triple Play	18.00	Step & Go	22.50
Rapture	20.00	Chubbie	30.00

### NOVELTIES

Airport	\$35.00	5th Ending	\$22.50
Bang	35.00	Box Score	20.00
Bubble	17.50	Majors	15.00
Obstacle	14.00	Pyramid	25.00

1/3 With Order, Balance C. O. D.

Write for Free Catalog!

MIKE MUNVES CORP.  
593 10th Ave., NEW YORK  
Cable: MUNMACHINE

### MERIT CUTS PRICES ON

Topps, Outcasts, Majors, F.P.'s	\$29.50
Rinks, Chubbie, Box Score, F.P.'s	27.50
Fairgrounds, Derby Champ, Buffalo	17.50
Billiards, Reddy, \$32.50; Greyhounds	27.50
Winning Tickets	20.00
Paces Race, Black, \$38.50; Brown	30.00

Ray's Tracks \$22.50 Illum. Wurlitzer,  
J.B.L.O. Slots 14.50 by Fac. Men. \$52.00

### MERIT MUSIC SERVICE.

622 N. Eutan Street, Baltimore, Md.

### SEIDEN NOW DELIVERING

"TEN STRIKE" by Evans  
THIS MACHINE MAY BE INSPECTED  
ON OUR FLOOR.

Chubbie, Free Play	\$ 40.00
Victory, Free Play	120.00
Majors, Free Play	45.00
Present, Free Play	64.50
SEEBURG SYMPHONICALS WITH RE- NOTE CONTROL AS WELL AS THE FAMOUS "CHICKEN SAN" MAY BE INSPECTED IN OUR SHOWROOM.	

SEIDEN DISTRIBUTING CO.

1100 Broadway, ALBANY, N. Y.

Phone 5-4133

# MUSIC MERCHANDISING

## Calcutt Finds Music Biz Good

PAYETTEVILLE, N. C., Oct. 14.—Joe Calcutt, famed as one of the world's largest coin machine distributors, reports that "Better tone is winning the best locations in Virginia, North Carolina and South Carolina for the phono ops. Mills Throne of Music sales have jumped to a new high for us since we proved to the operators that there is something about better tone quality that is appreciated by every type of location.

"Ops have been taking machines out and placing them on spots where they know that the machine would have to prove itself to get a jump in collections, and in every case the ops have been amazed at the results which they received with Mills Throne of Music.

"The result of the tests which the operators in these States have conducted is sufficient proof that good tone wins in every case. The Vending Machine Co. has been shipping Mills phonographs to ops in its territory just as fast as it received them. In fact, it reports, we are being in shipments right now and we have been trying our best to satisfy the demand."

The phonograph department heads of the firm report, "We also believe that our Calcutt's needles are greatly responsible for helping to create better tone. Our machines are placed on locations by our customers with Calcutt's needles in them and we have not yet seen across an operator who will take any other needle."

## Music Men Approve Domes

CHICAGO, Oct. 14.—Paul Gerber and Max Glass, of Gerber & Glass, report that business on their latest offering to music men has resulted in doubly increased sales during the past week. They declared, "Operators all over the country have declared the appreciativeness of our firm in offering the new 1940 domes for coin phonographs.

"They say when a phonograph is old looking it naturally doesn't have the appeal or drawing power of a bright, new, modern looking machine. So we designed our popular changeover grilles and now we have our new domes.

"Operators received these new domes with welcome arms, for it meant many new months of highly profitable phonograph operation with phonographs that otherwise were obsolete looking. Profuse praise have been forthcoming from music men all over the country and in answering it we can only say that we are happy our experience has been put to work to help other music men."



CHARLES W. HUGHES, president of the Indiana State Operators' Association, Inc., poses with Henry J. Windt (right), secretary-treasurer of the organization. "This is the first picture I've had in which I'm smiling," declares Hughes, "and that's because the association is going along so well." The association was held October 15 to an operators' gathering at which C. S. Darling, secretary of the APMA, phonograph manufacturers' association, was the chief speaker.



THE WURLITZER CABINET ASSEMBLY represents the latest developments in modern factory practice. From this point, each cabinet moves by automatic conveyors into a finishing room where finishes are applied. The perfection of finish is preserved against contamination by the "dust suction system" (see large pipe at left). Keen-eyed inspectors examine each cabinet. Thus every Wurlitzer cabinet meets the standard qualification—unexcelled perfection in finish, beauty and workmanship.

## Memphis Crusader Sees Foul Play

MEMPHIS, Oct. 14.—The Commercial Appeal, daily newspaper here that has taken an outstanding position as a crusader against modern pinball games, questions the legitimacy of the recent county-wide ban against automatic phonographs here.

It remains to be seen whether this crusading paper will bring into full public view the ulterior motives which led to the issue of a questionable legal ban against coin-operated phonographs.

The editorial (Commercial Appeal, October 13, 1939) is as follows:

"NOT LAW ENFORCEMENT. The

manner in which county officers are enforcing a ban against nickelodeons leads to suspicion that there may have been a too liberal interpretation of the State's nuisance laws under which the ban is being enforced. It is not believed that they (the nuisance laws) were ever intended to be a means whereby a legitimate business could be destroyed. If such an interpretation can be placed on them, then it is time they were amended.

"The nuisance value of a walling mechanical music device late in the night or early in the morning can be appreciated, but to say that such device cannot be operated regardless of volume or hour savors of autocratic law enforcement—or special privilege."

## What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Woodville, Miss.

To the Editor:

Harvard University has called Woodville "the most typical Southern town in the United States," and Woodville is just that. However, Woodville is like other Southern towns, we are keeping up with the times, and in that regard let me hereby pay my due respects to The Billboard's column What the Records Are Doing for Me and also Record-Buying Guide for helping us to "keep in the march."

By reading The Billboard we know what records to place on our phones. Right at the present time we have many new ones which are "going to town." Local players and visitors, many of whom pass thru here daily en route to Louisiana State University in Baton Rouge, where there are many big Saturday night football games at the present, are going for Over the Rainbow, by Glenn Miller and Bob Crosby; An Apple for the Teacher, by the cap and only Bing Crosby. Others which get nickels galore

for us are Day In, Day Out, by Artie Shaw and Kay Kyser; Horace Heidt's The Men With the Mandolin, and a newcomer to the phono racks, Blue Orchids, another of Hoagy Carmichael's fine tunes as played best by Glenn Miller and Tommy Dorsey. While the Beer Barrel Polka still does all right, it is on the downgrade around here and so is Well, All Right. The Ink Spots have a newie which is okeh. Its address Unknown, and there are any number of other swell tunes which get in the coins for our locations. The reason I know these tunes are good is because the customers like them, and they are always right.

ROSSO BROTHERS,  
Woodville, Miss.

Spokane, Wash.

To the Editor:

I want to start off by saying that your Record Buying Guide has saved me lots of money and that I now rely on it exclusively in purchasing my new records. The Billboard's list of best money-makers is correct. One in this business can't go by such lists as the Hit Parade. If I buy new records before they appear in your Guide I have to wait up to six weeks before they begin making me any money.

There are certain old stand-bys that rake in the nickels week after week for me, and one has suddenly taken a new lease on life. The number is It Makes No Difference Now, by Cliff Brunner. Altho I had this waxing on my machines even before the Beer Barrel Polka, at this writing it is my best money-maker in all spots—laverns, night clubs and restaurants. The Beer Barrel and Crosby's Rencho Grande rank second and

## Palastrant Boosts Rock-Ola Phonos

BOSTON, Oct. 14.—"No operator in the New England States needs an introduction to the Supreme Amusement Company of this city nor to its owner, Ben D. Palastrant," declares the Rock-Ola Co.

"Recently the Supreme Amusement Co. assumed the exclusive distributorship of the Rock-Ola Luxury Lightup phonographs. He will represent the company in a large territory covering Vermont, Rhode Island, New Hampshire, Connecticut, Massachusetts and dipping down into a few western counties in New York.

Palastrant appreciates the responsibility placed in him and is well equipped from every angle to give excellent representation. He has the personnel to properly handle the business and no operator is too far away for Supreme's A-1 service.

"In addition to the excellent assistance by way of phonographs and personnel Ben Palastrant has been in the business long enough to know what the operators' problems are and he knows the ins and outs of the trade."

Ben Palastrant stated recently, "We've been handling the Luxury Lightup line of phonographs for quite a while and as the months have passed we realize more and more that it is the phonograph of the times."

## Leary Forms New Band

NEW YORK, Oct. 14.—Ford Leary, featured vocalist with Larry Clinton and his orchestra, has joined the band to form his own orchestra. Band is not as yet under contract with any recording company.

third in the beer parlors, where hillbilly stuff always is most popular. Here, too, I always can get a good play on any of Schnickelbritt Fisher's disks. His old-time brass band gets them.

The Man With the Mandolin is getting a big play in the night spots, as is Pinky Tomlin's Ragtime Cowboy Joe, which I have been forced to keep on since last winter. Crazy Moon and South American Way are popular in restaurants. Ben Wain's Oh, Fox Crazy Moon; Glen Gray's Sunrise Serenade and Baby Me are good in all locations.

Bing Crosby remains the favorite artist, and his An Apple for the Teacher is coming up strong. Dick Todd is another swell singer. Artie Shaw's Band leads. The general fall pick-up in business is on, but no better than last year.

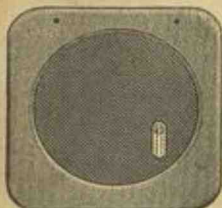
BILL PARADISE.



NOTE THE SIGN ATOP the phonograph playing the music of Lawrence Welk. Signs similar to this were placed on all phonographs operated by the Kenton-Jonely Co. in Milwaukee upon the occasion of Welk's appearance at a local theater. Left to right are Kent Bain, orchestra manager; Lawrence Welk and his accordion; and Marpe Wajer, manager of Kemo.

## EXTENSION SPEAKERS

\$6.95 ~~\$12.50~~ VALUE



- Compact, Strong Metal Suede Cabinet.
- Built by Well-Known Speaker Mfr.
- Simple to Install for Inside or Outside Use.
- Speaker Well Protected — No Cabinet Nibs.

Increase Profits — Order Now for Every Phonograph Location.



Fully Guaranteed Needles

25c Each

In 100 Lots

SAMPLES 3 FOR \$1.00

Denver Distributing Co.

1856-58 ARAPAHOE ST.  
DENVER, COLORADO

## GUARANTEED RECONDITIONED

1/3 Deposit, Balance C. O. D.

Seeburg Royal, 1938	\$175.00
Wurlitzer P-12	35.00
Rock-Ola Windsor	135.00
Seeburg Gem, 1938	195.00
Seeburg Rex, 1937	110.00
Rock-Ola Imperial 20, 1937	79.50
Rock-Ola Rhythm Master 16, 1937	69.50
Seeburg K-15	109.50
Rock-Ola Regent	27.50
Seeburg Model A	27.50
Mills Swing King	28.50
Mills Dancomaster	14.50
Mills Deluxe Dancomaster	19.50
Seeburg Selectophone	19.50

RECORDS—ALL USABLE  
100 AT \$3.00

Write for Our New Price List—Complete!  
**MILWAUKEE COIN MACHINE CO.**  
1405 W. Fond du Lac Ave., Milwaukee, Wis.

## MASTERCRAFT PADDED COVERS

For Automatic Coin Photographs



For Every Size and Size Machine.  
No. 5 Adjustable Padded—Accommodates all makes and sizes. **\$8.70 each**  
No. 35 Adjustable Carrying Harness—Accommodates all makes and sizes. **\$5.25 each**  
If Carrying Strap... **1.75 each**

Write for prices on other pads to your specifications.

**BEARSE MANUFACTURING CO.**  
Inc. 1921.  
3815-3825 Cortland St., Chicago, Ill.

## FOR SALE

10 616-A WURLITZERS and  
10 616 WURLITZERS with Galleys, perfect condition, ready to place on location, \$100.00 each.

1/3 Deposit With Order, Balance C. O. D.

**Royal Distributing Co.,**  
124 MARKET ST., PHILADELPHIA, PA.

A NOVELTY EYE-OPENER! They will play  
OVER AND OVER—AGAIN—

**LYDIA**  
*The Tattooed Lady*

Recorded by  
**RUDY VALLEE**  
Decca 2708

From M-G-M'S "MARX BROS. AT THE CIRCUS"

**LEO FEIST, Inc., 1629 Broadway, New York**

Recorded for DECCA by the Incomparable

*Bing Crosby*

**DOWN by the OLD  
MILL STREAM No. 2447**

**MISSOURI  
WALTZ No. 2676**

The World's Best Known—Most Loved Songs

Published by  
**FORSTER MUSIC PUBLISHER INC.**  
214 So. Wabash Ave., CHICAGO, ILL.

**WURLITZERS**

MILLS • ROCK-OLAS

FINEST RECONDITIONED  
PHONOGRAPHS AT  
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

**BABE KAUFMAN** MUSIC (CIRCLE  
CORP. 6-1942) 250 W. 54th St., N. Y. C.

## 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.

**Day In—Day Out.** Not a universal smash hit as yet, but worthy of inclusion up here among the blue ribbon winners by virtue of pretty consistent glowing reports received this week. It would seem superfluous to suggest that those operators who perhaps have overlooked this so far had better remedy the error immediately. Bob Crosby, Kay Kyser and Artie Shaw are nominated as leading phono torchbearers on this.

**Over the Rainbow.** Bob Crosby, Glenn Miller, Judy Garland.

**An Apple for the Teacher.** Bing Crosby.

**Blue Orchids.** Glenn Miller, Benny Goodman, Bob Crosby, Dick Todd, Henry Russell.

### 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.

**Address Unknown.** This week's reports bear out even more strongly the conclusions arrived at last week—that this Link Spots recording is apt to equal if not surpass their previous hit, *If I Didn't Care*. Tho the song has been on the sheet music market for a number of weeks now, it hasn't meant much over the counter or even on the airwaves. But the machines are eating it up, and every operator who hasn't done so already should get it under the needles.

**South of the Border.** It took but one week for this to jump from a mere "possibility" to an actuality as a potentially potent phono number. Coming over from England via the same publisher who presented the machines with last year's *Fenny Serenade*, it now looks pretty definite to repeat if not all at least some of the success of that hit along every line of sheet music sales, radio plugs and machine popularity. *Shep Fields'* record is mentioned in the majority of reports this week.

**The Little Man Who Wasn't There.** This is beginning to seem like another one of those also-rans that show enough signs of life to demand inclusion here but that are doubtful of ever turning into really sturdy, able-bodied successes. Quite a few operators have been finding it profitable in either Larry Clinton's or Glenn Miller's arrangement, but it lacks that unanimous opinion that makes a top number.

**What's New?** Creeping onto The Billboard's list of 15 best selling songs of the week, this is coming along nicely in public favor. Unfortunately for this really lovely ballad there are several other slow songs of a similar romantic vein in the ascendancy and the competition is pretty heavy. This one, however, has the stuff to take it and it may soon be a necessity in every machine. Bing Crosby, Benny Goodman and Hal Kemp are meeting with the most success in the boxes at the moment.

**It's a Hundred to One.** This has been a front-runner in the Chicago territory for several weeks now and its popularity is beginning to take in other parts of the country. Dick Jurgens' recording is capturing a large percentage of the nickels, with Dick Todd also doing well with his vocal disk.

**In the Mood.** Another "possibility" that becomes a concrete thing this week is this Glenn Miller record with its great swing and humorous arrangement. This department was inclined to feel that once its trick ending was discovered by phono patrons they would go for it in a big way and reports coming in this week bear out that feeling.

### 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.

**My Prayer.** When this English importation (brought over, incidentally, by the same publishers who are releasing *South of the Border*) begins to take hold in this country it will do so in no uncertain terms. Watch for this beautiful ballad.

**Chico's Love Song.** A great machine bet is this latest Andrews Sisters' recording, one that the patrons of any type of location are certain to go for. We suggest getting it on an identification slip without too much further delay.

**Scatterbrain.** A novelty that has phono hitdom written all over it, this is beginning to cause plenty of talk and it's the stuff of which smash recordings are made.

**Lilacs in the Rain.** A melodic ballad by the writers of *Deep Purple*, which is almost enough to guarantee its amounting to something. Look for this one to achieve the heights. For in itself it has the ability to do so and in addition it will have behind it the resources of the publisher who pushed *Purple* to the top.

**If I Knew Then.** Another Dick Jurgens recording that has great possibilities along automatic machine lines. It's a ballad based on a down-to-earth sort of reasoning and its appeal ought to be universal.

**Shadows.** This is Frankie Carle's follow-up to his great hit, *Sunrise Serenade*, and while it isn't as good a composition as its predecessor it still has more than enough quality to meet with favor from John Q. Public.

**March of the Toys.** With a new picture coming along based upon Victor Herbert's life, this Tommy Dorsey record of one of his greatest songs ought to be a natural in the phono. It's a fine version of the song played with a swing but not desecrated in any way.

(Double-meaning records are purposely omitted from this column)



**XAVIER Cugat**  
Sophisticated  
interpreter  
of Latin  
Rhythms  
AND A VICTOR  
RECORD ARTIST



Cugat, with his smile and his fiddle, is undisputed king of the conga, the rumba, the bolero, tango and beguine. He's the idol of the smart crowd everywhere. If you're after the big spenders, Cugat is your dish, and Victor is the platter.

**NEWEST VICTOR AND BLUEBIRD RECORDINGS**

- By *Xavier Cugat and His Orchestra*  
25384—One, Two, Three, Kick (Conga)  
Quintese Munch (Bolero)  
(Vocal Refrain in English)  
26299—The Thrill of a New Romance  
(Requiem) (V. R.)  
Havana for a Night (Bolero)  
By *Eddie DeLange and His Orchestra*  
B-10443—My Cat Fell in the Well (V. R.)  
(Well, Well, Well)  
Ois Heart of Mine (V. R.)  
By *Glen Miller and His Orchestra*  
B-10418—In the Mood  
I Want to Be Happy

It Pays to Use  
**VICTOR AND  
BLUEBIRD RECORDS**  
Victor Division, RCA Mfg. Co., Inc., Camden, N. J.  
A Service of the Radio Corporation of America

**PHONO RECORDS WANTED**  
Phonograph Records wanted—any quantity. Highest price paid. Tell us how many you have and where they are. Write today.  
**CHICAGO SALVAGE STOCK STORE, INC.**  
2 E. Clark Street, CHICAGO, ILL.

**REVIEW OF RECORDS—**

(Continued from page 12)

tends leads in bringing back some of the band's distinctive markings, and with constant improvements being made among the instrumentalists in the band, it won't be long before Heidt will return the high notings of the trombone for his own.

**Waxed Ivories**

**VICTOR** undoubtedly scored a coup in copping Alec Templeton, the blind piano-monologist, for its label. It's somewhat of a new departure in waxings in offering Templeton's intimate and informal type of entertainment. But in spite of his superb performances, both as a soloist for *Star Dust* and musical caricaturist for a travesty on *And the Angels Sing* "as it might be presented at the Metropolitan Opera House"; or *Hoagy and Blue* soloing, coupled with the crazed *Man With New Radio*, sales appeal of the sides is somewhat limited. With the "in person" factor a nonentity on records, the drawing-room crowds will rightly consider his stuff smart, "who the hoyden masses will holler "so what" and will continue to swear by Eddy Duchin or Fats Waller.

Piano show-casing of another gender gets grandiose treatment on Decca by the fastid of fingers belonging to Billy Kyle, who pounds the black and whites for John Kirby's Band, jeweled jivers all. Kyle rambles to a rhythmic background some svelte swingology, incorporating his original ideas as *Finisht' Up a Date* and *Between Sets*. Moreover, it justifies the many fine words we wrote about Billy five years ago when we found him down in Philadelphia beating a Tom Thumb keyboard in one of those spots that never got started until every other nook in the neighborhood shuttered for the night.

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YOU WANT  
IN AN AUTOMATIC  
PHONO NEEDLE**

**SAMPLE 35c.** See Your Distributor or Write  
**THE ELDEEN CO.,**  
3000 178 W. Wisconsin Milwaukee, Wis.



**NOW IT CAN BE SOLD!**

**LARRY CLINTON'S  
GREATEST RECORD**

**"N A  
PERSIAN  
MARKET"**

**VICTOR 26283**

**SOUTHERN AUTOMATIC MUSIC COMPANY**  
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Seeburg 1936 Selectaphone	\$ 20.00	Seeburg Model A, Illuminated Grille and Moving Background	\$37.50
Wurlitzer 412 or 400	25.00	Seeburg 9X	44.00
Wurlitzer 616 or 716	39.50	Rocella Rhythm King, 12-Record	39.50
Wurlitzer 24	144.50	Rocella Imperial 20	79.50
		Wurlitzer 616-A	94.50

**WURLITZERS**

412, Plain	\$27.50	016A	\$ 22.50
412, Grille	42.50	616, with top & bottom light-up grille	109.50
12-Record Jumbo Model, sold for \$425. 50.00		Model 24	149.50

Radio Illiterates \$27.50. Works With Films.  
All our Equipment A-1 Condition.  
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**Kemo Novelty Co.,**

10 MINUTES TO INSTALL!  
**NEW 1940 DOME**  
ONLY 2 SCREWS FOR INSTALLATION  
Only at **G & G** \$8.95  
Now Available for Wurlitzer 412-716-616-616A—Illuminated 3 Sides—Finest Workmanship—Money-Back Guarantee!



**1940 Changeover GRILLE**  
For Wurlitzer 412-616-616A-716 and Rock-Ola Imperial 20.  
Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side louvre and top panel.  
**\$13.66 COMPLETE**  
**G & G WON'T BE UNDERSOLD!**

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**MILLS THRONE OF MUSIC**  
Richest and Rarest of Phonographs.  
**OPERATORS** . . . Let us help you get started with these truly great instruments, WRITE, WIRE or PHONE for the SPECIAL DEAL we are offering Operators of Southern Ohio, Southeastern Indiana and Northern Kentucky.  
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BARGAINS in Used Phonographs of all makes and models. Consoles, Payoffs, Free Play and Novelty Tables, Slots and Counter Games. Write for Prices on any type of coin-operated equipment you want.

**CABINET STANDS for Rock-Olas and Wurlitzers**  
Art Cabinet Stands eliminate vibration, protect tone quality and dress up your counter models into flashy consoles that give beauty for every location. Sturdy, all-wood construction in light and dark walnut finish with chrome trim.  
Cabinet for Rock-Ola (left), for Wurlitzers (right), \$14.95. Light-up optional at slight extra cost. Patents Pending.  
1/3 cash with order, Balance C. O. D.  
**ART CABINET SALES CO.**  
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**IMPOSSIBLE?—NOT FOR US**  
TO SELL AT THESE PRICES  
Guaranteed Used Phonographs at Lowest Cost to You

WURLITZER		SEEBURG		ROCK-OLA	
412	\$ 38.50	Model A	\$ 34.50	Nite Club	\$ 18.50
312	44.00	Rex, 20 Records	109.50	No. 2 Regular	24.50
616	74.50	Royal, 20 Records	119.50	Rhythm King	34.50
616-A	87.50	Gar	134.50	RhythmMaster, 10 Rec.	49.50
24	134.50	Regal	159.50	Imperial, 20 Records	75.00
				Monarch	145.00

**SPECIAL**  
U-Needs Merchandiser 5-Column Candy Machine, 1939, All With Stands \$39.50  
National 9-Column Candy Convertible to Cigarettes, All With Stands 49.50

**MILLS**  
Dance Masters \$12.50  
Zephyr \$4.50  
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EXPORT ORDERS GIVEN  
SPECIAL ATTENTION  
**UNIVERSAL VENDORS**  
"Rock-Ola Distributor"  
788-794 BROADWAY ALBANY, N. Y.

**U. S. Record in 1st Disk Release**  
NEW YORK, Oct. 14.—The first recordings to be released by the newly formed United States Record Co. were announced this week by Eli Oberstein, president. Initial release included four of the 75 cent Royale disks and eight of the 35 cent variety labels.  
U. S. Record Co. has added Ramona and Her Men to its list of recording bands. Ramona was formerly featured vocalist with Paul Whiteman.

## Peanut & Gum Vending Machines

New, Direct From Factory.  
ONLY **\$2.40** AND UP  
Over 60,000 Sold.

### "SILVER KING"

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. These colorful products, candy cracker, gum, peanuts, fruit, etc., are better looking, tastier, make good money. Get THESE facts today.

ONE SAMPLE SILVER KING.....\$6.50  
SPECIAL—One Silver King, 10 lbs. Candy, 1 Gross Charms.....\$5.45  
1/3 Deposit With Order, Balance C. O. D. Send For Circular and Easy Terms.

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PHILA., PA.

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PORTABLE AUTOMATIC  
5¢  
BEVERAGE DISPENSER  
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**SODAMAT**  
The only drink machine of  
12 YEARS PROVEN OPERATION  
in NEW YORK CITY, ATLANTIC CITY,  
CONEY ISLAND, ASBURY PARK -  
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ON DISPLAY REAL SOON

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**NEW LOW PRICES**  
Buy a Burel  
5 VISION TRIPLE COMPARTMENT  
BULK VENDING MACHINE

ASK THE  
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WHO KNOWS

ONLY  
**\$12.50**  
Each Less of  
25 or More  
Sample \$16.50  
This Offer for  
Limited Time,  
Because of the  
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Order Today

BUREL & CO., Inc. 578 Orleans St.  
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**STEWART & MCGUIRE**  
75 Hot Machines, penny and nickel, good  
condition, \$5.25 (P. O. B. New York). Can  
also supply all kinds of Vending Machines.  
1/3 Deposit with all orders.

BOX 994, The Boarded,  
1564 Broadway, New York City

# MERCHANDISE MACHINES

## Two Regional Candy Shows

First in Boston October  
16 and 17—in Philly, No-  
vember 7 to 11

BOSTON, Oct. 14.—Final touches are now in process of being added to arrangements for the first annual exhibition and convention of the New England Retail Confectioners' Association which will be held at the Kenmore Hotel October 16 and 17—inaugurating Candy Week.

This will be the first occasion when the retailers have sponsored a show of the type in this area. William T. Frary, show manager, at his headquarters here at 53 Devonshire street, reported that plans have developed with a great deal of satisfaction to the committee in charge of the dual event.

PHILADELPHIA, Pa., Oct. 14.—Plans for the first Candy Show to be held in Philadelphia in 30 years, which will be held at Convention Hall here November 7 to 11, inclusive, are developing rapidly and exhibit space is being reserved at a satisfactory pace, it was reported here. The show is sponsored by the Philadelphia Association of Manufacturers of Confectionery and Chocolates and the Wholesale Confectioners' Association of Metropolitan Philadelphia.

It will be a show for the trade during the day and for the public in the evening.

Paul Whitehead and his band will come to the show for one night, and it is also planned to bring four other famous name bands to Convention Hall. The crowning of the "Candy Queen" also will climax a colorful pageantry on the closing night.

**Canada Cig Tax**  
Levy \$1 Per 1,000

WINNIPEG, Man., Oct. 14.—A new tax upon cigarettes of \$1 a thousand adds to the perplexities of manufacturers as the public is used to purchasing for dimes



**AUTOMATIC LIBRARIES** vending the famous Little Blue Books are now on location in many busy railroad and bus terminal waiting rooms where those waiting or boarding trains or buses find time to read the books.

and quarters and it is difficult to add a broken amount to the retail price.

For the meanwhile all branches of the trade continue to sell at the old scale and until present stocks are finished there will be no increase, it is said, while retailers are naturally adding to their stocks, both to meet the added demand and also to stave off the increase as long as possible.

It is believed the easiest way out of the difficulty will be to maintain present prices but reduce the number of cigarettes per package. So the price will probably be 10 cents for nine cigarettes, 25 cents for 25 and 55 cents for tins of 50.

For more expensive brands, where the consumer has been paying 15 cents for 12, 25 cents for 20 and 55 cents for 50, he now will pay 15 cents for 11, 25 cents for 18 and 65 cents for 50.

The new prices passed on to the consumer increase in excise duty, but the sales tax is being absorbed by the manufacturer.

Trade view is that the increase will not reduce smoking. To the contrary, in times of stress smoking increases and this is expected to more than offset any curtailment due to the tax.

## N. Y. Cig Tax

### Nets \$5,303,161

ALBANY, N. Y., Oct. 14.—New York's 2 cents a pack cigaret tax dug \$5,303,161 from the pockets of smokers in this State in its first two months of operation. Figures covering that period were issued by the Department of Taxation and Finance.

The net yield to the State was \$5,039,627, since \$265,534 represented commissions to wholesaler-agents for affixing the stamps.

August, with a total sale of \$2,168,344, was the most productive month; July sales amounted to \$1,925,052, and for the last 10 days of June prior to July 1, when the tax became effective, \$1,509,184 was realized.

In addition to the State tax smokers in New York City pay an additional tax of a cent a package.

## Page the Cigaret

### Operators; We've

### Smoking Rabbits

CHICAGO, Oct. 14.—A rabbit who smokes moderately, maybe 10 cigarettes a day, maybe a pack, shows no ill effects in the nose or throat. This was brought out at a convention of nose and throat experts here with the suggestion that what is true of rabbits probably is true of you.

The experiments were conducted by Dr. Arthur W. Proetz, of St. Louis, who described them in a paper read to the American Academy of Ophthalmology and Otolaryngology (resumé speed). A machine was first devised to take a regulation drag on a regulation cigaret, brand not specified, and blow some the rabbits' way.

The machine inhaled once every 30 seconds, mixed a measured amount of smoke with a measured amount of air, which is what happens in real life, and delivered the mixture thru a tube. After six weeks of smoking the rabbits were killed and scientists looked down their throats. It was not very interesting. Nothing sensational was in sight.

"The tissues," said Dr. Proetz, "revealed no changes we were able to detect." He added that the exact effect must be slight, but he said it would take thousands of observations—because so many other things can affect the same tissues—to get air-tight scientific evidence.

As for rabbits, most of the seemed indifferent, not caring either way. One or two didn't like it at all. One of them,

**SPECIAL**  
Vends Everything,  
Two-Tone Perfection  
Finish Treated to  
Cherry, D & S  
Streamlined Globe,  
B-L, D & S, E & S,  
E & S, E & S,  
Lever-Type Action,  
Automatic, Revolver,  
Which for complete  
details and low  
prices on SPECIAL  
TOPPER, CHAL-  
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**VICTOR**  
VENDING CORP.  
4203 Fullerton Ave.  
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**DE LUXE SPECIAL**  
Recommended — Distributed — Financed  
and Rated ★ ★ ★ ★ ★ by

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PHILA., PA.

**SAVE MONEY**  
On Charms, Candies, Nuts,  
New and Used Vending  
Machines, Supplies, Parts, Etc.  
Complete stock on hand of Charms,  
Candies, Toys, Pistachios, Peanuts,  
Gathens, Rainbow Nuts, Jelly Beans, etc.  
Also all the latest and best Vending  
Machines, including marvelous record-driven  
machines. All machines guaranteed  
GUARANTEED OF PRICE! WRITE OR  
CALL TODAY!  
WANTED FOR CASH — All Types of  
Vending Machines!

**SUNFLOWER**  
VENDING MACHINE CORP.  
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**SPECIAL!**  
CHROME PLATED  
**ROWE ARISTOCRAT**  
CIGARETTE MACHINES

Excellent Condition **\$175.00** EACH  
\$2.00 EXTRA FOR SAMPLE

OTHER MODELS **\$500** AND UP

**JAMES H. MARTIN**  
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**IT'S COLUMBUS VENDORS**  
For Choice Locations  
With the popular use  
of "Columbus" Mer-  
chandise Vendors,  
easy to GET and HOLD  
the best locations. At-  
tractive porcelain and  
baked enamel finishes  
make "Columbus" ap-  
pear a welcome addition  
by the location owner.

Model 'A', \$5.00 ea.

As Illustrated  
In Lots of 6  
Sample \$6.00 Each  
Send for Questionnaire Cat-  
alog of Other New and  
Used Machines.

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**FOR SALE**  
6 CRYSTAL PALACE Diggers with  
Open Front. Used less than two  
weeks.

\$150.00 Each, FOB Phoenix.

**E. A. WARD**  
1852 Grand Ave.,  
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however, "showed unmistakable signs of  
enjoyment." He got to be an awful  
mooch and had his nose to the smoke-  
tube all the time.

IT'S NEW—IT'S DIFFERENT  
PEP UP YOUR TERRITORY WITH  
SIGNS OF THE ZODIAC

A NEW  
BULK VENDOR SALES STIMULATOR  
WRITE FOR PRICE LIST

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ORIGINATORS OF HARD SWEET CANDIES  
345 W. Erie St. CHICAGO, ILLINOIS

**Cigarette Merchandisers' Associations**

A Friday night deadline prevents a discussion of the interstate conference held at New Haven, Conn., this past week-end. A report of the meeting will appear in next issue.

Reports on the eve of the meeting are that discussions regarding the tax situation in the State covered by the interstate association will be held and some time will be devoted to the slug problem. While the various CMA's have waged a successful fight on the use of slugs, there are still several phases to be discussed. In New York several persons guilty of using slugs in cigarette vending machines have been convicted. The New England CMA was a big factor recently in prosecution of a pair arrested and charged with the obtaining of cigarettes with slugs.

During the past week W. L. King, of the Quaker Vending Co., and Norman H. Fuhrman, secretary of the Automatic Cigarette Vendors' Association of Eastern Pennsylvania, announced that they would attend the interstate meeting. New Jersey will be represented by four members, including James Cherry, manager, and Sol Kesselman, counsel. Matthew Forbes, manager of the New York CMA, and several members of the organization will represent the N. Y. group.

**From Jersey**

The New Jersey CMA will hold a regular meeting on October 24 at which time action on applications for membership filed by Humbert Betti, of Humbert Betti & Sons, and Moe Katzman, of Amusement Enterprises, will be taken.

All members of the association are urged to attend this meeting because different committees for the banquet to be held early in 1940 will be named. The banquet committee, headed by John Szymonow as chairman, met recently and discussed plans. An orchestra has been named for the event and a tentative program drafted. After the various committees are named Tuesday night at the meeting at CMA headquarters, the plans for the big event will progress more rapidly. The members are planning an event that is sure to surpass other banquets and get-togethers of the organization.

"I am engaged in the operation of cigarette vending machines. Could I become a member of a CMA? Would membership protect my locations and assure me of definite territory in which to operate?" a letter addressed to this desk recently asked.

The answers to your questions are—in short—Yes and No. As an operator you are eligible for membership under the constitution and by-laws of the Cigarette Merchandisers' Association, Inc.

As for the second question—the answer is definitely "NO." Article I, Section 1 states: "The objects and purposes of the organization shall be to foster trade and commerce in the automatic cigarette vending machine business, to reform abuses relative thereto; to diffuse accurate information in regard to the standing of customers and other matters; to procure uniformity and certainty in the customs and usages of trade; to settle equitably and justly differences between its members; to promote a more enlarged and friendly intercourse among

automatic cigarette vendors; to hold meetings and social gatherings for the better realization of these purposes, and to promote a better understanding and relationship of its members towards each other; to create a code of fair competition in the operation of cigarette vending machines; to exchange such information as will improve the conditions of members."

While the CMA renders many services it does not limit territory or protect a specific area. Its main purpose is to secure fair competition—and no operator objects to competition that is fair.

**Possibilities for Soft Drinks Seen In Latin America**

CHICAGO, Oct. 14.—Latin American bottlers are reported as showing an increased interest in American soft drinks, especially since the outbreak of the European war.

Walter S. Mack Jr., president of the Pepsi-Cola Co., declared that in the last few weeks his company's sales have increased considerably in the Central and South American countries and also in the West Indies.

For years Great Britain was said to have had almost a monopoly on soft-drink beverages in Central and South America. During the last decade, however, there was a decided tendency to import a cheaper grade of soft-drink flavor from Germany.

With the German supply now cut off, Latin American users are turning to American soft-drink flavors.

**American Chic Earnings Higher**

NEW YORK, Oct. 14.—Earnings of American Chic Co. for the third quarter are expected to be about \$975,000 after taxes and charges, equal to \$2.13 a common share, compared with \$930,934 or \$2.13 a common share in the 1938 period, according to Thomas H. Blodgett, chairman and president. Sales in the first eight months were 18 per cent above

The "Du Grenier" is NATIONALLY ACCLAIMED because it makes cigarettes EASIER TO BUY for the public! Simple, sturdy, foot-proof mechanism plus distinguished beauty of design and outstanding attractiveness bring more pleased customers back to "Du Grenier" cigarette merchandisers over and over again than to any other cigarette machine ever manufactured. The "Du Grenier" instantly wins confidence! The confidence of the public and the confidence of the operator—that's WHY there are more "Du Greniers" IN OPERATION throughout the United States than any other make machine!

"Du Greniers" are BUILT TO LAST for years and years! Built to meet all changing conditions! Built to bring consistent earnings over a longer period of time! Built to fill every need of the public and the operator!

The "Du Grenier" is not made up of fancy gadgets—IT IS MADE TO SELL CIGARETTES!! That's why America's biggest independent operators FEEL THE "Du Grenier"!! The "Du Grenier" IS EASIER TO OPERATE!

AND—IT'S EASIER TO BUY "Du Greniers"!!! Investigate the "Du Grenier" Time Payment Plan TODAY!! Get started NOW in a safe, sound, lifetime business—BUY "Du Grenier"—America's Finest Cigarette Merchandiser.

**Du GRENIER SALES CORPORATION**  
632 FIFTH AVE., NEW YORK

last year, he declared. Blodgett said the earnings are expected to justify declaration of an extra dividend of \$1 a share and a quarterly dividend of \$1 a share in the final quarter this year, making total payments for the year of \$6 a share, against \$5.50 a share last year. He expects net profit for the full year to exceed \$8 a share.

**Cig Sales in N. Y. Leveling Under Tax**

NEW YORK, Oct. 14.—Altho the sales of cigarettes in New York City dropped by about 50 per cent during September, compared with the same month of 1938, the total sales for the last five months are off less than 3 per cent from last year, the Department of Finance announced.

The finance department's figures were for the sale of the city 1-cent stamp tax. It was pointed out that in August there was an increase of more than \$150,000 in stamp sales over August of 1938, due to the fact that dealers increased their

stocks before a reduction in the 10 per cent discount allowed for labor costs in affixing the stamps.

The figures for the five months follow:

	1938	1939
May	\$44,899.57	\$489,059.61
June	656,278.23	783,749.72
July	609,932.22	527,730.55
August	680,506.66	844,668.29
September	638,195.82	308,027.66

Total \$3,232,722.50 \$3,155,226.33

**Mass. Seeks Cig Tax Referendum**

BOSTON, Oct. 14.—Petitions to submit the Massachusetts 2-cent per package cigarette tax to voters are being circulated in the Bay State. Fifty thousand petition blanks have been circulated and the tobacco trade is pushing the measure in a heavy, hard-hitting drive.

Only drawback is that the State constitution says that petitions for submission of laws to voters' referendum must be filed with the secretary of state within 90 days of the time the law goes into effect. This means the petitions must be filed before November 1.

Meanwhile, Governor Saltonstall refused to back up the tax commissioner's demand that "roll-your-own" smokers be arrested for failure to pay a manufacturer's tax of \$25. The governor declared that he would support the tax to the best of his ability, "but I think this matter of arrest is of doubtful expediency."

BOSTON, Oct. 14.—Proponents for the repeal of the Massachusetts cigarette tax announced that they have more than the necessary number of signatures for placing the measure on the 1940 State election ballot. Samuel Silverman, attorney and spokesman for the group, states that cigarette smokers throughout the State have shown a spontaneous and enthusiastic willingness to sign the petition.

If the repeal is successful, it means that the tax which was to run until June 30, 1941, will be cut off the last nine months of that period.



A GROUP OF ENGLISH COINMEN shown outside the offices of the Coin Amusement Machine Supply Co., Ltd. On extreme left is Alf Cohen, and next to him is H. Seiner. The photo was taken by Dave Robbins, of Brooklyn, who recently returned from a trip thru Europe.

# WE GOT 'EM Ready for Delivery!

## Western's New De Luxe

# BASEBALL

THE GREATEST LEGAL GAME EVER

**MADE!** We know it's the Year in and Year out **BIG MONEY MAKER**—that's why we have them in stock. They hold their locations for YEARS, not weeks. Get wise, brother. Get started NOW!

### MINT VENDING CO.

211 N. 17th Street,  
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## TWO QUICK COUNTER SELL-OUTS

### TAKE-A-TIP 120

America's Most Sensational Counter Game. Locations use dozens daily. Only 120 tickets. Immediate sellout. Constant reports. Instant play makes in a minute profits. Flashing lights draw every eye to Take-A-Tip. Map's Tip Black Spins with Pat. Deal. Action and Profit.

### DOUBLE TOUCH DOWN

A brand-new exciting style of play is yours for this big Football Season. Big new profits roll in from this beautifully colored, guaranteed complete sellout. Cash in on football's popularity by putting Double Touch-down on location.

Takes in 120 @ 5c. \$6.00  
Average Payoff . . . \$1.15  
Average Profit . . . \$2.85  
AVERAGE PROFIT PER GROSS, \$410.40.

Write for Special Quantity Prices—Today  
**UNIVERSAL MFG. COMPANY**  
Dept. BR19  
104 E. 9th St., Kansas City, Mo.  
(Manufacturers Only)

Takes in 516 Tickets @ 5c. . . . . \$40.50  
Pay Off (Average) . . . \$3.34  
**PROFIT (Average) \$17.40**

## CROWDED FOR SPACE

### CONSOLES

1938 Track Times . . . \$87.50  
1938 Kentucky Clubs . . . 50.00  
1939 Longhorns . . . 50.00  
Red Oak Track Times . . . 35.00  
Redwood Track Times . . . 45.00  
Jan. Derby Days, Flat . . . 25.00  
Jan. Derby Days, Stand . . . 30.00  
Jolly Toppers . . . 18.00  
Sally Saddle Clubs . . . 35.00  
Jacky Clubs (7 coins) . . . 30.00  
Peach Bloss (Black) . . . 30.00  
Rays Tracks . . . 30.00  
Sarabots . . . 30.00  
Roumants . . . 30.00

### MISCELLANEOUS

Blue Bonnets (Bingo) . . . \$ 8.00  
Bally Hit Vender . . . 27.50  
6 Col. Slip-Proof Game . . . 18.00  
1c Moon Mint Venders 10.00  
Marchmontan Diggers . . . 25.00  
Microscope Diggers . . . 22.50  
Electro Motor Diggers . . . 22.50  
ONE-BALL AUTOMATIC  
Fairgrounds . . . \$25.00  
Derby Times (Jackpot) . . . 55.00  
Ocellinas . . . 25.00  
Big Races (7-coin) . . . 27.50  
Bicycle's Clumps . . . 30.00

Previews . . . . . \$15.00  
Across the Board . . . 25.00  
1-2-3 (Revised Rules) . . . 27.50

### SLOTS

Jeep. Chiefs, 5c. 10c. 25c. 50c. 100.00  
and over . . . \$42.50  
Jeep. So Omega Chief. 45.50  
Wills So Blue Fronts . . . 30.50  
Jennings Dixie Belle Bets 25.50  
Wasting 10c Slots . . . 23.00  
Jennings 1c Ocellinas . . . 10.00  
Weighted Six Stands . . . 6.00  
Dot. 2-Door Safe Game . . . 18.00

Write or wire us your requirements on regular and Free-Play Novelty Games. Arcade Equipment. Cable: CLEVER CLEVELAND. Mail Deposit With Order.

## Mills Announces Newest—4 Bells

(New Game)

CHICAGO, Oct. 14.—Art. Cooley, Eastern division manager of the Mills

Novelty Co., reports that production has now started on the newest Mills machine, Four Bells. "It's just what its name implies—four bell machines operated in one complete unit with four separate and distinct coin chutes and payout cups. It has features never before attempted in a bell-type machine. Four Bells is packed with player appeal; actual tests prove this one machine will earn more money than eight ordinary bells.

"Four Bells is built with four positive slugproof coin chutes. This is the coin chute which has been so effective in eliminating slugs in Mills vending machines and Throne of Music phonograph.

"The machine has been designed so that each chute pays out individually. The action is timed so that the payout on one chute is just about completed when the next payout unit goes into action. The sound produced conveys the impression of a tremendous number of coins dropping at close intervals. As one operator remarked, 'It sounds like the mint tipped over!'"

## KEENEY'S FREE PLAY

# BIG SIX

I Know It's The Hottest Game of the Year!

**ROY MCGINNIS**  
Baltimore, Maryland

HERE NEXT WEEK!

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

## Follow-Up Is Immediate Hit

(New Game)

CHICAGO, Oct. 14.—Reports from the offices of Daval Mfg. Co. indicate that Follow-Up, new Daval super-hi-score game, "is being hailed by coinmen as the answer to the fervent hopes of operators for a really different five-ball pin game."

Said D. Helfenbein, secretary-treasurer of Daval, "Follow-Up really and truly is totally different from anything new or ever on the pin game market. For a long time now there's been a real need for a new game—one which is unlike anything else known to operators. One of our inventors had an inspiration and worked it out carefully. The result is Follow-Up, and the reception this wonderful game has received proves beyond question that our confidence in this new idea was thoroughly justified.

"The wild scoring action on Follow-Up and the nine progressive values on all bumpers are phenomenal play-getters. Imagine every bumper having nine different values ranging all the way from 1,000 to 8,000! Follow-Up is the first game in years which places emphasis on the 'skill' element in playing the game. Every bumper is a skill target, and every ball is a skill shot.

"And, of course, those big scores up to 200,000 are a powerful come-on."

## Grand National Reports Biz Good

CHICAGO, Oct. 14.—"October business is already outdistancing volume during the same month of 1938 with Grand National Sales Co., reveals Al Sebring." Comparison emphasizes the fact that business improvement in reconditioned machines is of a very substantial nature.

"Perhaps one of the reasons that we are enjoying such a splendid increase," said Sebring, "is the fact that extraordinary care is being given to the reconditioning of our used machines. Operators seem to appreciate the fact that a machine that is put into such shape as to make it look almost exactly like new means money in their pockets. We find that it pays, in increased business, to give the most minute attention to every detail in reconditioning our cabinets.

"Our new enlarged quarters are of great value to us, not only in giving us greater facilities for our reconditioning work, but also in making it possible for us to display far greater stocks for selection by operators."

## De Luxe Baseball Gets Op Approval

CHICAGO, Oct. 14.—According to Don Anderson, sales manager for Western Products, Inc., the response to their in-

## "CLOSEOUTS"

4 Rays Track . . . . .	\$29.50
2 Track Time . . . . .	42.50
2 Dominoes . . . . .	37.50
5 Paces Races . . . . .	32.50
6 Tan Foran . . . . .	19.50
1 Rolfe, Jr. . . . .	32.50
2 Clocks . . . . .	17.50
1 Bangtail . . . . .	37.50

1/3 Deposit With Order

## GERBER & GLASS

914 Diversey Blvd., Chicago

roduction of De Luxe Baseball has resulted in a steady stream of orders. "Of course," says Anderson, "we expected to do a rushing business, for we are offering operators more for their money than they've ever been offered.

"After all, this De Luxe Baseball is appeal tested and location proven during two years of production and highly profitable operation. Now it has new features that make it an even greater money-maker than at any time in the past. And it's legal, for it's 100 per cent skill. The game has a natural fascination for players because of the very nature—baseball, and it's very easy to understand to play.

"In addition to all the powerful new money making features incorporated on De Luxe Baseball, we are doing even more to foster profitable operation; we are offering De Luxe Baseball on a time payment plan to all responsible operators."

## Wellons Holds Ten Strike Record

CHICAGO, Oct. 14.—"They always do things big in Hollywood," said E. W. (Dick) Hood, proxy of H. C. Evans & Co., "and I mean Hollywood, Fla., this time. The honors for placing the largest single order for Ten Strike, our new legal bowling game, goes to Jesse G. Wellons, president of the Florida Novelty Co., of Hollywood, Fla., and we are pleased to announce the appointment of his company as our exclusive Florida distributor for our game.

"While large quantity orders for Ten Strike have been received from nearly every State in the union, Wellons' recent order tops them all. In fact, I believe it's a record for the coin machine business.

"Jesse Wellons replied: 'Ten Strike is the kind of game operators in the Florida territory have long been waiting for, and their orders are big ones. They know what a boost they are giving their business and their profits, and how they are themselves a work of grief when they operate this bowling sensation. Bowling is as popular among the residents of this State as any other, and players take to Ten Strike like ducks take to water.'"

### 商標局商標註冊證

五續以

高標局商標註冊證

中華民國二十六年八月

PHOTOMATIC

本局核准註冊商標

中華民國二十六年八月

第三五七號

"A CHINESE CERTIFICATE OF PATENT registration protects the Photomatic and Photoframe from infringement in China," declares the International Photomatic Reel Co., manufacturer of the photographic machines. "Photomatic and Photoframe are protected by individual patents in many countries where such protection is necessary. The machine is operated in 34 countries throughout the world. All Photomatics and supplies are manufactured in the U. S. A."

## New Orleans

NEW ORLEANS, Oct. 14.—The first cool spell of the year, Tulane's first victory of an expected great season, plenty of political ballyhoo as result of coming State election and opening of the winter entertainment spots combine to give operators and distributors here their first proof that summer is gone. Distributors already report a marked pick-up in interest in new merchandise. With the convention now less than three months off, preliminary plans are already being laid by leading ops to make up a representative contingent from the Crescent City.

The fact that there will be only one show this year clicks with the ideas of operators in general, who would rather save it that way. One trip to Chicago and see it all in the idea of the local industry.

Once shunned as a good thoroughfare for offices of the coin machine industry, Poydras street steadily grows as the "coin machine row" of New Orleans. October 1 saw the Crescent City Novelty Co., the

Pleasure Music Co. and the A. M. Amusement Co., Inc., join the half dozen or so other operators and distributors on this street.

In addition to opening new and larger quarters at 1010 Poydras street for his Pleasure Music Co., Dan Cohen also announces the opening of his Used Machine Exchange across the street.

Andy P. Monte finds need for larger quarters and has taken over the large corner site at Dryades and Poydras for his new office and service offices. Monte has just completed one of the largest and best looking signs even made in the city, which he intends to place on the front of his new quarters. A large photograph is pictured on this sign which contains letters of the name of the firm over six feet high. His A. M. Amusement Co. is one of the largest music-operating firms in the South.

After seeing both of the world fairs and two of the World Series games in New York, the J. H. Peres are due to arrive back in the city this Saturday. They have been gone about six weeks and on the way from Frisco to New York the couple stopped over at Yellowstone and Colorado and visited the R. Wurlitzer Co. factory at North Tonawanda, N. Y.

Henry P. Shlider, special representative of the R. Wurlitzer Co., spent several days in New Orleans this week checking up with Frank De Barros, acting head of the J. H. Peres Novelty Co., local Wurlitzer distributor, over needs of the firm for the fall season. Shlider spent similar time before coming here with Buster Williams at Monroe, La.; North Louisiana and West Mississippi Wurlitzer distributor. He leaves here direct for the factory. Leo Paselak, of the Wurlitzer service division, returned to the factory after several days here.

Sam Gentlich, Louisiana and Mississippi distributor for the Mills Throne of Music, finds an improving demand for this popular photograph following an extensive trip thru his territory.

R. N. McCormick, Decca's Southern sales manager, the little Irishman with the big smile, has just returned from a trip to the Dallas and Memphis branches, where he found record sales holding around the peaks of the season. Mac says that Bing Crosby's recordings are still holding a high place in the record field. His Apple for the Teacher gets the top honors for the best played record of the season, Mac says.

The Sport Center, the city's largest downtown playland, finds business better since cooler weather has prevailed. Mark Bonberg, manager, finds best play with Bally's Gold Cup and Variety. Gottlieb's Keen-a-Ball and Lot-o-Funs, Stoner's Davy Jones, Keeney's Thriller and Daval's Triple Threat.

## Philadelphia

PHILADELPHIA, Oct. 14.—Every distributor and most of the operators in Philadelphia were present at the formal dedication of the new headquarters of the Capitol Amusement Co. Nearly everyone connected with the industry here came to the party to wish Max Bushwick luck in his new plant. Floral offerings were received from Jack Kauf-



ABOVE IS THE NEW LOCATION OF L. Berman & Co., of Evansville, Ind.

man, of the K. C. Novelty Co.; I. Rothstein, of the Banner Specialty Co.; Joe Ash, of Active Amusement Co.; Sam Stern, of the Keystone Vending Co.; Monty Spiegel, of B. D. Lazar; Tippy Klien, of the Mills distributing office; Frank Engle and Mike Spector, of the Automatic Amusement Co.; Penn Colm-o-Matic Co., and Frank Hammond, of the Music Operators' Association.

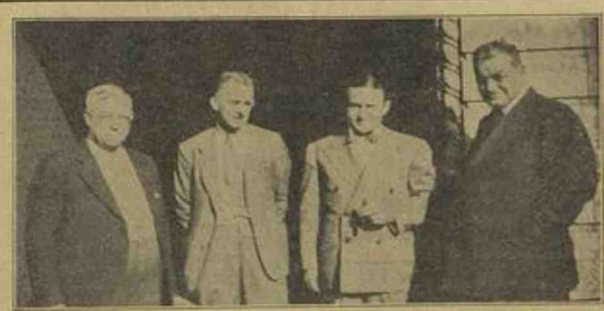
To keep pace with the increased business resulting from his removal to larger quarters, Bushwick has added Sidney Rosenfeld, a service man, and Roy Fraser, an expert repairman, to his staff.

Mike Spector is not complaining of World's Fair tech as the result of his visit to the Flushing Meadows. Spector made certain that he would be comfortable by taking full advantage of the excellent transportation facilities that are offered on the fairgrounds. Mrs. Spector and his two daughters made the trip also.

Al Swerse has been nominated for the advisory committee of the Clair Post 37 of the American Legion. Fellow Legionnaires are of the opinion that Al's popularity as well as his vital interest in veterans' affairs will help him attain that position. He is also the senior vice-commander of the Philip London Post 93 of the Jewish War Veterans.

Al Rodsten, now engaged in the pinball and photograph field, is expanding to include cigaret vending machines. A large route has already been built up in a comparatively short time.

Jack Kaufman, of the K. C. Novelty Co., has announced that his firm has been awarded the exclusive Pennsylvania distributorship of the new Evans Ten Strike, a 100 per cent legal novelty game which he predicts will be the hit of the season. He will also handle the new Bally Royal Flush Console which he guarantees will be one of the "must" items for every operator in town. In addition Kaufman will continue to handle the latest pinball games of many manufacturers.



ATTENDING INDIANA STATE OPERATORS' ASSOCIATION meeting in Ft. Wayne recently were the above four gentlemen. They are, left to right, Mr. Shreve, first operator of cigarets; machines in Ft. Wayne; Mr. B. Hoppenon, Monte cigarette operator; Jack Keiner, House Mfg. Co., and Mr. Rigdon, R. Wurlitzer Co.

**NEW LOW PRICE**  
\$40.00 **40.00**



A FEW MORE LEFT  
**GUARANTEED LIKE NEW**

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

**15-DAY MONEY-BACK GUARANTEE**

Write for prices on our complete line of Rebuilt Machines

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Ext. 1858—Tel. COLumbus 2770.  
Cable address "WATLINGITE," Chicago.

## NEW! SENSATIONAL



Beautiful 33x18-inch box packed with luscious hand-dipped Chocolates, complete with Sales Card. Price of \$2.25 each in lots of dozen or more.

Sample Order \$2.75 Each

Card brings \$5.70. ORDER NOW FOR THIS SEASON'S FASTEST MONEY MAKER. Also 1c to 35c Novelty Deals and many Premium Items. Terms: 25% Cash With Order, Balance C. O. D.

**FRIEDMAN SALES CO.**

Successors to Bond Distributing Co.,  
3001 Highland, Kansas City, Mo.

## J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

**BUFFALO'S**

distributor of  
**Wurlitzer Phonographs**  
and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

## Wurlitzer Phonographs

Guaranteed A-1 Condition

- Wurlitzer P-10 ..... \$ 21.50
- Wurlitzer P-10, reconditioned ..... 25.00
- Wurlitzer P-12 ..... 35.00
- Wurlitzer P-12, with grille ..... 43.50
- Wurlitzer 412 ..... 49.00
- Wurlitzer 412, with grille ..... 57.50
- Wurlitzer 412 ..... 59.50
- Wurlitzer 419 ..... 84.50
- Wurlitzer 415-A ..... 84.50
- Wurlitzer 415, with & front ..... 120.00

TERMS: 1/3 CASH, BALANCE C. O. D.

**AMERICAN NOVELTY CO.**  
2183 Grand River Ave., Detroit, Mich.

### ONE PRICE

2 Grandstands	.....	\$79.00
5 Newsboxes	.....	49.00
5 Wurlitzer Ticket	.....	59.00
2 Pot Shots, Floor Sample	.....	65.00
3 Derby Clocks, 2 545 d.P.	.....	58.00
8 Derby Kings, 1 545 d.P.	.....	49.00
1 Derby Time, 5-Coin M.	.....	35.00
2 Stoner Zappers	.....	30.00
3 Mills Fishers, Fruit	.....	30.00
3 Mills 1-2-3, Large Pawns	.....	35.00
1 Bally Stablis	.....	23.00
10 Pay Grounds, Large Packs	.....	27.00
10 Finster Balls	.....	27.00
5 Jennings Liberty Balls	.....	27.00
1 Sinter Balls	.....	50.00
3 Galloping Dominoes	.....	50.00
3 Track Times, Keeney	.....	50.00

With Pay \$70.00 for Jennings Cigarettes, Will Pay \$39.00 for Bally Eureka. Wire 1/2 Deposit.

**STEWART NOVELTY CO.**  
198 E. 2nd St. Salt Lake City, Utah

### LAST CALL

20 EUREKAS, ..... \$39.50 EACH

8 Fairgrounds ..... \$15.00  
3 Bally Covers ..... 10.00  
7 Keeney's Multi-Free Races ..... 17.50  
15 Whitley's 7-Grand Counter Dice ..... 10.00

Terms: 1/3 Cash Down.

**J. H. PERES AMUSEMENT CO.**  
922 Poydras Street, New Orleans, La.

### LOOK!

Late Model 1-2-3's  
FRUIT AND ANIMAL REELS  
**\$89.50**

Write for a Complete List of Pin Games, Slots and Counter Games.

**AUTOMATIC SALES CO.**  
416-A Broad St., NASHVILLE, TENN.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

Brightest Star in the coin machine world

**TWINKLE**

**CONSTANT COME-ON!**  
**3 ways to win!**

EARNINGS that'll make your eyes twinkle! Revolutionary new ideas! New patented die bumpers! Twinkling stars provide spectacular play-magnet! 3 ways to win . . . by high score, by sequence, or by 4 star roll-over!

**BLAZING ITS WAY TO  
1ST PLACE AMONG HITS!**

Location tests tell the story! Alongside other top-notch games TWINKLE earned twice as much! Simple to play! Simple to operate! Simple mechanism.

ORDER  
TWINKLE  
TODAY!  
DIRECT  
OR THROUGH  
YOUR  
DISTRIBUTOR



REGULAR  
**\$89.50**  
FREE PLAY  
**\$99.50**

**BAKER NOVELTY COMPANY INC.**  
2626-32 Washington Boul. Chicago

## Bally Scoop Has Combination Play

(New Game)

CHICAGO, Oct. 14.—"Again Bally scoops the industry," exclaims Jim Buckley, general sales manager of Bally Mfg. Co., discussing Scoop, new combination spottem-skill and high-score game.

"Several weeks ago in line with the Bally policy of non-saturation of markets," he said, "we went out of production on Variety. The game, however, continued in demand, as collection reports revealed no drop in earning power. By the same token, few if any Variety machines appeared on the used market.

"While coin machine men everywhere tried to figure the answer, Bally quietly scooped the industry with a new game utilizing the Variety idea with improvements. Can you blame us for calling the game Scoop?"

"Scoop definitely meets the Variety demand because Scoop features the famous futurity award, whereby player builds up award during the game but does not know for sure if his wins until the very last split-second of play. However, in order to protect the resale value of the Variety games in operators' hands—and also insure even better collections—we have added to Scoop a regular high-score feature. This the player can win either by spottem-skill or by high score.

"Another new feature of Scoop is the new 'bell-shape' spiral spring bumper. Scoop is built to operate either a novelty or free-play game."

## Remodeled Digger A Good-Will Builder

DETROIT, Oct. 14.—A new use for used machines that is an excellent builder of good will is revealed in the use of a machine at Kalamazoo. An unidentified operator turned over the cabinet of a used claw or digger-type machine to a local luncheon club.

The cabinet has been slightly remodeled, with a double door constructed in the closed portion beneath the glass case, and shelves put in that section. This serves as an excellent storage compartment for all types of equipment.

It is the upper glass compartment which is most interesting however. Without remodeling, this serves to display very effectively the various cups, trophies and plaques possessed by the club. Like most service clubs, this particular one likes to display these items—and this enables it to be done with safety and effectiveness. Placed in a public location where many people see it each week, a gift of this type is an obvious good-will builder with an important class of business and community leader.

## C. of C. Execs To Discuss Use of Parking Meters

CHICAGO, Oct. 14.—One of the subjects to be discussed by more than 500 chamber of commerce executives when they meet in Chicago October 22 will



Amazing earnings are reported daily from Metal Typer Name Plate Machines.

For Full Details Request New Illustrated Circular MT107.

**GROETCHEN  
TOOL COMPANY**

130 N. UNION, CHICAGO.

## QUICK CASH FOR YOU

OUR TURKEY CARDS GET ACTION!!

60 Hole—F.C.5500—Takes \$11.45  
Pays 1 10-Lb. Turkey—Price 74c Dz.  
75 Hole—F.C.5063—Takes \$14.55  
Pays 1 10-Lb. Turkey—Price 83c Dz.  
80 Hole—F.C.5062—Takes \$16.45  
Pays 1 10-Lb. Turkey—Price 85c Dz.

Lots of Color and a Real Flash.

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., Chicago, U.S.A.

## QUALITY SPEAKS FOR ITSELF

Many thanks to the Jobbers and Operators for your co-operation. Your orders have made it possible for us to employ fine mechanics in our shop and we are growing larger and larger each day. Thanks to you.

We have a complete line of new and used Novelties, Slots and Consoles.

DAN HAWLEY, Sales Mgr.

**MODERN AUTOMATIC EXCHANGE, INC.**

2618 Carnegie Avenue,

Cleveland, Ohio



**Just Off the Press!**  
**A NEW CATALOG OF  
SALESBOARDS AND  
"RED HOT" MERCHANDISE DEALS**  
at FACTORY PRICES!

SEND FOR FREE CATALOG No. 52

Salesboard Operators and Jobbers! If you want to enjoy prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Bosses' newest Salesboards and Salesboard Merchandise Assortments . . . at Factory Prices! Write Today!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.



A CORNER OF THE EXECUTIVE OFFICE of Container Mfg. Corp., St. Louis. The firm manufactures salesboards. In the background can be seen the two leaders of the business, Max Sax (left) and Jack Morley.

# THE VENDING MACHINE COMPANY

GUARANTEES THE QUALITY OF EVERY MACHINE LISTED HERE REGARDLESS OF THE PRICE! ACT QUICK! PHONE, WIRE OR MAIL YOUR ORDER NOW!

(All Used Machines Offered Subject To Prior Sale)

NOVELTY GAMES	FREE PLAY GAMES
21 Bally Parenonata \$9.00	7 Bally Scooters \$52.50
21 Bally Reserves	2 Bally Chevrans
12 Venno Spicolas	1 Bally Fifth Innings
1 Daval Ode Ball \$14.00	1 Exhibit Double Feature
2 Genco Recorders	1 Exhibit Contact
1 Exhibit Request	2 Gattlob Pyramid \$130.00
1 Gattlob St. Morris	1 Gattlob Lot-o-Fun
2 Daval Trio	1 Daval Liberty
1 Mills Soft Ball	2 Daval Box Score
1 Genco Risk	2 Daval Trio \$45.00
1 Daval Double Treasure	2 Genco Soap & Go
2 Genco Soap & Go	1 Genco Risk
1 Genco Bubbles	1 Genco Fair
1 Bally Supreme	2 Genco Bubbles \$110.00

1-BALL AUTOMATICS	DE LUXE CONSOLES
1 Bally Casino \$11.00	1 Bally Lincoln Fields \$39.50
1 Bally Derby	1 Bally Rays Track 39.50
1 Bally Halloweeds	1 Exhibit Long Champ 39.50
1 Bally Multiple	1 Evans Galliping Domino, Serial 2048 72.50
1 Bally Stables	2 Jennings Padoca Club 39.50
1 Bally Fleetwood 29.50	2 Jennings Multiple Racers 49.50
1 Bally Fairground	1 Mills 25c Ode Game 39.50
1 Bally Hi-Indica 37.50	1 Keeney 1807 Truck Time 65.00
14 Mills Hi-Balls 48.50	2 Brown Cabinet Paces Races 88.00
1 Fire for 215.00	

### GUARANTEED SLOTS

11 Mills 5c Blue Prints Mystery Bells	\$50.50
11 Mills 5c Green Front Golden Bell	50.50
11 Mills 5c Extraordinary Vendors	45.00
11 Mills 10c War Eagle Bells, 20-Stop Reels	35.00
11 Mills 5c Escalator Front Vendor	35.00
11 Mills 10c Blue Front Mystery Bells	62.50
11 Jennings 5c Chief Mystery Bell	35.00
11 Mills 5c Reserve Jackpot Bells	17.50
11 Mills 1c O.T. Bells, Serials over 17,000	39.50
11 Jennings Columbia Jackpot Bells	43.50
11 Jennings Columbia Claret Gold Award Bells With Concealed Payout	47.50
11 Jennings 5c Chief Mystery Bell	37.50
11 Jennings 25c Chief Mystery Bell	37.50
11 Jennings 1c Duchess Vendors	19.50
11 Paces 1c Deluxe Comet Mystery Bells	30.00
11 Paces 10c All Star Comet Mystery Bells	37.50

COUNTER GAMES	PHONOGRAPHS
1 Advance Shocker \$ 6.75	12 Mills De-Nu M's \$ 44.50
3 Mills Tickettes 8.00	2 Mills Dance Masters 39.00
1 Aster 12.50	7 Model 24 Wurlitzers 157.50
1 Daval Joker Wild 8.00	1 Model "A" Wurlitzer 78.50
4 Bennett Doones Wild 8.00	3 Model 616 Wurlitzers 99.00
1 Bennett Lucky Pack 8.00	
4 Spinner Winners 14.50	

**NOTE:** If you are in need of machines or parts other than those offered here, write for our complete bargain sheet.

**TERMS:** 1/3 CERTIFIED DEPOSIT WITH ORDER. SHIPMENT C. O. D. FOR BALANCE.

205-15 FRANKLIN ST. FAYETTEVILLE, N.C.  
Cable Address: COINSLOTS

## WANTED FOR CASH

Free Play Games—Payouts—Consoles—Ticket Model 1-Balls, etc. WRITE immediately, stating quantity, condition and price wanted.

**WE ARE EXCLUSIVE DISTRIBUTORS FOR...**

<b>WURLITZER PHONOGRAPHS</b>	<b>EVANS' TEN STRIKE</b>	<b>WATLING SCALES</b>	<b>METAL TYPER</b>	<b>NATIONAL POINT NEEDLES</b>
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In Northern New Jersey, Complete stock all models and supplies ON HAND! Call or Write Today!!!

The least automatic bowling game operation, NOW ON DISPLAY AT OUR SHOWROOMS, 409 NORTH BROAD STREET, ELIZABETH, N. J. Tel: ELizabeth 3-7887

ROYAL DISTRIBUTORS, INC. ELIZABETH, N. J. Tel: ELizabeth 3-7887

Scoring Everywhere!

# BIG TEN

The greatest football bet ever! Plenty of possible values for unusual likelihood of real football action. Order immediately and cash in on the big football season.

From 25¢. Football symbol tickets. Taken in 5000 holes \$10-\$100. Pays out (average) \$46.15. Payout (average) \$11.14. Guaranteed! No-Cash! Protected for jack-pots. Protected winners.

PRICE **7.90**

**GLOBE PRINTING COMPANY** 1923-27 RACE STREET PHILA., PA.

## BEST BET OF THE YEAR

# KEENEY'S THRILLER

You Can't Lose — It's HOTTER Than a Dynamite Cracker. Get OUR PRICES on Latest Models—Used Games.

### O. D. GRIFFIN COMPANY

KEENEY'S MICHIGAN DISTRIBUTOR

2623 PINGREE AVE., DETROIT, MICH.

## Lite-o-Card In Big Demand

CHICAGO, Oct. 14.—There's a reason for the wave of popularity that is greeting the new game hit from the designing department of D. Gottlieb & Co., says Dave Gottlieb. "Lite-o-Card is a deluxe edition of Lot-o-Fun, but with superior refinements—so that there is hardly any comparison.

"We've added a mammoth backboard that really has the come-on that gets 'em—a backboard big enough to tantalize any onlookers even from a distance. We added new two-tone bumper dazzling light effects for still greater flash. We've put on the newest handicap idea for pleasing players—a selector, whereby a player can spot for himself one of the key-lites or any number that he believes difficult to make. That makes it seem easy to win.

"Just as most of us believe we have our lucky number, many players seem to have one number that persists in holding out against them. With the new selector you simply spot yourself that tough number and you've got better sailing ahead. The game is already meeting with sensational success on locations, and distributors can't get them fast enough."

## Milwaukee Coin's Party Big Affair

MILWAUKEE, Oct. 14.—The grand opening in celebration of the new quarters of the Milwaukee Coin Machine Co., October 3, was pronounced a huge success by its sponsor. Members of the trade from near and far attended, and flowers, telegrams, phone calls and letters of congratulation were bestowed upon Sam London, head of the company and host of the occasion.

Many Chicago manufacturers were represented. They were: Daval Mfg. Co., by Dave Helfubino, William Shafran and David Greenberg; J. P. Seeburg Corp., by Reed Crawford, Spencer Ott, Clarence Bayne, Andy Kehoe, as well as field service instructors Al Koch, Joe Kamys and Bernard Tollstam; D. Gottlieb & Co., by Dave and Nate Gottlieb.

"We want to thank all the manufacturers and friends who sent us the beautiful flowers, telegrams and letters," said Sam London. "Operators turned out in a body from the entire State as well as from the city for our party, and it was such a huge success we are ready to plan an anniversary party for next year."

## Mrs. Art Nagel Visits Chicago

CLEVELAND, O., Oct. 14.—Mrs. Art Nagel, of Avon Novelty Sales Co., has just returned from a trip to Chicago, where she visited the Rock-Ola Mfg. Corp. and Genco, Inc., factories.

Mr. Chips and other Genco games are favorites with Avon customers, the firm reports, and operators are placing more and more repeat business with Genco money-makers, according to reports.

Art Nagel, not to be outdone by his wife, was also away from the Cleveland office. He traveled thru the East visiting jobbers.

# Stoner's

**READY NOW!**

The game packed with new ideas. An entirely new and fascinating solo ball game—no prizes, no waiting, no ball failures—no cheating, no "bunk" games. Be sure to check on Clippert TODAY.

Combination Novelty and Free Play

Price **\$89.50**

**STONER CORP. - AURORA, ILL.**

*JACK CAMPBELL and Bris Crabtree (right), Mills roommen, in front of Campbell's Ranch Inn, in Coulee, Wash., where "phonographs are going to town," according to Campbell.*

# WESTERN NOW OFFERS A TIME PAYMENT PLAN ON WESTERN'S Deluxe BASEBALL



● Responsible operators may now start out with a full route of De Luxe Baseballs. Western's new time payment plan is the most sensible deal ever offered to operators. It will pay you to investigate today!

*A Model for Every Type of Territory!*

## WESTERN PRODUCTS Inc.

925 W. NORTH AVENUE • CHICAGO, ILLINOIS

# EASTERN FLASHES

NEW YORK, Oct. 14.—Party of the past week was that of Joe Fishman and Marvin Liebowitz at their new Interstate Coin Machine Sales Corp. offices. Once again these two men demonstrated their talent for staging affairs that one like to attend. One of the largest crowds of the season attended to look over the Rock-Ola models and congratulate Joe and Al on their new venture. Now that the party is over, however, business has become the main topic of conversation. . . . One of the most attractive girls at the party was Ethel Fishman, Joe's 17-year-old daughter. . . . Leo Rubinson revealed at the party that he's still on that reducing diet, but it doesn't seem to do him much good. . . . Art Nagel, of Avon Novelty Co., Cleveland, stayed over in town for the affair.

**NEW HEADQUARTERS** . . . of East Coast Photo Distributors on the corner of 45th street and 10th avenue is really something. Firm occupies three floors, totaling about 20,000 square feet. Fixtures and appointments reveal that Sam Kressburg really has gone to town. A grand opening party will be held November 4-7. Factory engineers will be on hand to school ops and service men in the mechanical secrets of all Seeburg products. Engineers will then travel to Philly, where they will hold classes November 9 and 10 at the Automatic Music Co.

**SO MUCH ACTION** . . . around the offices of George Ponsler these days that he's hard pressed to find time to attend to matters of office routine. "Orders for Mills Throne of Music are pouring in as a result of the efforts of Jack Mitnick and Sam Mendelson on the road, as well as John Geel Jr. at our new offices in Albany, and Mac Cohen, who will soon open in Syracuse. The orders these men are shooting in, plus those that are being taken here and in Newark, indicate that we're scoring a new sales record with this outstanding music machine."

**A BUSY SPOT** . . . this week was the offices of Jack Fitzgibbons, what with new Bally products on the way and White Salls still going strong. "There's no doubt," Jack declared, "that White Salls will sell for some time to come, but we are already prepared to give the boys some new winners that will keep their collections on top."

**AROUND THE TOWN** . . . There's a report making the rounds that the pin games of Erie C. Bazke, of National Novelty Co., Merrick, L. I., will be on display in Esquire magazine's ultramodern store now being completed on Fifth avenue. Store is to display goods advertised in Esquire in a special issue as a help to shoppers. Merchandise displayed will not be for sale, however. . . . Hymie Rosenberg, popular New York op, says his spots have jumped to a new high and he's spreading out just as fast as he can. . . . Sol Silverstein, of Chicago Coin, is back in town again selling the firm's latest game to the ops here thru its local distrib, Savoy Vending Co., Inc. . . . Al S. Douglas, Daval proxy, made a fast trip to town to visit Savoy, which also handles the Daval line. . . . Another visitor from Chi was Harry Hoppe, of Baker Mfg. Co. He spent a few days with his distrib, Brooklyn Amusement Machine Co., checking up on the way the firm's game, Twinkle, has been going. . . . Larry Serlin is working harder than ever.

**TO THE DAILY PRESS** . . . returns Bill Rabkin's International Photomatics Reel Co., Inc., to help Photomatics ops. The first ad on the picture page of The New York Post this past Thursday showed "Woo-Woo" Hugh Herbert, popular screen comedian, having his picture taken Photomatically. . . . Rabkin also reports that his firm is retying its new legal winners for the trade.

**"CAN'T STOP** . . . production on Mr. Chips," reports Bert Lane from his Seeburg Sales headquarters. "For eight weeks we haven't been able to keep a sample of the game on the floor," says Bert. And Meyer Gensburg, Genco exec, who was in town this week, adds, "Just watch Genco's smoke when

## OUR POLICY

★ To obtain only the Best products!  
To price them reasonably!  
To give the finest service and co-operation!  
And to in every fashion serve our customers to the best of our ability!  
**WRITE FOR OUR PRICE LIST NOW  
AND BE CONVINCED WE MEAN IT!**

## GEORGE PONSER CO.

11 E. RUYON ST. • NEWARK, N. J.

## → SPECIALS ←

KENTUCKY CLUBS, guaranteed in A-1 condition, mechanically and in appearance  
**\$42.50**

'38 Track Times	.....	\$84.50	
Dark Horse	.....	39.00	
Fast Head Derby Days	.....	35.00	
Slant Head Derby Days	.....	25.00	
Chief, P.P.	\$29.50	Chobby, P.P.	36.00
Scrap-On, P.P.	29.50	Slide/Kick, P.P.	27.50
Miami, P.P.	32.50	Silver Flash	7.50
Thunderbolt	9.00	Suspense	9.00
Jackpot	12.00	Loyalty	12.00
Handicap	7.00	Diva	7.00
Paramount	5.00	Sal-High	5.00

1/3 Deposit, Balance C. O. D.

## LAKE CITY NOVELTY CO.

3008 Payne Ave. CLEVELAND, O.

## WANT

FIRST-CLASS EXPERIENCED MECHANIC for Payoff Tables, Cansels and Stots. Give full details at to age, experience, references and salary desired.

### McCALL NOVELTY CO.

3147 Locust St. ST. LOUIS, MO.

the new addition to our factory is completed.

**HARD AT WORK** . . . Harry Rosen and Irving Sommers are hard at work handling sale of Wurlitzer phonos, while Nat Cohn is busy going over plans with architects for Modern Vending Co.'s new offices, which will take in the entire seventh floor of its present building.

**MEN AND MACHINES** . . . Leon Talsen reports pushing thru a large Belgian shipment of games just under the wire. . . . Al Schlesinger, of Poughkeepsie, is spreading out with novelty tables in his territory. . . . Now it appears that Bobbie Blessing did not go A. W. O. L. Instead a washed-out bridge was the reason for her delay on returning to the office. . . . Willie Levy, prominent Brooklyn op, is looking for a new watch chain. "But," he reports, "I'm going to wait for someone to buy it for me." . . . H. Betti, who operates in Union City, N. J., from his New York City headquarters, used to operate in England and Scotland back in 1914 before coming to the U. S. A. . . . Jack Ehrlick, of Brooklyn, is taking things easy these days. . . . That Bally Beverage Vender at the World's Fair Eighth avenue subway entrance is getting a big play, according to reports.

**BACK FROM CHI** . . . Dave Stern, of Royal Distributors, Elizabeth, N. J., just back from a 10-day stay in Chicago, reported: "Have been busy since I've returned. The demand for Wurlitzer, the new Evans Ten Strike and the new Walling scales continues as great as ever. We believe this will be Royal's greatest year."

**FROM PAYETTEVILLE** . . . comes word from Joe Calcultone that demand for Calcultone needles is increasing daily. "The jump in our sales of 'Calcultone' needles convinces us that this will be one of the biggest phonograph years in history. This increase, plus our sales of Mills Throne of Music is a sure indication of big times for the photo ops."

**GOING TO TOWN** . . . in a big way with A. B. T. Challengers is Mike Minerva. "As more Challengers go out more recorders come in. This is one machine that we know is bound to click. Already we've chalked up a large

## SUPERIOR'S SPECIAL FOOTBALL BOARDS

**EXTRA POINT**

**ACTION! PROFITS! JUST OUT!**

A new line of novelty salesboards with the old college thrill! New original symbols that will be as popular as our famous GOLD BELL. Tickets easy to read, easy to check—favorites of operators everywhere.

Write for your free FALL CATALOGUE just off the press. Contains our new line of fall numbers. Also write for Scoops, exclusive salesboard trade paper.

## SUPERIOR PRODUCTS

"World's Largest Salesboard Factory"

14 North Peoria Chicago, Ill.

**HERE NEXT WEEK!**

**BIG SIX**

1 Predict a Sellout! Reservations Now!

Says GEORGE PONSER N. Y.

KEENEYS FREE PLAY

Make your

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



# YES SIR! YESSIR! YESSIRREE!!

## NEW 1940 MODELS

**PACE'S SARATOGAS AND JRS.  
PACE'S REELS AND JRS.**

**Oh Boy! Oh Boy!! What a Wow!!!**

**THE THRILLING WONDER OF ALL SLOTS  
GREATEST IN THE LAND  
BEST EVER IN ANY STAND**

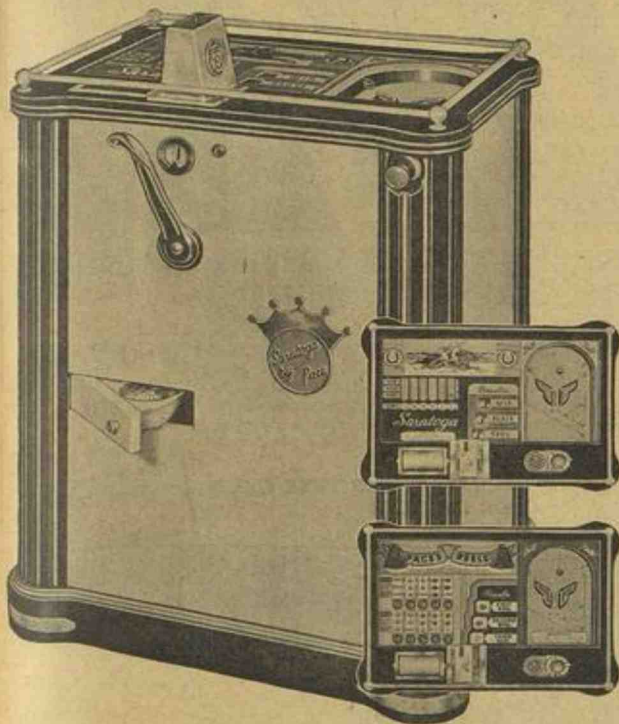
## SLUG PROOF—5c—10c—25c

STANDARD BELL FRUIT OR NUMBERED HORSE HEAD SYMBOLS WITH SKILL FIELD OR JUNIOR MODELS WITHOUT SKILL FIELD.

**Most Beautiful Mach. Ever Made in the U. S. A.**

CONSULT YOUR JOBBER OR WRITE DIRECT

**PACE MFG. CO.** 2909 INDIANA AVE., CHICAGO, ILLINOIS



**RED HOT PRICES ON JAR DEALS OF ALL KINDS**

The most sensational Jar Deal of the year! Offered to "Bios" and "Takes" to meet size operator's needs—at Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY!

**H. & H. NOVELTY SALES**  
645 HAMM BLDG., ST. PAUL, MINN.

number of sales, but we're really just getting under way in a sale drive now."

**COINSHOTS . . .**  
Harry Wiehansky, of Atlas Vending, Elizabeth, reports his firm is now distrib for Claude Kirk's scales. . . . Fred McClellan, who is well known to every one of the column here as president of the former Pacific Amusement Co., is here with Exhibit's Vitalizer. Fred made his first appearance here in some time at the Fishman-Liebowitz opening. . . . Max Weiss, one of the oldtimers here, is operating everything but scales these days. . . . Dave Friedman almost had one of the boys in a well-known distrib's spot fired the other day by walking into one of the firm's secret rooms, where a manufacturer's game sent here for test purposes was being housed. . . . Irving Gruber is back from his vacation. . . . Harry Marcus is busy setting new spots just as fast as he can get machines to them. . . . Julie Schneider appears to be one of the busiest of the busy in Brooklyn.

**A BEEHIVE OF ACTIVITY**  
Was the office of Babe Kaufman this past week. The ops within miles of New York, learning that Babe had taken over the franchise for Automatic Libraries, came in to investigate the machine. "Looks like plenty of action ahead," says Babe.

**DOING FINE . . .**  
Ire Mitchell has been doing so well in Brooklyn since he opened his jobbing business that his enthusiasm knows no bounds. "I want to thank everyone who has made this condition possible," says Mitch.

**FROM BALTIMORE . . .**  
Roy McGinnis continues to be loud in his praise of Mills Throne of Music. "We expect to see our biggest sales this year from this richest and rarest of

**EXCLUSIVE PENNSYLVANIA DISTRIBUTORS**  
EVANS  
**TEN STRIKE** WRITE—WIRE CALL TODAY  
**K. C. VENDING CO.**  
415 MARKET STREET Bell Market 4641 PHILADELPHIA, PA.

phonographs.' Just watch our smoke," he says.

**INTERESTING DOPE . . .**  
Which this week from G. V. Corp., which sells Adams gums for the DuGrenier gum vender. G. V. reports that the coming big gum seller is Adams Clove, which is slowly but surely creeping up with the leaders. Spearmint and Peppermint still are the big favorites, the firm reports, with the tab type first and the sugar coated just a little below.

**PLENTY OF GAMES . . .**  
"We're going as fast as can be expected with the new games," states Joe Ash, of Active Amusement, Philly, but we're receiving so many new ones these days that we can't even remember the names of all of them."

**OFF THE CUFF . . .**  
Harry Blakin has gone in for Baseball games and seems to be doing a swell job with them. . . . Barney Kahn, chief mechanic of Savoy, is expected to enter the "proud daddy" ranks soon. . . . Jack Kay, of Ace Distribs, Newark, reports the past month was one of the best ever for him. . . . Teddy (Lucky) Seidel is being touted as the leading wit among the ops because of the steady flow of gags that stream from his lips.

8 Western Base Ball, Metered . . . . .	\$35.00
4 Exhibit's Flash, Free Play . . . . .	40.00
3 Exhibit's Zip, Free Play . . . . .	25.00
2 Exhibit's Contact, Free Play . . . . .	25.00
2 Tuff Change . . . . .	8.00
4 Caroms . . . . .	8.00
2 Jitterbug . . . . .	15.00
2 Circus, Free Play . . . . .	25.00
1 Rock-Ola Low Boy Scale . . . . .	25.00
1 Rock-Ola Tom Mix Rifle . . . . .	75.00
1 Rock-Ola School Days Rifle . . . . .	40.00
1 Rock-Ola Play Boy Souper . . . . .	40.00

All of '39 Cash, Balance C. O. D.

**ANDY WARREN**  
4290 So. 27th. OMAHA, NEB.

**IT'S A HIT! "MIDGET" BASEBALL**

This NEW PENNY SKILL GAME gives the players PLENTY of thrills and action! That's why it's such a GREAT MONEY MAKER ON LOCATION!

Sends a Ball of Gum for each Penny. It's thrilling EVERYWHERE!

Here, Indeed, is a counter game that is good for "LONG LIFE" PROFITS.

Operator's Price Only, \$1750

**ATTENTION!** Salesman and Distributors Write For Our Offer.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

**STOP**

Mutoscope has 3 new gold mines, all thoroughly located—tested and NOW READY. Details will be announced in full page ad in The Billboard, November 19th issue. Send us advance information TODAY. INTERNATIONAL MUTOSCOPE REEL CO., Inc., 4-29 11th St., Long Island City, N. Y.



# Chicago Coin's Nippy

**2 WAYS TO WIN: HI-SCORE OR BY HITTING THE 3 RED NIPPY BUMPERS!**

The 3 NIPPY bumpers light when hit . . . if all 3 are lighted, each hit thereafter registers a free game. At a score set by the operator, for instance 28,000, all bumpers light up and each succeeding hit adds 1000, making possible a very high score. Skill lanes light alternately with corresponding lights in the kicker lane at the same time. More flash, more color, more lights on the board than any other game made!

**CONVERTIBLE—PLUG IN FOR FREE GAME OR REGULAR**

**LUCKY**

Still the Greatest  
Money Earner of  
Them All!

**CHICAGO COIN MACHINE MANUFACTURING CO.**  
1725 DIVERSEY BLVD, CHICAGO

## DOUBLE YOUR PROFITS With New DOUBLE FEATURE

Carries a double wallop! All the player appeal of Dice and Cards in one board. Tickets printed with Dice and Poker Hands.

No. 1621 1620 Holes  
Takes in . . . . . \$81.00  
Average Payout . . . . . 40.79  
AVERAGE GROSS PROFIT. . \$40.21

**HARLICH MFG. CO.**  
1413 W. JACKSON BLVD., CHICAGO, ILLINOIS

DOUBLE FEATURE	
1621	1620
1622	1621
1623	1622
1624	1623
1625	1624
1626	1625
1627	1626
1628	1627
1629	1628
1630	1629
1631	1630
1632	1631
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1638	1637
1639	1638
1640	1639
1641	1640
1642	1641
1643	1642
1644	1643
1645	1644
1646	1645
1647	1646
1648	1647
1649	1648
1650	1649

PRICE EACH **\$5.72**  
SEND FOR CATALOG OF OTHER PROFIT-MAKERS

## Brewers Approve More Regulation

NEW YORK, Oct. 14.—Extension of its self-regulation program to "clean up or close up" establishments where objectionable conditions surround the sale of beer was approved here yesterday by delegates attending the third annual convention of the United Brewers Industrial Foundation at the Hotel Waldorf-Astoria. Details of the program for the coming year will be worked out by directors at a meeting to be held here next month. It was announced.

According to reports of delegates following executive sessions of the organization, members approved the campaign to eliminate objectionable outlets which was started last year. The campaign was carried on in eight States during the last 12 months and members voted to extend operations to include a larger section of the country this year.

## Seattle

SEATTLE, Oct. 14.—With new amusement machines such as White Sells moved into place by Roy Erickson, the Pike Recreation has reopened after complete remodeling and enlargement as one of the foremost downtown recreation parlors under the general management of R. T. Byers.

Call for bids for installing thousands of parking meters on Seattle's downtown streets was issued recently. Many firms will furnish estimates for coin devices and proposals will be studied by the city council. Prospective bidders are being requested to quote prices and terms separately on three different quantities—1,000 lot, 2,000 lot and 3,000 lot.

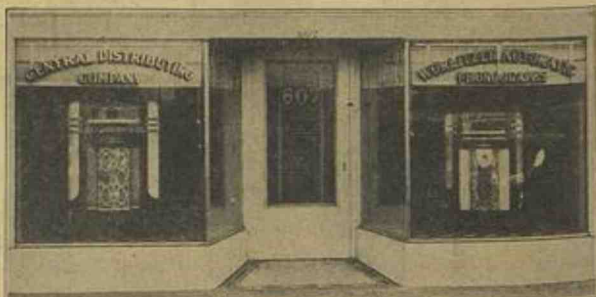
With music from recordings of famous orchestras and a phonograph furnished by Frank Ray Amusement Co. and Bendix Music & Electric Shop of Walla Walla, Wash., "The Wishing Well" has been opened as a spectacular refreshment and recreational lounge within the Marcus Whitman Hotel of Walla Walla.

**OUT NEXT WEEK!**  
**Keeney's BIG SIX**  
A Revolutionary Play Idea—Brand New Features!  
SEE YOUR KEENEY DISTRIBUTOR

## Restaurant Men Say Taxes Biggest Problem

CHICAGO, Oct. 14.—Taxes make up the chief problem facing restaurant men. Labor is second, promotion third and food costs fourth. But, taken by and

large, taxes constitute three times as difficult a problem as the others combined. This was the vote of the National Restaurant Association in a poll taken yesterday at its annual convention here. Exhibitors in the exposition section of the convention predicted sales would exceed \$15,000,000 before fair labor practices.



OUTSTANDING IN APPEARANCE are the new branch office and display rooms of the Central Distributing Co., recently opened in Wichita, Kan. Main offices of the firm are in Kansas City, Mo.

# LITE-O-CARD

DE LUXE "LOT-O-FUN"!

WITH ADDED PLAY INCENTIVES AND NEW MAMMOTH BACKBOARD... PLUS NEW SELECTOR WHICH SPOTS PLAYER A KEY-LITE OR ONE OF THE DIFFICULT NUMBERS!

NEW 2-TONE BUMPER DAZZLING LIGHT EFFECTS!

Immediate Delivery  
Write Your Jobber for Prices!

**D. GOTTLIEB & CO.**

2736-42 N. PAULINA ST.,

CHICAGO, ILL.



## Atlas Co. Now Covers 4 States

CHICAGO, Oct. 14.—"By establishing offices in four States and giving the best possible service, we have enabled operators throughout the Middle West and East to get the maximum in efficient service," declared Morrie and Eddie Ginsburg, of the Atlas Novelty Co.

"We have no desire to brag or boast but we feel that our unwavering policy has made our firm one of the leading distribution firms in the country. All shipments are forwarded from our Chicago headquarters via our branch offices, and it is our personnel in our Chicago office that makes our service extraordinary.

"Among those who have molded our line standards are J. Mike Kratze, in charge of our Detroit office; Phil Greenberg, in Pittsburgh, and in our Buffalo office, Ben Kullick. Our Chicago office

employs 24 people to form one of the most efficient organizations in the industry. Assisting us (Morrie and Eddie Ginsburg) are Irving Ovitz and Eve Ginsburg. The road staff comprises Art O'Melia, Bob Van Weise and Gene Struthers. Others are employed in our shipping, repairing, refinishing and other departments planned to make Atlas service and products the best.

"Operators are always welcome at our home or branch offices and we wish to invite them to inspect our respective offices where they will learn that they can be sure of getting a maximum of service and the best of products when dealing with Atlas."

## Monarch Notes Business Upturn

CHICAGO, Oct. 14.—According to Al Stern, Monarch Coin Machine Co. official, business has taken an unprecedented upturn in the past week.

"The past week has definitely been on the "up-beat," a condition that was entirely unexpected so soon this fall," said Stern. "Every type of game has been in heavy demand. Not only free-play novelty machines, but our reconditioned pay tables are being called for in great quantities. Some indication of the activity that is taking place at this time can be seen in the long lines of pick-up and delivery trucks that crowd our shipping and receiving docks all day every day.

"This sudden rush of business, while unexpected, found us fully prepared to fill all orders from a stock of games which coinmen have termed the largest in America, concluded Stern.

## Chicago Coin Releases Nippy

(New Game)

CHICAGO, Oct. 14.—Officials Sam Wolberg and Sam Gensburg, heads of the

## STILL THEY COME CONTAINER'S NEW FEATURE

Unexcelled for Beauty and Appeal

### 2520 Hole—TARGET

Take In—2520 Holes at 5c. . . . . \$126.00  
Payout (Average) . . . . . \$4.29  
PROFIT (Average) . . . . . \$ 61.11

This New Creation by Container Will Steal the Play at Locations. Must Be Seen To Be Appreciated.

**'THE OPERATORS' MANUFACTURER'**

**CONTAINER MFG. CORP.**

1825-1833 Chouteau Ave., St. Louis, Mo.



## LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

Seaburg 1938 Royals . . . . . \$169.50	Rock-Ola Rock-O-Balls, 12 Ft. . . . . \$75.50
Wurlitzer 1938, Model 24's . . . . . 139.50	Wurlitzer Game-Sifts, Late Models . . . . . 69.50
Rock-Ola 1938 Windows . . . . . 139.50	Seaburg Ray-o-Lights . . . . . 69.50
Seaburg Rears, 1937 . . . . . 109.50	Western Baseball . . . . . 59.50
Rock-Ola Imperial 20's, Illuminated . . . . . 89.50	ABT Ray-o-Light Squirrels . . . . . 49.50
Wurlitzer, Model 412's . . . . . 64.50	Bally Eagle Eyes . . . . . 49.50
Millie De-Ro-Mi's . . . . . 29.50	Exhibit's Motor Runners . . . . . 49.50
Millie Dance Master De Luxe . . . . . 22.50	Kirk's Blow Balls . . . . . 29.50
Millie Regular Dance Masters . . . . . 16.50	Goodrich's Skill Jumps . . . . . 19.50

Write for our New Bargain List, listing over 500 Reconditioned Machines. Used Phonograph Records. All usable. Our choice per hundred, \$3.00.

**BADGER NOVELTY COMPANY**

2546 N. 30TH STREET,

MILWAUKEE, WIS.

Chicago Coin Machine Mfg. Co., report the release of a new game which has been named Nippy. "We called it Nippy—and if we may be trite, we believe it will 'nip' top earnings.

"Altho our latest release was announced only about a month or so ago we felt that Nippy was so good it would be unfair to hold back any longer. Nippy offers players a brand-new scoring opportunity. Players may win with either a high score or by hitting the three red Nippy bumpers. It's really a fascinating game and should win the approval of fans from Coast to Coast.

"Mechanically Nippy is tops, and if its earnings on test locations are any indication of its future then there's a lot in store for the lucky operators who buy Nippy."

# LOOK

Multiscope had 3 new winners, all thoroughly location-tested and NOW READY. Details will be announced in full page ad The Billboard, November 18th issue. Send for information TODAY. INTERNATIONAL MULTISCOPE REEL CO., Inc., 44-01 11th St., Long Island City, N. Y.



ROSE M. KNOLLMILLER, owner and manager of the Toledo Coin Machine Exchange, Toledo, has been in business for herself for 17 months. She sourced her knowledge of the business thru working as a bookkeeper. Now she has a profitable business of her own. She has shipped machines as far as Hawaii.

# FOLLOW UP

Totally Different!

THE First  
SUPER-HIGH-SCORE GAME!  
SCORES UP TO 200,000!—  
BOX-CAR FIGURES THAT  
Thrill THEM ALL!

RADICALLY DIFFERENT 5-BALL SUPER-HI-SCORE GAME!  
PLAYERS GO WILD OVER THE NEW "WILD BUMPER"  
SCORING ACTION AND THE  
9 PROGRESSIVE VALUES ON ALL BUMPERS!  
REGULAR 200 BUMPERS SCORE 1000 TO 8000 WHEN LIT!  
THE FIRST GAME IN YEARS WHICH EMPHASIZES SKILL  
PLAY! EVERY BUMPER ALWAYS A SKILL TARGET!  
A POSSIBLE WINNER WITH EVERY BALL!  
HEAVIER, DEEPER, NEW CABINET WITH SHORTER,  
STURDIER, WOBBLE-PROOF AND SHAKE-PROOF LEGS!

DAVAL MFG. CO. ★

CHICAGO  
PRICE \$99.50  
(SUBJECT TO CHANGE WITHOUT NOTICE)

## ATLAS VALUE PARADE

CONSISTENT—In offering Guaranteed Reconditioned Machines at Lowest Prices

PHONOGRAPHS	
Seeburg Model A	\$29.50
Seeburg Model C	42.50
Seeburg M15 (16 Records)	75.50
Seeburg Rex (20 Records)	115.50
Seeburg Royale (20 Records)	123.50
Seeburg Royal	174.50
Wurlitzer #19	25.50
Wurlitzer #12	45.50
Wurlitzer #12	52.50
Wurlitzer #12	59.50
Walt-Ola Rhythm King (12 Rec.)	57.50
Walt-Ola Rhythm Master (16 Rec.)	59.50
Mills Dancomaster	17.50
Mills Studio	69.50

Beautiful Illuminated Grill Installed on All Models—\$10.50 Extra.

FREE PLAY GAMES		REG. NOVELTY GAMES	
Bounty	\$27.50	Chubbie	29.50
Supreme	37.50	Liberty	29.50
Liberty	34.50	Odd Ball	17.50
Chubbie	39.50	Spinner	17.50
Pain	32.50	Request	12.50
One Club	37.50	Palm Springs	12.50

Write for your copies of our Illustrated Phonograph Catalogue and Latest Price Bulletin.

TERMS: 1/3 Deposit — Balance C. O. D.  
CABLE ADDRESS: ATNOVCO.

### ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Office)  
1001 Fifth Ave., PITTSBURGH, PA.  
Associate Office: Atlas Automatic Music Co., 3191 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

WE'LL HAVE IT NEXT WEEK!  
KEENEY'S FREE PLAY  
**BIG SIX**

I'VE SEEN PLENTY, BUT BELIEVE ME  
HERE'S THE BEST  
BANNER SPECIALTY COMPANY  
PHILADELPHIA, PA. PITTSBURGH, PA.

You can ALWAYS depend on JOE ASH — ALL WAYS  
ON HAND FOR IMMEDIATE DELIVERY...  
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE  
COUNTRY'S LEADING MANUFACTURERS  
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2655.

## Pace Tells Plans for Future

CHICAGO, Oct. 14.—E. W. Pace, president of the Pace Mfg. Co., states that as the summer season comes to an end he is gratified to note that his company has enjoyed one of the most prosperous years of its history.

Pace further states that he has no less than 10 new models of various types of machines coming thru at the time, such as the new streamlined-column scale with mirror top; also a second model of the scale with a candy vander which gives a package of candy free with each weight, and a new cigar tender with nine columns to be sold at a low price. He also reported that the firm was just entering into the field of electric machines, the first of which would be Pay-Day, a nine-coin electric, which "surpasses any style and player appeal in anything that has hitherto been exhibited.

"Within two weeks," he continued, "we will be out with our new Rocket, a standard bell which will be revolutionary as compared with anything hitherto sold to the trade.

"While there have been numerous slug detectors marketed and sold within the past two years, within a very short time we will offer to the entire coin machine trade a slug device adaptable for any and all purposes and which cannot be played with any coin other than the one it is constructed for. No slugs or other devices will cheat this device.

"Pace's Saratoga and Pace's Reels in large and small models are still going strong and I and the company wish to extend our appreciation to our thousands of customers," he concluded.

**TEXAS**  
OPERATORS SWAP WITH WILKY  
**Rock-Ola--Bally--Groetfchen**

Phone C-1421

UNITED AMUSEMENT CO.  
310 SO. ALAMO, SAN ANTONIO, TEXAS



BERT  
LANE  
Says:

10 WEEKS  
AND STILL  
THE NO. 1 GAME

MR. CHIPS

SEABOARD SALES, INC.

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

### CONSOLES—AUTOMATIC

All A-1 Reconditioned

BALLY CLUB HOUSE	\$17.50
BUCKLEY TRACK ODDS	29.50
DERBY DAY (Slant Top)	32.50
DERBY DAY (Flat Top)	25.00
KENTUCKY CLUB	22.50
LIBERTY BELL (Slant Top)	34.50
LONG CHAMP	29.50
PADDLE WHEEL (Gamo)	15.00
PACES RACES (Black)	29.50
ROLL-ETTE	12.50
SARATOGA	27.50
TANFORAN	15.00
TRACK TIME (Black)	22.50
TRACK TIME (Red)	49.50

Terms: 1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1212 W. 12th St., Chicago, Ill.

# 1940 REBOUND

## ACTION

**REBOUND TO THE MAGIC ADDER UPPER**

**OUTBALL RETURN HIGH SCORE "POP UP" POCKETS**

**ELEVATED / SKY RIDE THRILLS**

**LOOP THE LOOP**

**SWITCHING LIGHTS BRILLIANT ILLUMINATION**

**COMBINATION FREE PLAY AND REGULAR**

# 99.50

CHANGE FROM FREE PLAY TO REGULAR MODEL IN A JIFFY RIGHT ON LOCATION



**SEE IT!!! GET IT!!! NOW!!! from your Distributor**

**EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO**



**PICK-A-PACK**

**NEW MONEY-MAKING SENSATION!**

## PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

**PENNY PLAY**

Beautiful appearance! **\$18.75**

Sturdy, long-life construction!

F. O. B. Chicago

**GUARANTEE**

75 PICK-A-PACK for 90 days. If not satisfied, purchase price will be refunded.

**BAKER NOVELTY CO.**

2044-46 W. Lake St., CHICAGO

### Mr. Chips Goes Into Tenth Week

CHICAGO, Oct. 14.—"On and on and on marches Genco's triumphant success, Mr. Chips, which this week marks its 10th anniversary on the market, and according to reports from all jobbers, operators and distributors, the game has not shown the slightest sign of weakening in appeal," reports Genco, Inc.

"There's something universal in the



**BUSY SPOT** for a Bally Beverage Vender, reports the Keystone Vending Co., of Philadelphia, is the newspaper office of The Philadelphia Record.

## MOSELEY'S SPECIALS

<p><b>COUNTER GAMES</b></p> <ul style="list-style-type: none"> <li>4 Lucky Packs . . . \$ 6.50</li> <li>5 Deluxe Grip Testers . . . 9.00</li> <li>6 Deuces Wild . . . 8.50</li> <li>6 Jun. Se Grandstand . . . 10.00</li> <li>2 Pushette . . . 3.50</li> <li>4 Miss Vest Pocket . . . 27.50</li> <li>5 Ticketette, P. S., new . . . 19.50</li> <li>5 Gavel Contest . . . 26.50</li> <li>10 A.B.T. Challenges . . . 19.50</li> <li>2 A.B.T. Red. White &amp; Blue, 1c. like new . . . 24.50</li> <li>1 Bally Skill Field 5 . . . 45.00</li> <li>2 Keeney Top Entry 169.00</li> <li>3 Pace Sanitogo . . . 118.00</li> <li>1 Regulator P.S. . . . 110.00</li> <li>1 Pace Reed Jr. P.S. . . . 77.50</li> <li>1 Lucky Star . . . 75.00</li> <li>2 1939 Domino . . . 165.00</li> <li>3 1938 Domino . . . 150.00</li> <li>2 1938 Bang Tail, Cash Pay . . . 110.00</li> <li>1 Regulator P.S. . . . 110.00</li> <li>5-BALL NOVELTY FREE-PLAY MODELS</li> <li>4 David Box Score . . . \$25.00</li> </ul>	<ul style="list-style-type: none"> <li>1 Bally Chevron . . . \$32.50</li> <li>2 Giant . . . 42.50</li> <li>1 Genco Pair . . . 30.00</li> <li>23 Bally Spot-on . . . 34.50</li> <li>1 Genco Bink . . . 32.50</li> <li>1 Bally Fifth Avenue . . . 37.50</li> <li>1 Snap &amp; Go . . . 35.00</li> <li>5 Major . . . 37.50</li> <li>2 Bally Hi-Liner . . . 37.00</li> <li>5-BALL NOVELTY REGULAR</li> <li>2 Western Baseball . . . \$55.00</li> <li>1 Genco Zip, orig. mod. . . 10.00</li> <li>1 Hardtop . . . 10.50</li> <li>1 Silver Flash . . . 10.50</li> <li>1 Jig day . . . 8.00</li> <li>1 Line Up . . . 5.50</li> <li>1 Final Score . . . 5.50</li> <li>2 Sunbury Review . . . 7.50</li> <li>1 Bally Fleet . . . 7.50</li> <li>1 Register . . . 10.50</li> </ul>	<ul style="list-style-type: none"> <li>1 Bally Suspense . . . \$12.50</li> <li>1 Request . . . 10.00</li> <li>1 Always . . . 8.50</li> <li>1 AUTOMATIC PAYOUT</li> <li>1 Mills Hi Boy . . . \$45.00</li> <li>1 Mills 1-2-3, C.P. . . . 75.00</li> <li>1 Western Quinella . . . 22.50</li> <li>7 Slot</li> <li>20 PHOTOGRAPH</li> <li>20 Wurlitzer 412 . . . \$52.50</li> <li>Lot of 5, Each . . . 47.50</li> <li>5 Wurlitzer P-12 . . . 37.50</li> <li>Samels . . . 37.50</li> <li>Lot of 5, Each . . . 34.50</li> <li>7 Wurlitzer 516 . . . 110.00</li> <li>Samels . . . 85.00</li> <li>1 Wurlitzer 312 . . . 82.50</li> <li>Lot of 5, Each . . . 85.00</li> <li>1 Bock's Bellotophone 19.50</li> <li>2 Stock-Old Receptors . . . 22.50</li> <li>4 Cabal Juniors . . . 18.00</li> <li>2 Mills Bellows Dance . . . 19.50</li> <li>2 Mistery</li> <li>2 PACES RACES</li> <li>8 Pace Races 5c. light cab. ser. \$169 to \$204, Sample . . . \$110.00</li> <li>Lot of 5 . . . \$110.00</li> <li>Lot of 5 . . . 99.50</li> </ul>
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The above machines are slightly used and offered subject to prior sale. These prices are effective October 21, 1939. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Also get our list of slot machine bargains. Write us for your price on any new machine, coin operation, that is released by the respective manufacturer.

**MOSELEY VENDING MACHINE EX. Inc.,** 60 BROAD ST. Richmond, Va.

Day Phone 3-4511 Cable Address: Mosemoo Night Phone 5-5228

appeal of Mr. Chips that defies time," remarked Dave Genzburg, Genco official. "Unquestionably, Mr. Chips is one of the all-time greats among novelty tables, and with present indications pointing to a continuing run, this game might be placed at the top of every table in the history of our industry."

"Mr. Chips' popularity is nation-wide. From every section of the country comes the word that the game is still doing a terrific job on every location, many locations refusing to let go of the game since it was first put in almost three months ago. This insistence upon keeping the game on location for such an unprecedented period of time for a novelty table is eloquent testimony of the sensational earning power of Mr. Chips."

## MOTUSOP

Motusop has 3 new thrillers, all thoroughly location-tested and **NOW READY**. Details will be announced in full page ad in The Billboard, November 18th issue. Send no advance reservation TODAY. INTERNATIONAL MOTUSOP SEEL CO., Inc. 44-01 11th St., Long Island City, N. Y.

**ATTENTION**

NORTH AND SOUTH CAROLINA OPERATORS

Chubb's, P.P. \$24.50  
 Stone & Go, P.P. 30.00  
 5th Edition, P.P. 24.50  
 Contact . . . 27.50  
 Best Kit . . . 17.50

Novelty, all kinds, \$8.00 up  
 Omnibots and One Balls, \$12.50 up

**A. & P. NOVELTY EXCHANGE**

701 Twigg St., AUGUSTA, GA.

# start SCOOPing up bigger profit with Bally's sensational SCOOP

**TWO WAYS TO WIN!** Famous FUTURETY AWARDS . . . with "look-what-I-get-if-I-win" suspense. . . . **PLUS HIGH-SCORE WINNERS!** Player can WIN EITHER WAY or win total built up by skill. **MYSTERY "SPOTTEM"** or free-numbers feature! **OUT-BALL RETURN!** New super-sensitive **BELL-SHAPE SPIRAL** bumpers! Plenty of "came-close" **REPEAT PLAY** come-on! **CHANGE FROM FREE PLAY TO NOVELTY** or reverse in less than five minutes! No wonder SCOOP collections hit a new high! No wonder SCOOP has already started the biggest order stampede since Bally Reserve! Don't let competition SCOOP your choice locations . . . order SCOOP today!

AMERICA'S MOST COMPLETE LINE . . . write for folders

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO



**\$99.50**  
FREE PLAY  
OR NOVELTY

**WE HAVE IT!**  
**EXCLUSIVE**  
**FLORIDA**  
**DISTRIBUTORS**

EVANS' *Original*  
**TEN STRIKE**  
DIRECT SKILL REAL BOWLING AUTOMATIC



THE  
BOWLING  
SENSATION  
OF THE AGE!

**100% LEGAL**

**Florida Novelty Co.**

Hollywood Blvd.,  
HOLLYWOOD, FLORIDA  
Phone 160



## Midget Baseball All Over Country

BROOKLYN, Oct. 14.—Dave Robbins, of D. Robbins & Co., reports: "Our new penny skill game, Midget Baseball, will soon be seen in most every State, as repeat orders are coming in daily from jobbers and operators."

"In Midget Baseball, we are sticking to our policy of manufacturing small counter games at a low price so that operators can afford to buy a quantity of machines with small investment. Midget Baseball can be operated most everywhere as a ball of gum is vended for each penny. In addition, there are many thrilling features."

"Altho the demand is great, we wish to advise that we are able to make prompt shipment on this game."

## EMPIRE 1¢ PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



**\$17.50**

1/2 Deposit.  
BALL GUM  
15¢ a Box  
(100 Pieces)

CASE (100 Boxes), \$12.00.

**SICKING, Inc.** 1922 Freeman, Cincinnati, O.

**OUT NEXT WEEK!**  
*Keeney's*  
ENTIRELY NEW  
*free play*  
**BIG SIX** NEW PLAY  
*New*  
FEATURES  
SEE YOUR KEENEY DISTRIBUTOR

### Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTIES	AUTOMATIC PAYOUTS	CONSOLES
Spottions	Arlingtons . . . . . \$15.00	Triple Entries . . . . . \$145.00
Contacts	Turf Champs . . . . . 15.00	Brown Pages Races . . . . . 85.50
Rinks	London . . . . . 17.50	Black Pages Races . . . . . 49.50
Majors	Mills 1-2-3 . . . . . 19.50	1937 Skilltimes . . . . . 45.00
Box Scores	Fairgrounds . . . . . 19.50	Longhamps . . . . . 39.50
Gun Clubs	Paddies . . . . . 19.50	Jenn. Liberty Bell . . . . . 21.50
Skycricket	Bally Entries . . . . . 25.00	Melon Balls . . . . . 52.50
Dartol Gems	Derby Changes . . . . . 25.00	Bonus . . . . . 52.50
Chubbies	Wey Days . . . . . 35.00	So O.T. (Like New) . . . . . 45.00
Up & Up . . . . . \$48.50	Klondikes . . . . . 35.00	So O.T. . . . . 39.50
Double Feature . . . . . 39.50	Derby Times (5) . . . . . 35.00	Dial . . . . . 32.50
Zip . . . . . 39.50	Derby Times (M) . . . . . 45.50	Blue Fri. S.J.P. . . . . 35.00
Alps . . . . . 25.00	Derby Kings . . . . . 54.50	Blue Fri. D.J.P. . . . . 27.50
	Turf Derby . . . . . 55.50	Mile Fri. Vandy . . . . . 15.00
	Derby Clock . . . . . 62.50	Waiting Waitings . . . . . 15.00
	Winning Tickets . . . . . 82.50	Mills Roman Head . . . . . 15.00
	173 Dream, Balmain C.O.D., F.O.B. Baltimore, Md.	

WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

# DEPEND ON BALLY FOR THE BEST SCOOP

GREATEST 5-BALL  
FREE PLAY NOVELTY  
EVER BUILT! A 2-  
WAY WINNER!



## Royal Flush



NEVER BEFORE SUCH TREMENDOUS PROFITS AS OPERATORS ARE ALREADY EARNING WITH THIS SENSATIONALLY BEAUTIFUL POKER PAYOUT CONSOLE! IT'S THE MOST PHENOMENAL MACHINE YOU'VE EVER SEEN! PLAYERS GO WILD OVER IT! BE FIRST WITH ROYAL FLUSH! RUSH YOUR ORDER NOW!!

**JOHN A.  
FITZGIBBONS**

153 WEST 47TH ST., NEW YORK  
262 MULBERRY ST., NEWARK, N. J.

## Traveling Arcade Ends Good Season

COSHOCTON, O., Oct. 14.—Dick and Helen John's Playland, arcade attraction, ended its most successful season at the Coshocton County Fair October 7. The penny arcade launched its outdoor season at the annual county fair at Jefferson, O., and was in operation continuously until the end of the fair here.

Playland bookings were confined to the major Eastern Ohio fairs and included the Lake County Fair at Painesville, Trumbull County at Warren, Stark County at Canton, Wayne County at Wooster, Ashland County at Ashland, Tuscarawas County at Dover, Carroll County at Carrollton and Coshocton County at Coshocton.

Arcade was one of the most modern on the road this season, flashed up with an attractive illuminated front. Interior, attractively appointed with flags of all nations, contained a half hundred machines of the latest types.

John carried a crew of three men with him all season to assist in moving the arcade and operating it at the various fairs. He and children's day at the Wayne County Fair in Wooster was the season's best gross, it being the "top" for all-time operation of the arcade.

John, during the summer months, devotes his time to Lake Park here, which he and Mrs. John have directed for several seasons, with the assistance of Jimmy Rice. One of the midway features is a penny arcade. He also operated an arcade on the Pier at Buckeye Lake Park near Newark for a time this summer.

## Big Six Is Keeney's Latest

(New Game)

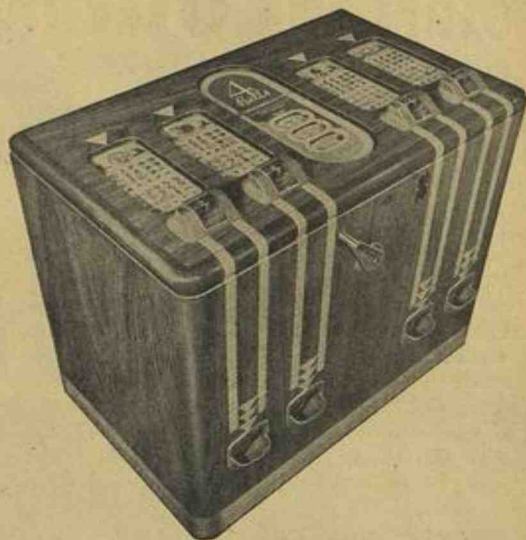
CHICAGO, Oct. 14.—Jack Keeney, head of J. H. Keeney & Co., reports that his firm is about to release a new game, Big Six. Said Keeney, "We want, at this time, to announce to the coin machine trade that we are releasing a new game. Of course we realize that many games have been brought on the market from time to time, but we honestly feel that this new machine will top the earnings of all free-play games now available.

"Naturally we're enthusiastic about Big Six, for it just came thru one of the most profitable testing periods any coin game ever went thru. Big Six has proved the center of attraction on test locations from the very first day. So when it comes to earnings Big Six has what it takes. In addition the game proved beyond question that it is one of the finest machines ever built from a mechanical standpoint.

"Don't miss Big Six is the advice I'm giving to all operators. Your Keeney distributor will have it on display next week."



ED GIMLICK, of Kirby Sales, East Chatham, N. Y., talks it over with Jack Mitnick (left), George Ponsler Co. traveling sales manager, after viewing phonographs in the Traveling Caravan. The caravan is fitted up as a traveling salesroom for bringing phonographs to the doorstep of the operator.



# FOUR BELLS

- ★ FOUR PLAY AT ONCE
- ★ TOP REWARD \$18.00
- ★ 4 SLUG-PROOF SLOTS
- ★ 4 SEPARATE PAYOUTS
- ★ NEW DOUBLE UP FEATURE
- ★ HIGHEST EARNINGS EVER RECORDED  
ON ANY COIN OPERATED MACHINE

See It at Your Distributors **\$345<sup>00</sup>**

## NEW THIS WEEK!

Mills Novelty Co., 4100 Fullerton Ave., Chicago

# Mr. Chips



## 10TH WEEK

### OF DAY AND NIGHT

### PRODUCTION

PLAIN MODEL \$94.50 • FREE GAME \$99.50

**GENCO, Inc.**

2621 N. ASHLAND AVE., CHICAGO

**SAVOY'S WEEKLY SPECIALS**

RECONDITIONED AND GUARANTEED

- NOVELTIES**
- Let-a-Fun, F.P. .... \$49.50
  - Let-a-Smoke, F.P. .... 49.50
  - Buckaroo, F.P. .... 49.50
  - Topper, F.P. .... 49.50
  - Contact, F.P. .... 32.50
  - Majors, F.P. .... 32.50
  - Rastone, F.P. .... 25.00
  - Odd Ball, Res. .... 12.50
  - Robin Hood, Res. .... 12.50
  - Pista .... 12.50

**A. B. T. CHALLENGER \$24.50 LEGAL Every-where**



Fastest Money-Maker in History. 1/3 Deposit With All Orders. Bal. C.O.D., F.O.B. Baltimore

- CONSOLES**
- Triple Entry, 5c ..... \$145.00
  - R. Square Balls, 5c ..... 75.00
  - Bill Times, '37 ..... 39.50
  - Red Head ..... 25.00
  - Grey Head ..... 25.00
  - J. Smith, Race ..... 25.00
  - Gail, Dominus ..... 39.50
  - Hanballs ..... 25.00
  - Mills, Rio ..... 25.00
  - Jan. Flash, Threeband ..... 25.00
  - Stone, 2c ..... 19.50
  - Bally Teaser ..... 15.00
  - Kentucky Club ..... 29.50
  - John, Lils. Ball, Flat ..... 29.50
  - Pace's Marathon, Br. 20-1, Ser. 8490 ..... 75.00
  - Pace's Race, Br. 30-1, Ser. 4500 ..... 75.00

**SAVOY VENDING CO.** 406-8 W. FRANKLIN ST. BALTIMORE, MD.

**SAVE WITH SAVOY! RECONDITIONED and GUARANTEED**

- |                       |                         |                        |
|-----------------------|-------------------------|------------------------|
| <b>FREE PLAY</b>      | Chubbie ..... \$19.50   | Peppy ..... \$ 9.50    |
| Cowboy ..... \$35.00  | Fifty Tenny ..... 25.00 | Review ..... 7.50      |
| Fair ..... 17.50      | Fire Alarm ..... 19.50  | Ragats ..... 7.50      |
| Major ..... 25.50     | Flint ..... 3.50        | Robin Hood ..... 7.50  |
| Up & Up ..... 42.50   | Green Lights ..... 7.50 | Ride Kwik ..... 15.00  |
| Regime ..... 15.00    | Handicap ..... 7.50     | Spottem ..... 32.50    |
| <b>NOVELTIES</b>      | Majors ..... 15.50      | St. Moritz ..... 12.50 |
| Ball. Champ \$25.00   | Odd Ball ..... 10.00    | Solmer ..... 9.50      |
| Box Score ..... 19.50 | Pyramid ..... 25.50     | Soapper ..... 7.50     |
| Buckaroo ..... 39.50  | Paratourant ..... 9.50  | Topper ..... 39.50     |
- 1/3 With Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.

**SAVOY VENDING COMPANY, INC.** 951 ATLANTIC AVE., BROOKLYN, N. Y. Code "BUDESPINO". (Tel: MEYER 8-3153)

**CHECK AND DOUBLE CHECK**

- |                                   |                                    |                                   |
|-----------------------------------|------------------------------------|-----------------------------------|
| <b>GRAND STANDS</b> ..... \$97.50 | <b>THISTLEDOWN</b> ..... \$39.50   | <b>SPORT PRIZES</b> ..... \$55.50 |
| <b>HAWTHORNES</b> ..... 35.50     | <b>WEST HORSESHOES</b> ..... 39.50 | <b>WEST DERBYING</b> ..... 64.50  |
| <b>EX. LONGCHAMPS</b> ..... 87.50 | <b>POT SHOT</b> ..... 47.50        | <b>Flintwood</b> ..... 29.50      |
| <b>Fairgrounds</b> ..... 27.50    | <b>Golden Wheel</b> ..... 14.50    | <b>Stables</b> ..... 22.50        |
| <b>West Posters</b> ..... 27.50   | <b>Clacker</b> ..... 12.50         |                                   |

\* Many other good Pay Tables and Novelty Games as low as \$10.00 each. Write for our Complete List at bargain price. Terms: 1/3 Certified Deposit With Order. \*

**GRAND NATIONAL SALES CO.** 2304-06-08 Armitage Ave., CHICAGO, ILL. Phone: ARM 1464-4570

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**Charles Katz Joins Baker, Inc., Staff**

CHICAGO, Oct. 14.—Charles Katz, well-known traveling salesman, has been added to the sales force as factory representative by the Baker Novelty Co., Inc. He is now traveling thruout the Middle West, it is reported.

Katz reports receiving extraordinary reception on Twinkle, new Baker game. "Never in my sales experience have I met with such enthusiastic welcome both by operator and distributor," he said. "Twinkle, on location, is doing more for the operator than any game ever sold. This accounts for the smiling faces I meet everywhere.

"This amazing game, within a few weeks, has become one of the favorites in pin games of today. It's easy to understand and for player-thrill it reigns supreme from the first ball to the last. I am an enthusiastic about it myself as the distributors and jobbers I meet, who praise it to the twinkling stars."

**Penna., New Jersey, Maryland, Delaware Operators**

WE HAVE THEM



**KEYSTONE NOVELTY & MFG. CO.** 26th & Huntingdon Sts., Philadelphia, Pa.

**DOZENS OF EXCEPTIONAL BUYS**  
National's Used Games Are in A-1 Condition, Expertly Reconditioned. Even Repainted in Most Cases!

Contact ..... \$27.00	Inc. packing (completely refinished) condition, \$12.75 (shoots penny).
Chevron ..... 32.00	<b>COUNTER GAMES</b>
Gun Club ..... 27.50	Play Ball ..... \$7.45
Odd Ball ..... 9.75	Deuss Wild ..... 8.50
St. Moritz ..... 12.75	Genco Punch Ball 7.45
Majors ..... 25.50	<b>PENNY TARGET</b>
<b>POKERING</b> A-1 shape, \$14.90, inc. 5% Off for Cash With Order on Quad Games!	GAME, in first-class Spottem ..... 39.50

**NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.**

Save Money! Write for Our New Price List and Illustrated Catalog Today!

**EXPORT**  
"We Cover the World" Cable Address: "NATHOVCO," Merrick, N. Y.

**I. L. MITCHELL & CO.**  
GET OUR PRICE LIST!  
ALL OUR USED PIN GAMES (NOVELTIES AND FREE PLAYS) ARE PERFECT.  
FROM \$5.00 UP  
Cable Address: "MITCHAL, N. Y." 1070 Broadway, BROOKLYN, N. Y.





**GET BACK  
IN THE  
MONEY!**

WITH



**100% LEGAL! ALL SKILL!  
REAL BOWLING! AUTOMATIC!**

**NO MAKE-BELIEVE PLAY!**

The manikin actually bowls down the alley, under player's full control. Clearing and Spotting pins, Ball Return, frame-by-frame Score-keeping, Strikes, Spares, etc., are completely automatic! 5 frames for 5c . . . average play, 55 seconds!

**No Payoffs! No Lost Locations!  
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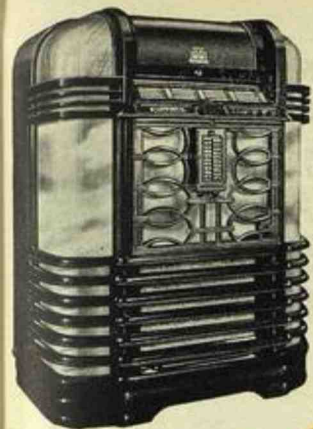
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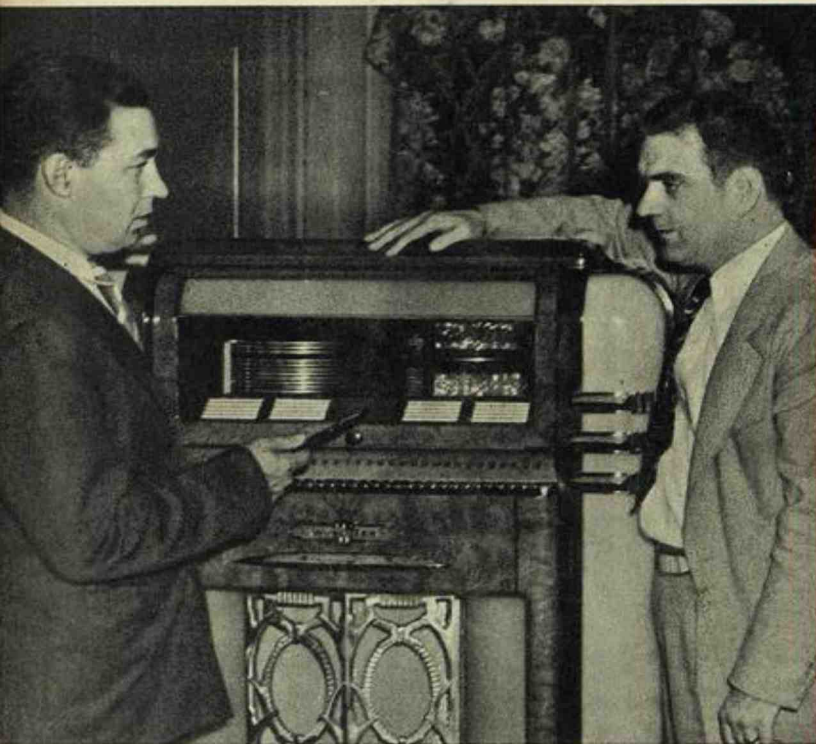
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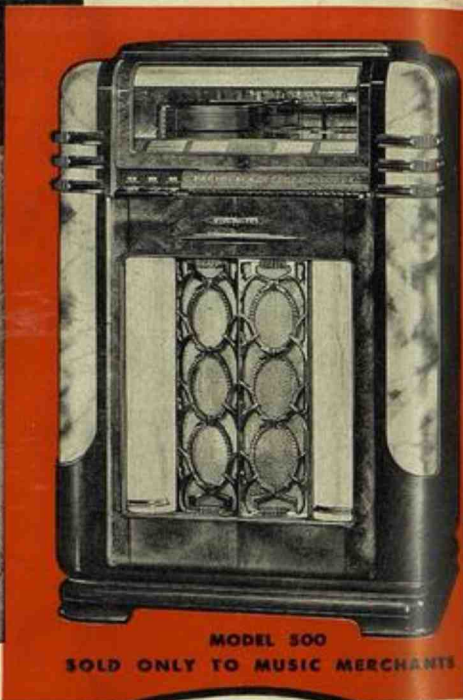
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