

The Billboard

The World's Foremost Amusement Weekly

OCTOBER 26, 1940

15 Cents

Vol. 52, No. 43

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The Billboard

The World's Foremost Amusement Weekly

October 26, 1940

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No. 43

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TONSIL COACHES' 10 PER CENT

Equity's Inside Track If Army Goes in for Live Entertainment

NEW YORK, Oct. 19.—Live talent entertainment for the new armed services being called up in America's first peacetime draft is not an immediate prospect, but if the War Department should consider such entertainment in the future, the government would probably confer with the performer unions, Actors' Equity in particular. This is the essence of a report made by Malda Reade, Equity counselor, who conferred in Washington this week with Col. Henry H. Pfeil, Chief of Morale Section of the General Staff. Diversion for the recruits, thus far, is limited to motion pictures, athletic contests, and library facilities, which can be used without advance booking. Army exec explained that program called for intensive training, and that at the moment there is little room for entertainment.

According to Miss Reade, Colonel Pfeil indicated that professional actors would be given preference should the army go in for live talent entertainment.

During the World War, the government went in for live talents soon after this country's entry.

Tenn. State Fair Booked by Jones

NASHVILLE, Tenn., Oct. 19.—The Johnny J. Jones Exposition yesterday contracted the Tennessee State Fair here for 1941. E. Lawrence Phillips, head of the show, was here in person for the closing of the deal.

AGVA Pact With Stem Houses Awaits Thompson's Recovery

NEW YORK, Oct. 19.—The pact between four flesh houses in New York and the American Guild of Variety Artists is still unsigned, AGVA claiming that the illness of Major Leslie E. Thompson, of RKO, is delaying the actual signing. At the RKO office yesterday Major Thompson's condition was described as "favorable," but it was said he will be out of the office for at least another week. The final agreement approved by both the union and the operators of the Roxy, Paramount, Strand, and State is scheduled to run for five years. AGVA originally wanted to sign an agreement which would cover all chain houses, but the circuit heads insisted on separate negotiations for each house.

Weekly minimums set are \$60 for principals; \$50 for assistants to principals and band vocalists; \$30 for supernumeraries. Above money is for 35 shows, with \$2 extra for each added performance. Daily minimums are \$10 for principals, \$8.50 for assistants, and \$5 for supernumeraries. Chorus girls are to get \$37.50 weekly for one year and \$40 beginning the second year; \$7.50 is a line girl's daily minimum.

Rehearsals must not last more than 10 hours weekly or three hours daily. Chorus members are entitled to one week off in each six weeks, with pay. In event of disputes each side must choose an arbitrator and the American Arbitration Association will choose the third.

Agreement provides that all performers are to be members of AGVA. Copies of all contracts are to be submitted to the union, but salaries of principals need not be specified. Five per cent booking fee will continue in

The Billboard Their Home

RALEIGH, N. C., Oct. 19.—Scores of transient carnival workers registering here under the Selective Service Act gave *The Billboard* as their "home."

The men, claiming no specific place of residence, said all communications from Uncle Sam could reach them thru *The Billboard*. It was as near to home as they could give. Puzled registrars called Major Thomas Hugh Upton of the State Adjutant General's office. He said to go right ahead and take *The Billboard* as the showmen's "residence." Both Raleigh papers publicized the arrangement.

Hollywood Legit Hits Decade High; All Houses Are Lighted

HOLLYWOOD, Oct. 19.—Local legit production this far this season has already reached a 10-year high and the saturation point in legit theater rentals. For the first time in a decade every legit house in the town is rented, tho in some cases the tenant is not strictly legit. Much of the local legit product is a filler-in for picture aspirants, a fly-by-night, or a co-operative venture. Standard, commercial legit is present, tho it is the exception.

Meet the People, a musical revue produced by the Hollywood Theater Alliance, is at the Music Box. Show is in its 10th month. Original company is booked for Chicago and the road. No. 2 company is holding forth here. Alliance is also readying a new show, *Zero Hour*.

Miss Purity Lies, on the racy side, was

More Vocal Teachers Branching Out To Agent Promising Pupils

NEW YORK, Oct. 19.—With the demands for singing talent in musicals, niteries, and radio increasing, vocal coaches here are branching out into the managing and booking fields. Coaches, in most cases, employ managers to handle the business details, giving the major part of their time to the artistic development of their accounts. Leaders in the local field are Al Siegel, Ben Yost, Alton Stanley, and Fred Waring. Also on the list are dozens of teachers who either

devote their time to one or two proteges or limit their activities to voice lessons only. In the latter class are those who accept a dollar and up for a lesson and will take on both amateurs and professionals.

Siegel, songwriter and arranger, has been a noted figure in vaude and night clubs ever since he was credited with developing Ethel Merman. After resigning an important coaching post with Paramount Pictures he went into business for himself and has managed to do well. Singers handled by his office include Connie Russell, Joan Merrill, Ethel Barrymore Colt, Beverly Roberts, Ross Sisters, Patricia Ellis, Dana Paige (formerly Sunny Shore), and Jerry Kruger.

Siegel says he collects only 10 per cent on his managerial contracts. His training fees, however, vary. If a more promising pupil comes along, he invests more effort and time and signs her to a long-term contract (usually five years).

With his two bookers, Harry Kane and Jack Barry, he develops all sorts of tie-ups, ideas, and publicity gags to promote the Siegel proteges. He had an arrangement with Teddy Powell of the Famous Door calling for an engagement in that city of his accounts. First in were Connie Russell and the Ross Sisters. Pact ends Wednesday (23).

A binding clause in the Siegel contract involves a sum of money to be paid by the singer if she decides to part (See TONSIL COACHES on page 17)

opened a week ago at the Troupers Theater by the professional players of the Hollywood Group Theater. Author, Dorothy Day Wendell, is reported financing her own production, staged by Kurt Robitschek.

Easy Does It, at the Mayan Theater, is slated for a move soon, for its successor at the Mayan, *Zero Hour*, is already listed. Arthur Beckhard is producer. Show is about the picture colony, and was written by Frank and Kibbee.

Quiet, Please premiered at the Biltmore earlier this week under the Jesse Lasky and Henry Duffy banner. As title suggests, show is a comedy on Hollywood studios. Cast line-up includes Fred Niblo, who for years has been living in retirement; Jane Wyatt, Donald Woods, and Ann Mason.

White and Black, a musical, is being promoted as a tenant for the Mason. Cast applicants, according to reports, are asked for the month of their birth as a determining astrological factor in their placement.

White Cargo is still going along at the Beaux Arts Theater, which has a capacity between 500 and 600, setting a record of 100 weeks at "pass plus 40."

Thank You, Columbus announces an early opening at the Hollywood Playhouse, recently vacated by the Theater Alliance. House has been leased for five years, the usual contract term, tho no lessees in recent years have stayed that long.

Hamlet, musical version, will occupy the Hollywood Theater if a co-operative venture materializes.

The Drunkard, at the Theater Mart, is in its eighth year. It's also a "pass" (See HOLLYWOOD LEGIT on page 27)

Suit Against Ringling Executors Postponed

SARASOTA, Fla., Oct. 19.—Circuit Judge George W. Whitehurst has set a hearing on the federal government's suit to remove John Ringling North and his mother, executors of the John Ringling estate, for October 21 in chambers.

The hearing was originally set for October 14, but Judge Whitehurst refused to hear it while a similar suit brought by the State of Florida was pending before Circuit Judge W. T. Harrison.

Judge Harrison, who recently ordered the executors to post \$100,000, dismissed the State suit October 15 at the request of the attorney general's office.

The federal suit is being prosecuted by United States District Attorney Herbert Phillips, of Tampa. Several government officials from Washington also are taking an active part in the suit.

The executors have until November 2 to post the bond ordered by Judge Harrison.

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HUB HAS LEGITIMATE BOOM

Boston Total Gross Already Hits \$200,000, Despite Weak Tee-Off

BOSTON, Oct. 21.—The Hub's legit season, which started off limping when the first offering of the season lasted only five days of a scheduled two-week engagement, picked up after Labor Day, and indications are that this will be one of the best seasons in years. New to the Hub legit scene is the local Civic Repertory Theater, seating 1,000, where Oscar Serlin's road company of *Life With Father* is currently holding forth. Booking resulted from Serlin's controversy with United Booking Office and his decision not to book into UBO houses.

Other newcomers to the scene are Copley Productions, Inc., and the Theater of the Fifteen. Former will present series of six new plays which, if successful, will be sent to Broadway. Fifteen held forth on *Ospe God* during summer and will present new plays, acting merely as a tryout group.

Despite its inauspicious beginning when Eddie Dowling's fantasy in music, *The Little Dog Laughed*, laid a five-day egg, season has picked up so much that more than \$200,000 has poured into the cash tills of five legit houses. Sixth house is skedded to open tonight with the Theater Guild and Gilbert Miller's presentation of *Twelfth Night*, starring Helen Hayes and Maurice Evans. Seventh house in town, Shubert-owned Opera House, has been advertised for sale and it is doubtful whether anything will be presented there this year.

Grosses for the entire season thus far are as follows:

Little Dog Laughed (Shubert, 1,600 seats, \$110-\$3.30). Folded after five days. Drew pale \$12,000.

Boys and Girls Together (Shubert, same scale). First hit of season. Booked for two weeks, held over for third. Good notices helped to reach swell \$63,000 for three weeks.

Johnny Belinda (Wilbur, 1,227 seats, 55 cents-\$2.75). Drew mixed notices and garnered good \$7,200 for one week.

George Washington Slept Here (Plymouth, 1,480 seats, 55 cents-\$2.75).

Kaufman-Hart comedy got good notices, drawing \$17,000 for nine-day stand.

Civic Repertory Theater opened with *Life With Father* (1,000 seats, \$1-\$2.20). Drew \$10,250 for first week. Second week brought \$16,400. Third week up again to \$16,800. Here indefinitely.

Boys's Shop opened Copley season (1,061 seats, 55 cents-\$1.65). Good press prompted producers to send vehicle to New York after nine days of skedded two-week stand. Piece lasted three days on Broadway. Drew \$9,000 for nine days.

Lady in Waiting (Wilbur. Same scale). Brock Pemberton's road company starring Gladys George drew swell notices from critics and a good \$10,000 for first (See HUB LEGIT BOOMS on page 27)

Vaude Performers Killed in Air Raid

LONDON, Oct. 5.—Air raid casualties among vaude artists here include Cecelia Harvey, soprano, and Chris Richards, dancer and juggler. Neither was in a theater when killed.

Walter Payne, head of London Syndicate vaude tour, is in a hospital suffering from injuries sustained while motor-ing during an air raid.

Sorry, Miss Kilgallen

NEW YORK, Oct. 19.—In the story on Broadway columnists printed in *The Billboard* last week, the name of Dorothy Kilgallen was inadvertently omitted.

Miss Kilgallen's column, which appears in the *Journal-American* here, is syndicated in 16 papers. Local press agents say her gold star ratings and column plugs mean plenty.

"Well" 15G in Red

SAN FRANCISCO, Oct. 19.—*The Enchanted Well*, the musical which had its premiere at the Tivoli less than two weeks ago, cost its backers around \$15,000. Tivoli had been darkened three years until its reopening.

House will offer social screen dramas, admitting adults only.

Every Man for Himself, with Lee Tracy, will have its local showing next month, with a New York opening in December.

AGVA Dance October 28

NEW YORK, Oct. 19.—American Guild of Variety Artists will hold a fund-raising dance October 28 at the Manhattan Center here. The Frankie Newton and Noro Morales bands will furnish the music. Show will be directed by Hal Sherman and Jimmy Hollywood of the *Hellzapoppin'* cast. Admission is \$1.

The Broadway Beat

By GEORGE SPELVIN

MEMBERS of co-operative bands like Casa Loma, Woody Herman, Bob Crosby, Mitchell Ayres, and the like will get a break if they're conscripted, says Lou Broese—who has a co-op outfit of his own—because they'll have their dividends while they're in the army, in addition to that \$30 a month. . . . Abner Greasier, the agent, is thinking of turning over his personal management contract with the Rosallianos (just over from Poland) to his mother, who speaks Polish fluently. . . . Report on Broadway has it that Ethel Merman is again available for night club dates in New York, now that she is no longer seen at the Stork Club every night. She has been a steady Stork Club patron for the past two years, the story going that she refused to accept an engagement in any competitive cafe. . . . Band leaders who are obliged to play a percentage of non-ASCAP tunes on their remote broadcasts are finding a gold mine in their originals. . . . A certain band angel has invested \$12,000 in an ork and is now waiting for things to happen. He formerly sported his roll at the race tracks, claiming that he liked betting on the nags because of the swiftness with which he won or lost. Anent the band, he says, "It's an awfully slow horse."

ARLENE COLSTON, of the Coltons, dance act at the Strand last week, did a kissing bit with band leader Bobby Byrne. But Byrne was stricken with appendicitis after the first week, so Miss Colston continued to do the bit with each new guest band leader at each subsequent show. She says she never kissed so many band leaders before in her life. . . . He-won't-leave-the-stage dept.: When Milton Berle filled in and did a guest band leader chore for Byrne, he stretched the show 40 minutes over the usual time. . . . Song plugger Happy Godday (Leeds Music) has played the Paramount Theater recently more often than any performer or band leader. He's a make-up artist on the side; and Tommy Reynolds' engagement at the Para this week gives Happy his 10th backstage job at the spot this year. . . . Capt. Eugene LaBarre, conductor of the World's Fair band, is a captain in the New York City Police Department and leads the police band as well. While rehearsing the police tooters for their annual show at Madison Square Garden last week LaBarre got a ticket on his car—for parking overtime. . . . Raymond Scott at times beams the talent that enables him to write such ingenious, inventive, and tricky compos as his *Huckleberry Duck*. Publishers of the novelty tune are having a tough time lining up plugs on it because so few bands can play it properly, most sax sections getting thoroly tied in knots on its riff passages.

MARIA KRAMER, owner of the Lincoln and Edison hotels, celebrated her birthday October 8—and all guests were served slices of birthday cake. . . . Adra Cooper, snake dancer, can vacation without worrying unduly about her reptilian pets. She simply leaves her seven alligators with a policeman friend who lives at Cos Cob, Conn., is a reptile fan, and gets much joy out of catching frogs and raising mice for snake consumption. . . . First of Abe Lyman's Sunday night "informals" at the Ice Terrace of the Hotel New Yorker went off nicely, with a good turnout of both entertainers and customers. The initial session featured most of the principals of *Boys and Girls Together*. Lyman plans to run the invited-guest Sunday eve thruout his stay at the Terrace. . . . Incidentally, the Lyman opening was in the usual gala New Yorker tradition, with more celebs than the most rabid autograph hound could shake a fountain pen at, gathered in not so mute tribute to Abe's 20-odd years in the business. . . . Ben Yost, who has heretofore confined his musical activities to choral groups, is now forming a swing band and scouring New England colleges for talent. . . . East Side clubs are doing big business these days, partly because of the number of successful musicals now running on Broadway. The classier spots always reap a harvest when Broadway draws out the \$4.46 trade.

Philly Critics Howl for Shows

PHILADELPHIA, Oct. 19.—Local dramatic critics and editors, finding opening nights few and far between, are devoting their columns to hits at producers for making the town a theatrical detour. To date this season town has had only three musicals, return engagement of a comedy hit, and a new comedy, accounting for only seven weeks' booking out of a possible 16 playing weeks in the two available houses—Shuberts' Forrest and Locust Street. Former house has been occupied for five of these weeks and Locust for only two.

All the papers were unanimous in criticizing producers for not pushing back Broadway openings a week or two to get the ready coin here, pointing to *Boys and Girls Together* and *Panama Hattie* being heavily ballied and promised here, only to cancel out for Broadway when the Boston openings were extended the additional week meant for Philadelphia.

Also attacked are producers of *The White-Haired Boy*, *Hi-Ya Gentlemen*, *Transatlantic*, *Follow the Furies*, and *Feathers in a Gale* for skipping this town on the pre-runs.

Muck Show To Tour

CHICAGO, Oct. 19.—Jimmie Edgar, who has the icolite revue on the Royal American Shows, has produced a muck show for the road, announcing opening tour date for October 21 in Montgomery, Ala., to be followed by a booking in Chattanooga, Tenn. Show has a cast of 40 skaters.

Draft-Age Aliens Not Exempt

WASHINGTON, Oct. 19.—Male aliens of draft age who registered under Selective Service on Wednesday are also required to register under the Alien Registration Act, Earl G. Harrison, director of the Alien Registration Division, Department of Justice, states. December 26 is the last day for alien registration.

"TINY" HILL (This Week's Cover Subject)

"TINY" HILL, weighing 350 pounds and standing six feet tall, can, with all justification, lay claim to being "America's Biggest Band Leader." A product of Sullivan, Ill., "Tiny" in the past few years has developed a highly popular band in the Midwest. He studied at Illinois State Normal University and also took a commercial business college course, but nevertheless drifted into the field of music for his livelihood.

His present band, consisting of 11 people, first came into public prominence two years ago at the Melody Mill Ballroom, North Riverside, Ill., where it was heard over the WGN-Mutual network. Tiny's distinctive styling of old favorites secured him a contract with Columbia Record Corporation on the basis of one of his first recordings, "Angry," which sold over 100,000 records.

Under the management of Frederick Bros. Music Corporation, he has appeared at the Rainbow Ballroom, Denver; Kenwood Park, Pittsburgh; Chippewa Lake, O.; Aragon Ballroom, Cleveland; Walled Lake, Detroit; Excelsior Park, Minneapolis; Yantilla Gardens, Richmond, Va., as well as devoting a healthy part of his time to one-night stands in the Midwest. He opens Friday (25) at the Oriental Theater, Chicago, and from there plays his first location stand in the East, at Donahue's Restaurant, Mountain View, N. J., beginning November 8.

Possibilities

TRADE SERVICE FEATURE

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

ARLENE FRANCIS—legit and radio actress who appeared recently in Maxwell Anderson's short-lived *Journey to Jerusalem* at the National Theater, New York. A consummate and versatile actress, she has scored outstandingly in roles that range from comedy ingenues to her latest—a touching, tender, tremendously affecting portrayal of Mary, Mother of Jesus. Her work on the air includes top-ranking emceeing of a quiz program. A real acquisition for any studio.

For LEGIT MUSICAL

DICK, DON, AND DINAH—comedy-acro team caught recently at the Radio City Music Hall, New York, where they did a show-stopping specialty that would fit comfortably into any legit revue. Use plenty of hoke and slapstick with new twists that are full of showmanship. Produce a constant flow of belly-laughs.

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Career Vs. Marriage

BOSTON, Oct. 19.—A bit player in the road company of *Life With Father* was reported missing this week when he failed to show up for a performance. Actor Ferdinand Haft, later was reported en route to Detroit to see his wife. Understudy took over.

AFRA'S AGENT CLAMP

ASCAP Fest At N. Y. Fair

NEW YORK, Oct. 19.—American Society of Composers, Authors, and Publishers will hold a music festival at the World's Fair Thursday (24). Rochester Philharmonic Symphony has been engaged to play in the afternoon and evening for an elaborate session titled Cavalcade of American Songs.

Among the composers and singers who will appear, and perhaps warble their own lyrics, are Irving Berlin, George M. Cohan, Jerome Kern, Sigmund Romberg, Richard Rodgers, W. C. Handy, Harry Von Tilzer, Joe Howard, Peter De Rose and May Singht Breen, Gene Autry, Charlie Green, Ferde Grofe, Billy Hill, Irving Caesar, Dave Stamper, J. Fred Coots, Sammy Fain, Fred Ahlers, Harold Rome, Walter Donaldson, Jean Schwartz, Clara Edwards, and Jack Lawrence. Gene Buck, ASCAP chief, may emcee.

"Pins" Fair in Hub

BOSTON, Oct. 19.—Second road edition of Pins and Needles unfurled itself here Monday (14) on the start of a road tour and met with only fair response. Houses were top-heavy, union members and sympathizers going for the lower priced seats while Beacon Hill stayed away in droves, apparently remembering the slightly radical tinge of the initial edition. Piece drew fairly good notices from critics.

Show should do average business on road.

Detroit Stock Opens Well

DETROIT, Oct. 19.—Opening of a 15-week season of musical stock at the Wilson Theater got off to a good start this week with indications that the house will gross between \$10,000 and \$12,000 on the first week with *Unfaithfully Yours*.

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Occupational Injury

SAN FRANCISCO, Oct. 19.—Even Sally Rand's Nude Ranch at the Fair had its occupational hazards.

The State Industrial Accident Commission has awarded Nude Rancherette Annette Smith \$175 as settlement for her claim against her employers for occupational injuries.

According to the claimant, the injuries consisted of a sprained back caused by a fall from a hobby horse.

Wirtz Ice Shows Signed by AGVA

NEW YORK, Oct. 19.—American Guild of Variety Artists reached an agreement this week with Arthur Wirtz, ice show producer, calling for a closed shop in his Center Theater revue, *It Happens on Ice*, the forthcoming *Sojuz Henle* road show, and any other ice attractions to be managed by Wirtz.

Minimums are \$75 for principals, \$50 for chorus, and half salaries for rehearsals. Agreement is for one year. Each production can stage 32 performances in any four weeks and not more than 10 shows during any one week.

Negotiations for an AGVA agreement have been held with the union by the Arena Managers' Association for its current attraction, *Ice-Capades*. National board of AGVA currently has the contract under advisement. AMA agreed to minimums similar to those set up for Wirtz.

"Story" Buffalo Smash At 13G; Town Wants More Legit Bookings

BUFFALO, Oct. 19.—The *Erianger* pulled one of the finest grosses in years with the opening play of the Guild series, Katharine Hepburn in *Philadelphia Story*, October 10, 11, and 12. While it was obvious that the Guild plays would be successful, because of big advance reservations, the management did not anticipate the complete sell-out that was scored.

With the price scale topped at \$3.25, the *Erianger* box office registered an excellent take of \$13,000, which is the best three-day gross since spring of 1939, when *I'd Rather Be Right* did \$18,300 at higher prices. Audience response was very good, according to Fred Ziemer, treasurer, and many more tickets could have easily been sold had the house held more than 1,400. Last season best gross was achieved by Katharine Cornell, who scored with \$11,200.

While the second Guild play date is not set so far, *Pins and Needles* in a new version is definitely penciled in for November. This will be a return engagement. Buffalo theatergoers, who proved their enthusiasm by buying nearly all seats for the entire Guild series, are sadly disappointed by complete lack of supplementary bookings for the *Erianger*. If things continue on the present schedule, plays this season will number far less than last year.

Brandywiners To Elect

WILMINGTON, Del., Oct. 19.—Reports on the presentation of Gilbert and Sullivan's *The Pirates of Penzance* last July and completion of preparation for the annual election marked Tuesday night's meeting of the Brandywiners. William Winder Laird Jr., one of the founders and retiring president, presided.

—Be Safe Than Sorry—
In Legal Affairs . . .

READ
When Specific Act Is
Illegal and Criminal
In the Carnival Department
of This Issue

Percenterers Taken by Surprise; Morris, MCA, Lyons, GAC To Meet

NEW YORK, Oct. 19.—Extension of artist bureau regulations beyond the network bureaus to all artists' representatives by the American Federation of Radio Artists, and the fixing of November 15 as the deadline for licensing took the majority of the percenterers by surprise, so that even the biggest of them were at a loss for words and opinion. At press time none was familiar with the terms of the regulations, but the union said that copies of the regulations and applications for licenses and standard contract forms would be mailed to the agents over the week-end.

Artists' Representatives' Association, major agent org, set up a committee of five to study AFRA demands and to recommend attitude to be adopted by the membership. Likely that agents will seek modification of terms. Majority of the percenterers, having been licensed by the other major performer unions, are reconciled to eventuality of supervision by AFRA. Henry Jaffee, attorney, drew up AFRA document.

The AFRA committee which meets Monday to study the license consists of William Morris Jr., Samuel Lyons, Charles Miller of Music Corporation of America, Herman Bernie and Tommy Rockwell of General Amusement Corporation.

The regulation of artist bureaus was incorporated in the compromise agreement reached last week by the union and the networks, despite the earlier attitude of the union that the matter was independent of the salary and working conditions contract sought. Networks had insisted, however, that the union show all its cards as far as regulations were concerned, before a general contract could be signed. One of the stipulations, however, prohibiting commissions on shows which the network's own bureau sells to the broadcaster, nullifies an arbitration the networks won when the union sought to have the issue established last year.

High Lights

High lights of the agency regulations are as follows:

- (1) No commissions on AFRA minimums.
- (2) Maximum commission of 10 per cent on each separate engagement over and above the scale rates, so that the artists' net is never below minimum.
- (3) For announcers and signers only, agents may obtain exclusive management contracts and charge an additional 5 per cent under the following conditions: Agent must give artist at least six weeks' written notice to terminate the guarantee provisions; agent must guarantee a net average total earning (in any branch of the entertainment field) of not less than \$70 per week during each six weeks of the term; job offers must be in writing and located where announcer would be available; if guarantee provisions are terminated and if the artist has received at least 28

weeks of compensation at the minimum guarantee, rate of commission reverts to 10 per cent on subsequent earnings, regardless of the date of the contract.

(4) Another 5 per cent commission may be charged singers if agent assumes cost of promotional expenses or performs special services such as providing for arrangements, but even then AFRA's written approval must be obtained.

(5) Where both the AGMA and AFRA agreements prevail, the AGMA terms will take precedence. (AGMA's deal with concert managers and the network artist bureaus is more advantageous for concert singers in particular.)

(6) Agents may not employ an artist at one figure and resell at a higher, keeping the difference, except in the case of the sale of a package show. No agent shall receive any part of an artist's salary, except where, as employer, he profits on sale of a package show.

(7) Artist contracts can be made for three years, and if artist consents, renewed for two more, but renewals must be negotiated during last four months of the term.

(8) Agents license contracts are for three-year terms, to November 1, 1943.

(9) Artists may terminate agent contracts if agent fails to provide 15 days work during a 90-day period.

(10) License regulations are retroactive. (See AFRA'S AGENT CLAMP on page 19)

"Ice Follies" Chi Click

CHICAGO, Oct. 19.—Shipstad & Johnson *Ice Follies* opened a 15-day engagement at the Arena Wednesday (16) to an attendance of about 3,000. Reception accorded the show was big, and the dailies carried rave notices. Indications are the show will have a successful run.

The Arena, located near the downtown section, has a small seating capacity. Normally seats about 2,000, but with added seats can take care of about 3,600. Prices are \$1.15 to \$2.95. James Goudy, publicity director of the Arena, is assisting W. M. Hadlich, show's p. a. Raymond Heim is stage manager.

Stock Minimum the Same

NEW YORK, Oct. 19.—The announcement of plans for an out-of-town rotary stock venture by J. J. Leventhal and O. E. Wee brought from Actors' Equity Association a clarification on the increased minimum scale for legiters.

The increase to \$50, which will go into effect in December, applies only to regular productions and not to stock, either summer or rotary. These fields were not even included in the discussion of the upping, nor does the union contemplate at this time asking for increases in stock, spokesman declared.

Check for Service
This is a check
for the amount
of the bill
of the Western
Union
Company
and is not a
check for a
service provided
by a utility
company.

WESTERN UNION

STANDARD
M. O. L. L. L.
M. O. L. L. L.
M. O. L. L. L.
M. O. L. L. L.
M. O. L. L. L.

GIVE YOUR SHOW PLACE TOP BILLING WITH WESTERN UNION CORRECT TIME SERVICE. A NATIONAL STANDARD OF ACCURACY COSTS AS LITTLE AS 4c A DAY. DON'T BE SATISFIED WITH ANYTHING LESS THAN ACCURACY.

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$.50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . . . 15.00 100 ROLLS . . . 29.00 ROLLS 2,000 EACH Double Coupons, Double Price. No. C. O. D. Orders Size: Single Tick. 1x2"</p>	<p style="text-align: center;">DON'T WORRY OVER YOUR TICKET</p> <h2 style="text-align: center; margin: 0;">TICKETS</h2> <p style="text-align: center;">OF EVERY DESCRIPTION</p> <p style="text-align: center;">PROBLEM</p> <p>Let our Engineering Department work it out for you. Give the quantity and we will quote you. Our workmanship is guaranteed.</p> <p style="text-align: center;">THE TOLEDO TICKET COMPANY, Toledo, Ohio</p>	<p style="text-align: center;">SPECIAL PRINTED</p> <p>Roll or Machine</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>10,000 \$ 6.95</td></tr> <tr><td>30,000 9.85</td></tr> <tr><td>50,000 12.75</td></tr> <tr><td>100,000 30.00</td></tr> <tr><td>1,000,000 150.50</td></tr> </table> <p>Double Coupons, Double Price.</p>	10,000 \$ 6.95	30,000 9.85	50,000 12.75	100,000 30.00	1,000,000 150.50
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ASCAP'S AFFIDAVITS

Society Collects Ammunition; Net Exec's Concern Over BMI

NEW YORK, Oct. 19.—American Society of Composers, Authors, and Publishers is collecting affidavits of band leaders and singers as ammunition for possible presentation to the Federal Communications Commission. Society thus far has been very hesitant to talk about strategy regarding the FCC, but that this information is being collected was definitely learned. Angle will be to prove that the network, thru Broadcast Music, Inc., are forcing radio performers and maestri to use BMI music.

ASCAP attorneys, when queried as to whether Society was preparing a squawk to the FCC, declined to comment, but in one quarter it was pointed out that such a squawk was more likely after January 1, when the threatened non-use of ASCAP tunes might become effective.

Meanwhile tight radio situation became more tense, one very high network executive indicating some concern over the value of the BMI catalog as a means of carrying on in the event ASCAP trouble was not settled. He discounted arrangements of public domain music as likely to fill much of a gap and stated that the Ricordi catalog might have been obtained by broadcasters under a separate license. Same net exec also felt that, despite fact that Society had many faults, it could nevertheless present sound arguments supporting its case before the FCC.

FCC thus far has made no statements as to stand on radio-music battle and has not indicated whether it would consider stations' non-use of ASCAP tunes as adversely affecting the public interest. Meanwhile rumors continued floating. One network exec predicted settlement of trouble on basis of a sliding scale varying for a period of five years, such as charge of 3 per cent the first year, then 2½, 4, 4½, and 5.

Other reports were that two of the heaviest network advertisers and one of the most outstanding users of ASCAP music were assured by net execs that come January 1 the music would be forthcoming.

NEW ORLEANS, Oct. 19.—Protest against proposed boycotting by broadcasting stations of ASCAP music beginning January 1 was unanimously voted here last week at the annual regional meeting of the Louisiana Federation of Music Clubs at the Roosevelt Hotel. Action was taken after Mrs. Grace W.

Towne, chairman of Artists' Presentation Service of the National Federation, spoke in protest. She termed proposed boycott "an enforcement of dictatorship methods by broadcasting companies," and added, "the life of music hangs in the balance."

Columbia Recording Sets New Accounts

NEW YORK, Oct. 19.—Electrical Transcription Division of Columbia Recording Corporation has set a batch of new accounts. Included are 500 15-minute air trailer programs for Metro-Goldwyn-Mayer plugging new pix; series of 15-minute transcriptions for United Artists, plugging pix over 85 stations; off-the-line recordings of KNX Texas Rangers, to go over a network of 31 stations, set by Blaine Butcher, of Lennen & Mitchell; 200 double-faced 10-inch waxes promoting Universal picture *Little Bit of Heaven*; 2,000 12-inch double-faced promotion waxes for Philco Radio & Television Corporation plugging Philco's combination radio-phonograph beam of light principle, to be distributed to dealers; testimonials of Columbia Recording Artists on 27,000 records, sent to dealers, set by Tom Fiedale; recordings of *Second Husband* for Blackett-Sample-Humbert; one-minute announcements for Continental Baking, thru Benton & Bowles, for Yo-Ho; weekly recordings of *Be Here If or Not* show for WWVA, Wheeling, W. Va., set by BBDO; series of announcements on *Partia Blake* for 85 stations, set by Benton & Bowles; series of one-minute announcements for Warren-Norge, New York.

CBS transcription division began formal operation September 15.

FCC Stand on Music War

NEW YORK, Oct. 19.—In a letter to *The Billboard* James Lawrence Fly, chairman of the Federal Communications Commission, states that neither ASCAP nor radio interests have approached the FCC re the music controversy. Fly's letter follows:

"This will acknowledge receipt of your letter of October 1, 1940, seeking to obtain a statement as to this commission's position regarding the controversy between ASCAP and the radio broadcast industry.

"This matter has not been presented to the commission by any of the interested parties and no position has, therefore, been taken with respect to the controversy.

"Under these circumstances, I am sure you will understand that it is impossible to answer the questions which you have set forth in your letter."

Competish Increase For Pitts. Radio

PITTSBURGH, Oct. 19.—City stations are getting rush of competition for listening operations for listener attentions. Station WSTV, Steubenville, 30 miles from here, will begin operating October 22, managed by John Laux, formerly KQV manager. Staff also includes Jack Merdian and Al Gray, also formerly of KQV. Tom Rodgers has replaced Gray at KQV.

WPKA, New Kensington, bowed October 1. Station officers are C. Russell Cooper, president; Mayor Richard Heiser, vice-president, and Les Ryder, manager. City is 20 miles from Pittsburgh.

WKST, New Castle, 60 miles from here, has changed from limited to unlimited operation, and WPAR, Parkersburg, W. Va., about 110 miles away, has increased its power from 110 to 250 watts.

Stymy Faced by Comment Shows

NEW YORK, Oct. 19.—Despite fact that news is regarded as one of radio's most salable items today, owing to terrific hypo in listener interest occasioned by the European war, producers peddling news programs are finding themselves in something of a quandary. Big sponsors have become increasingly afraid of hooking up with a commentator because his material is likely to be controversial. Small accounts haven't the necessary money. What is wanted is a couple dozen newscasters who can deliver straight news—minus comment—and still make the airings palatable. Gent filing the bill precisely is Lowell Thomas, but his combination of straight news plus personality is too tough to find.

Example of how tough it has become to peddle a news program is illustrated in the case of show now looking for a sponsor. This is *We Cover the World*. Handled by Bernie L. Schubert, program would present members of the Overseas Press Club just returned from foreign assignments in an informal round-table discussion. Show is priced too high for a small bank roll, but is considered very cheap considering the experts the club can furnish. Deals thus far have been stymied—no sponsor with a big enough bank roll having the courage to air the highly controversial chatter the program would produce.

Situation recalls Boake Carter incident, probably most noted case of sponsor trouble developing as result of newscaster's controversial material. Labor interests threatened to boycott Carter's sponsor, Philco, alleging that Carter was unfair to unions.

Temple U. Students Get Jobs—With Pay

PHILADELPHIA, Oct. 19.—Since practically every catch-as-catch-can system for cranking the radio industry has been tried except learning something about the industry first, Temple University has adopted the latter method. Introduction of a "Radio Program Production" course last year, conducted by WPEN program director Tommy Smith with cooperation of WCAU personnel and studio facilities, found 18 students enrolling, paying \$15 per for the course. Checking over the results shows that 5 of the 18 pioneers now have radio jobs on small stations. And with pay.

Course now becomes part of the university's curriculum, with 40 students enrolled. Study is mostly in production, writing, directing, and some fundamentals of announcing. No attempt is made to develop singers, actors, comedians, or star personalities. They aren't made in schools, according to "Professor" Smith, who adds that virtually no station is willing any longer, in view of tough competition, to take on inexperienced people.

Tele, Facsimile Not Practical—Rosenbaum

PHILADELPHIA, Oct. 19.—Samuel B. Rosenbaum, president of the Independent Radio Network Affiliates and head of WFIL here, sees television as still impractical. Addressing the Engineers' Club at its monthly meeting here this week, Rosenbaum said that while television broadcasting is highly developed technically, the same going for facsimile broadcasting, no one has as yet figured out a way to make either of them economically practical. The biggest obstacle, he said, is in the prohibitive programming costs. Production of a television program, he said, costs 10 to 20 times as much as a radio program.

NEW YORK, Oct. 19.—*Life Can Be Beautiful*, which has been airing via wax over WOR at 8:45 a.m. for Procter & Gamble, switched to a nighttime spot at 10:30-10:45 p.m. over the same station. Angle is to test program's pull on non-daytime audience comprising shop girls, typists, etc. *Life's* 8:45 a.m. spot goes to *Kitty Keene*, airing for Dux.

Advertisers, Agencies, Stations

NEW YORK: WILLIAM A. SCHUDT, chief of the Transcription Division of Columbia Recording Corporation, leaves this week for Chicago, Detroit, and Cincinnati to gab with agency men and set new business. . . . Glenn Pickett, of Columbia's wax division in New York, transferred to Chicago as chief engineer. . . . Hugh McKay has become advertising director of Benton & Bowles. Roy W. Peet is assistant to Little, and James S. Adams, executive vice-president. . . . Theodore C. Streiber, vice-president of MBS, has been elected a member of the board of Broadcast Music, Inc. . . . Loren Nyström, radio editor of *Chicago Herald American*, in town all last week. . . . Tony Stanford, of J. Walter Thompson, in town to work on Gene Autry show. . . . William De Mille will produce Lux Radio program October 28 when Cecil B. will be in Chicago.

PHILADELPHIA: ERIC WILKINSON, KYW staff accompanist, returns to the faculty at Beaver College. . . . Calgary Kid moves his cowboy singing from KYW to WIP. . . . Henry Gurney back on WHAT with a series teaching voice control. . . . Sylvia James set to dramatize fairy tales on WFIL, doing a similar stint for the RCA Victor children's record lists. . . . Howard H. DuBois joins S. E. Roberts, Inc., ad agency which just grabbed *Pelapha* soap and soap chips account. . . . Jack Kreamer, who formerly penned pieces for the town's *Radio Press*, to Washington in WINX script writer. . . . Dick Cauffman, WTCL sportscaster, marks his third year on the air. . . . Jacob Reed's Sons, exclusive clothier here, turns from its staid policy of exclusive newspaper advertising with a sponsored series on WCAU. . . . Albert Caplan, former publisher of a chain of weekly *South Jersey* newspapers, connected as a Julian G. Pollock ad agency associate. . . . Chet Geiss, of the WHAT technical staff, back after an emergency tonsillectomy. . . . Bill Neill added to WFIL engineering staff. . . . Stuart

Finley, from WLW, Cincinnati, joins the KYW announcing staff.

HOLLYWOOD: RAY COFFIN, program director of RWXQAO, tele station, heads for San Francisco for confabs with William Pabst, of KFRO, relative to construction of tele station in the north. . . . Ruchford Harris, who is handling *Captain Dwyer*, back from trip to Chicago and Cincinnati. . . . Roewell Rogers and Carl Hurlinger have been signed by Columbia Management to do gags for the Al Pearce show. . . . Dick Porter, of Stack-Goble agency, in town. . . . Thomas McAvity, who has been radio head for Lord & Thomas for three years, was named a vice-president and given charge of agency's radio department. McAvity heads for New York, where he will maintain headquarters. Successor to McAvity here will be Norman Morrell. . . . Doug Evans, commercial spender for KFI-KECA, has a couple of flicker spots lined up in Warner's *Take the Air and Play Girl* at RKO.

BOB CROSBY and ork head north for their opening at the Mark Hopkins in San Francisco. . . . LUD GLUSKIN, who usually shuns night life, stepped out to welcome PHIL HARRIS at the latter's reopening at the *Wiltshire Bowl*.

DON AMECHE and family vacationing in Chicago. . . . EARL TOWNER'S orchestra has been renewed on concert show over KNX. After is one of the oldest sponsored shows, having over 700 broadcasts to its credit. . . . KAY KYSER and ork train for New York after five months of *Lucky Strike* airers from here. . . . CHARLES HOLLAND, NBC's Negro tenor, makes his Eastern debut on October 28 at Town Hall, New York. . . . KEN NILES and his wife, NADIA, who handle the commercials on the *Big Toes* show, have finished a ranch home at Malibu Lake. . . . DENNIS DAY showing the sights of the town to his father, PATRICK McNULTY. Pair head for San Francisco next week after the *Jello* show.

WOR Lightens Load On Transradio News

NEW YORK, Oct. 19.—WOR has dropped its 4 p.m. Transradio News period, and is substituting United Press News in its place. Station claims the switch is no reflection upon Transradio, but is simply the station's effort to get the best possible service out of its contract with UP. Station, too, will use UP to cover the elections.

Change is particularly interesting in that WOR was Transradio's first major station, and news service's standing boomed thereafter. Newspaper interests long ago had threatened to yank stations' radio listings out of dailies in the event stations subscribed to Transradio, but WOR, owing to fact of R. H. Macy's ownership, was in a favored position, due to Macy's heavy newspaper advertising budget.

Lieutenant Bard!

NEW YORK, Oct. 19.—Dick Bard, publicity director for WNEW, leaves station next week to join U. S. Army at Fort Dix for one year. Bard has a lieutenant's commission, effective October 23. Jack Banner replaces him at WNEW.

During his one year's stay at WNEW Bard won second place in *The Billboard's* Exploitation Survey in the Regional Station Division, placing second to WMAX, Yonkion, S. D. No other New York station won an award in this division.

shows merit of having radio program handled by merchandisers. Producer Stanley Goldman headed merchandising information department for city's largest department store before entering agency field six months ago. Show needs only bit more sparkle, less chat from team chairmen to allow more questions, and gether interviewing to become network caliber for department store chain or similar sponsor. James Thompson is "foammaster," asking the questions and handling most of the commercials, abetted by agency man carrying non de radio John Graham. Program is broadcast from luncheon room in William Penn Hotel, where sponsor conducts forum on merchandise standards before and after airing. Herb Appell follows show with plug from studio. Frank.

Danzig, Ruff to School

NEW YORK, Oct. 19.—Press Department of WOR is being prepared for come what may in radio. Jerry Danzig, head, and Carl Ruff are taking television courses, while Dick Pach, Pat Hurley, and Catherine Hunningham engaged a private instructor at the Spanish Language Institute. If the radio gets closer to South America or if television comes into its own, WOR's press department will be in on the ground floor. They hope.

a brick is handed out for each right answer.

That's all the football there is in it; for the rest it's a general quiz, with questions a bit less interesting and more banal than most.

Art Baker is a fearfully enthusiastic quizmaster, and the obviously synthetic cheering thruout the show gets very annoying. At half time Dave Rose and his orchestra give out with music that displays an excellent brass section, and Betty Jane Rhodes sings unexcitingly. The tunes last too long for the continuity of the quiz.

On the show caught the two teams tied at 0-0. The only real interest was in the appalling stupidity of most of the contestants.

Football fans won't be particularly interested in the dull general questions handed out, and people who might like the quiz itself will probably be kept from tuning in because of the title.

Burr.

"Show for Men"

Reviewed Wednesday, 7:30-7:45 p.m. Style—Instrumental music chorals, chatter. Sponsor—Frank & Sedor. Station—WCAE (Pittsburgh).

Someone in Pittsburgh must be giving a course in commercial continuity. Here's another show with nifty plugs. Item is men's suits, boosted during course of emcee Ed Kroen's gab about recipes for men, advice to husbands, male's squawks to the women, and other gaff patterned after women's page in newspapers, except that subject material is gauged for man appeal. And it isn't about sports.

Listener interest is baited with \$1 for each item sent in that's used during show. Music, mostly zestful songs, is transcribed. Talent cost moderate, only Kroen and transcriptions. Bob Donley abets on commercials. Frank.

"Swap Shop"

Reviewed Tuesday, 11:15-11:30 a.m. Style—Merchandising. Sustaining on WFIL (Philadelphia).

This is a throwback to the old days of county fairs and parish hall coffee clatches, when the townfolk would clean out the attic to swap items for other items that also ended up in the attic. This daily stanza is rather a service to listeners than a program for listeners. Unusual, however, in that the small-town flavor is found on a big-city station.

Jack Steck is the swap expert describing the articles offered. It's all in the legit vein, no ringing in any gags about the man wishing to swap one wife, age 36, for two aged 18. The invitation is made to listeners to swap something they don't want for something they might want and possibly get. Everything and anything goes.

As articles are described, those thinking it's a bargain are permitted to telephone Steck, taking the calls directly in the studio. It's the closest thing to a store counter or auction block, and Steck makes the most of it in reading the letters offering articles. Piano ramblings break it up. Orodensker.

"Football Follies"

Reviewed Wednesday, 11:15-11:45 p.m. Style—Quiz. Sustaining on KHJ (Los Angeles) and the Mutual network.

Football Follies isn't what you'd expect; it's just another quiz show, with the modus operandi taking over gridiron terms for no particular reason. The contestants are divided into two teams, and each correct answer advances the ball a certain number of yards—15 for most questions, the some 20s and 25s are thrown in. If the question isn't answered, the side loses the ball and the other team takes over. In addition,

"Benewah Court"

Reviewed Tuesday, 7:30-8 p.m. Style—Quiz. Sponsor—Benewah Creamery. Station—KFYP (Spokane).

Here's a quiz show with a new background—a court of law.

It opens with an attention getter—"Where were you on the night of September 16?" The announcer then explains the court is now in session, and that the case before it is "People vs. Ignorance."

Four high school students were on trial. Prosecutor asked them questions they drew in turn, with choice of questions worth 25, 50, or 100 points. Sample 50-pointer: "The kidnaper of Marc de Tristan was of what nationality—Russian, French, German, or Italian?" Points deducted from score when question is missed. Low pointer was sentenced to one silver dollar. High point winner received \$8; next, \$4; third, \$2. Aho questions were simple, scores were poor, and judge ruled the people (defendants) were guilty of negligence in not keeping abreast of current events.

The quiz was well presented by Bob Iturd as the prosecutor; George McGowan, judge; John Mallow, announcer, and Ed Butherford, bailiff. Show, written and produced by Lowell Hawley, was sufficiently animated to hold interest thruout.

Commercial plugs were cleverly inserted but came too frequently. For example, each witness was first asked if he had ever eaten a certain product of the sponsor. Main plug came while jury was supposed to be out reaching a verdict. Studio audience was treated to ice cream by the sponsor. Courard.

NBC Switches McAndrews, Brown; CBS Coast Shift

SAN FRANCISCO, Oct. 19.—Bob McAndrews, NBC promotion chief in San Francisco, has been named sales promotion manager of NBC's Western Division with headquarters in Hollywood. He will be succeeded here by Gene Clark. McAndrews replaces Charles Brown, who becomes New York sales promotion manager for NBC-operated stations. A CBS shift puts Charles Morin as an assistant manager of the local offices and moves Clyde Coombs to regional network sales.

Radio Talent
New York By JERRY LESSER

BARBARA LEE has moved into This Small Town, while her husband LARRY does production on FRED ALLEN show. . . . DUKE WATSON, of Chicago, is in New York to lecture for Oldsmobile at the Auto Show. . . . AGNES MOOREHEAD back from her West Coast movie stint. . . . The O'Neills, which has been broadcast without interruption since December, 1932, becomes a Monday-thru-Friday feature on CBS Monday, October 21. . . . ONA MUNSON collects pennies. Indian heads. . . . Candid camera fiends are becoming a nuisance in the studios. . . . HELEN HAYES was presented with a newly decorated portable dressing room by the stage crew at the CBS Playhouse. . . . NBC finally gives the cast, production men, and audience a break by installing new control rooms adjacent to the stage in its largest of studios. . . . Newest endeavor of FREDERICK and PAULINE GILSDORF, writing and acting pair, is *Mother of Mine*. . . . IRENE WINSTON joins *Valiant Lady* and CHET STRATTON rejoins *Light of the World*. . . . JACK SMART, who is an artist, will present the cast of Mr. Meek with charcoal sketches of themselves as Christmas gifts. . . . KEENAN WYNN will make comedian ED WYNN a grand-pop soon. . . . HARVEY HARDING and GEORGE GRIFFIN, who are heard on NBC and who share the same apartment, have been signed for roles in *Hi-ga Gentlemen*, which goes into rehearsal next week. . . . BETTY GARDE has been signed for a lead in the new Broadway show, *White-Haired Boy*.

GARY STEVENS has been trying to interest NBC to devote one of its Behind the Mike sessions to a round-table discussion of radio press agents, who would comment on radio editors, fans, talent, publicity, and things relevant to star making. This columnist thinks it might make an interesting and enlightening program. . . . Announcer GEORGE HOGAN has named his spaniel puppy "Curbitt." . . . Grand Central Station will use box-office names. . . . Big doings on the Myrt and Marge show these days. Myrt is the new bride of EDDIE LAMBERT, and Marge (Mrs. PETER PICK) is expecting her third addition. . . . BEBE DANIELS and BEN LYON are being peddled for a Mr. and Mrs. script pending their return from England. . . . WOODBURY is mulling a return to the daytime dramatic field. . . . It will cost about \$1,000,000 to secure the services of the Duchess of Windsor for a series of commercial broadcasts. When she was first approached on the idea of going on the air, the Duchess was reported to have snubbed it. Latest advices report that if the compensation is large enough to make a substantial amount for the British War Relief Fund she may be interested. The programs would run for 26 weeks, half of the money going to the fund and the other half used for a wire from Nassau, script writer, and network coverage. . . . DEL SHARBUTT has just signed an exclusive with a soup sponsor, which means that he'll have to give up his job as emcee on *Musical Americana*.

Chicago By NORMAN MODEL

JIMMY PARKS had to hurdle two sizable boulders before the way was cleared for RAYMOND MASSEY to do *This Precious Freedom on Every Man's Theater*. First NBC withheld its okay, and after it relented, he had to get the G-2 in Washington to give the go-signal. . . . ARCH OBOLE'S book of plays, which includes *Isory Tower, After Ego*, and *The Upliest Men in the World*, has been released by WILLIAM TARG, publisher. . . . PAT O'MALLEY is taking Jew's-harp lessons from HEZZY of the Barn Dance in preparation for a debut as an instrumentalist on *Alec Templeton Time*. . . . ALEX ROBB is in town. . . . EDDIE and FANNIE CAVANAUGH return to the air via WGN. . . . IRMA GLEN has been entertaining the Bud Barton cast with impromptu recitals during rehearsal lulls. . . . AL HALUS and VIC SMITH are additions to Jack Armstrong. . . . ROGER T. PRICE, from KMTR, Los Angeles, steps into MERRILL MYERS' spot in the continuity department of NBC. . . . TOMMY BARTLETT will emcee the WBBM show, *Sunday Sunshine*, sponsored by Nelson Brothers. . . . JOE KELLY, whose *Pea Pals* program has returned to WLS for Coco-Wheats, has been overwhelmed by telephone calls from youngsters who, having heard his omniscient performance on *Quiz Kids*, expect him to know all the answers to their homework problems. . . . NORMAN ROSS has become a *Barn Dance* regular. . . . HAL BOHM has rejoined the WGN announcing staff. . . . Added to that station's newscasting department is BILL BUCHANAN.

radio shows in Peoria, Ill., Springfield, Ill., and Chicago, HAL TATE has become central editor of *Bozoffice*, a job formerly held by GENE RICH. . . . LARRY DAVIDSON, of the Wade agency, is contemplating the resurrection of the *Dead-Shot Dick* and *Half-Shot Hank* characters he once used on WAAP. Plan is to use Dick and Hank, who never complete a sentence, on Alka-Seltzer commercials, where what they won't say will have more meaning than a multitude of logical, finished plugs. . . . BOB METZGER, of the Ruthrauff & Ryan office, has appointed FRITZ BLOCKI to produce the new Quaker Oats show.

Mutual-Don Lee To Up Audience Shows

HOLLYWOOD, Oct. 19.—Greater emphasis placed on flesh shows has prompted Thomas Lee, president of the Mutual-Don Lee web, to take over old NBC headquarters here. Move has been outgrowth of increased audience shows originating here, with Joan Blondell's *I Want a Divorce* being the first show housed in the new location.

With Mutual-Don Lee using pick-up theaters as origination points, business became so complex that immediate move had to be made. Old headquarters at Seventh and Bixel streets in downtown Los Angeles were outmoded and not capable of handling increased business. Major item that has held back Coast-to-Coast originations here is difficulty encountered by talent in making the long jaunt downtown from Hollywood.

Two new audience studios will be erected in rear of main building, indicating that Mutual-Don Lee will at last be in the running so far as audience shows are concerned. New headquarters are located near outfit's tele plant atop Mount Lee, now under construction.

Jewel-CBS Settle Fracas

NEW YORK, Oct. 19.—Differences between Jewel Music Publishing Company and Columbia Broadcasting System relative to airing of Jewel tunes have been amicably settled, according to Jewel execs. Trouble had come about owing to alleged tendency of CBS to use BMI music as against Jewel tunes.

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MAESTRI MEET NAB EXECS

Art Weems Out Of GAC in Chi

CHICAGO, Oct. 19.—Art Weems, Chicago office manager of General Amusement Corporation, resigned this week. Understood that move had been contemplated for a number of weeks following the closing of the Cincinnati office, when his brother Bob and GAC cut their ties. Bob Weems had been general manager of the booking outfit until Mill Krasny's appointment to that post.

When the Cincinnati office was established Bob was made manager, but office remained open only about one month. It is expected that the three brothers, Bob, Art, and Ted, will organize a new booking agency.

Joe Shribman, who until now has booked one-nighters for GAC, was named to succeed Weems as manager of the Chi office. Appointment followed Krasny's visit to this city on Wednesday (16). Taking Shribman's place in the one-nighter department is Phil Brown, who until two weeks ago was with Consolidated Radio Artists.

Brown managed CRA's Cleveland office for two years, was brought to Chi when the former closed recently, and then left CRA altogether. Last week he had already opened his own office in Cleveland, planning to book Consolidated and other bands in that territory, when the call came to join General Amusement.

Steaks Help Wash. Newspaper Men Get The "BMI Angle"

WASHINGTON, Oct. 19.—Strife between BMI and ASCAP broke out on a new sector this week when Neville Miller, prez of NAB, feasted local scribes at the Willard Hotel here in exchange for hearing the BMI story. Cocktails and thick steaks were ordered last Monday night (14) to reward reporters of AP, INS, UP news service, and music editors of the local press for listening to Miller.

The NAB effort, it was said, was to repulse a stealthy raid by ASCAP storm troops, who had personally visited all local music editors and fed them the ASCAP angle. Direct hits were registered in newspaper space sympathetic to the composers.

Joseph Miller, ex-AP man and now Labor Relations man for NAB, cooked up the NAB counter-attack, but the scribes were told that the trade association wasn't looking for publicity. The meeting was solely an educational venture.

At least one remained unconvinced, because he wrote a scathing piece for his paper, calling the NAB explanation, among other things, "biased" and "inaccurate." He was the music editor for the local *Times-Herald*. The others went away feeling that the steak was good, anyhow. As for the bone of contention, the boys felt it was one monopoly fighting another, and that the money involved is penny-ante stuff when considering the billions being spent by the government.

Ruth Lowe Charged With Plagiarism on "Never Smile Again"

NEW YORK, Oct. 19.—Ruth Lowe, winner of the American Society of Composers, Authors, and Publishers' quarterly award of \$1,250 for her authorship of *I'll Never Smile Again*, was cited in Federal Court here Wednesday for plagiarism of that song by Betty Tiltonson, manager of concert singers and lecturers and side-line songwriter.

Miss Tiltonson charged that *Smile Again* was an infringement of copyright on a song which she wrote and published entitled *You Made Me Sing Again*, on which she secured a copyright August 5, 1939. The plaintiff, thru her attorney, Tiberius De Martinis, said that Miss Lowe's publicity "gives a rather (See *Ruth Lowe Charged on page 11*)

TORONTO, Oct. 19.—With lots of spare time on their hands, guards at the concentration camps housing German prisoners have turned to the radio for entertainment. So that all may hear the volume is usually turned to the blasting point.

The current most popular tune in Canada is *There'll Always Be an England*, which is heard almost every hour of the day. The German prisoners have taken a fancy to the tune and frequently can be heard humming to themselves *There'll Always Be an England*.

Hotel Lincoln Sets New J. Watson Band

NEW YORK, Oct. 19.—Johnny Watson, ex-arranger for Jan Savitt and more recently for Vaughn Monroe, left the Monroe set-up to start his own band, which has been in rehearsal here for about a week. His first date will be the Hotel Lincoln's Blue Room, following Tony Pastor.

Lincoln is the spot where Jan Savitt teed off in New York after leaving Philadelphia and where he was catapulted into the big time. After quitting Savitt, Watson joined with Monroe to build and arrange for his new band.

He now returns on his own with what the trade is describing as "Watson's third band." Consolidated Radio Artists is handling the new set-up.

Musicians' Union Intervention Dwindling in ASCAP-BMI Fight

NEW YORK, Oct. 19.—The possibility of Local 802, AFM, bringing pressure to bear for a settlement between ASCAP and the broadcasters in the current battle of music and helping the band leaders who are in the middle has dwindled, according to an important official in the union. While this is not the announced attitude, because of the interest Local 802 has shown in the outcome as it affected the maestri with remote air time, the exec admitted the union couldn't do anything but keep in the clear until a decision comes about January 1, one way or another.

Official, however, did say that if ASCAP signs with the radio industry on a per performance basis, a possibility which has been suggested at various times, and then if the stations try to make the band leaders play specified tunes (as in present conditions compelling the leaders to play four non-ASCAP's per broadcast), then the union will step in and insist that leaders be free to play whatever songs they want.

Outside of that, tho, the local is dropping intervention proceedings, figuring it would be better to stay out of the picture until decisive moves are made.

Court Rules Varsity Leaders' Pacts "Most Valuable Assets"

NEW YORK, Oct. 19.—Holding that the band leaders' contracts with U. S. Record Corporation are among the most valuable assets the company owns, Erwin Kurta, referee in bankruptcy, refused to release Sammy Kaye from his contract with the Varsity parent body, asked for by his attorney, Leo Eastman, at the first creditors' hearing held Tuesday (15) in Federal Court.

Eastman, representing Kaye as a \$500 creditor of the bankrupt company, asked the court for a release on the grounds that the wax works had breached Kaye's contract as U. S. hasn't been making records since the bankruptcy, and that Kaye is "suffering" from the silence. Eastman disclosed that Kaye had in the past received \$3,000 in royalties.

Kurta pointed out that if all of the U. S. band leaders were to be released from their contracts, the company

Nothing Tangible Arrived at On Music Situation; Further Radio, ASCAP Talks Needed

NEW YORK, Oct. 19.—Shrouding in a veil of secrecy what transpired at a hand-holding session Wednesday (16) between the band leaders' committee, of which Fred Waring is chairman, and the National Association of Broadcasters, headed by Neville Miller, president, with

a view to reaching the basis of a settlement between American Society of Composers, Authors, and Publishers, and the broadcasters, committee announced that it "discussed mutual problems at great length and exchanged views." Ork leaders are scheduled to meet with ASCAP some time next week on the same basis.

Pa. Club Sued by Widow of Ork Leader Killed in Fall

NORRISTOWN, Pa., Oct. 19.—Suit for \$50,000 was filed in Montgomery County courts this week against the Merion Cricket Country Club at Haverford, near Philadelphia, by Mrs. Jane Cobb Skillern, Wynnewood, Pa., for the death of her husband, Andrew Porter Skillern, orchestra leader, June 16 last. Skillern, playing a dance at the club that night, fell from a second-story porch roof when a railing gave way, and died the next day from a fractured skull.

The suit alleges negligence on the part of the country club. Mrs. Skillern asks \$10,000 as administratrix of the estate of her maestro husband, and \$40,000 as his widow for the loss of his companionship and the maintenance which he would have provided her.

Only thing the meeting accomplished was the setting of a historic precedent by having the brass hats of the radio industry sit down with this section of the business and discuss its mutual problems. But, as for arriving at anything tangible, both committees agreed that it would be a good idea if they met again next week for a further comparison of views on the subject, which, if it isn't solved by January 1, will remove all ASCAP music from the air.

Tenor of letter which Miller sent to Waring, in accepting the invitation to talk things over, was that he didn't feel the confab would accomplish much, but would be glad to participate. If the meeting held Wednesday was productive of any ideas, it was decided to keep them a secret.

Representing the leaders, in addition to Waring, were Ben Cutler, Johnny Green, Nat Shilkret, Meyer Davis, and Eddy Duchin. Johnny O'Connor, Waring's manager, sat in. On hand for radio were Miller, John Zimer, member of the NAB board, and Sidney Kaye, attorney for NAB's copyright committee and BMI official.

Ellington "Fixture" Leaves Duke for BG

NEW YORK, Oct. 19.—Cootie Williams, member of Duke Ellington's trumpet section for the past 18 years, handed in his notice to the maestro Friday (18) to join Benny Goodman's band at a \$200 per week salary, with a year's contract. Williams was the last original member of Ellington's trumpet section, having joined him at the formation of the band at the old Harlem Cotton Club in 1927.

Negotiations between Williams and Goodman have been going on for weeks, and Williams, working with Ellington at the Oriental Theater, Chicago, flew into New York last Monday to clinch the deal and start rehearsals. On Friday (18) Williams handed Ellington his two-week notice.

Ellington, spoken to over the phone in Chicago, was naturally somewhat perturbed over the loss of Williams. He said: "I feel like the fond parent who has reared a barefooted boy into young manhood, and after finally getting shoes on him, and eventually a collar, necktie, and long pants, see him desert the old homestead in a new-found spirit of independence."

Ellington has never had contracts with his men.

Crosby Into Mark Hopkins

SAN FRANCISCO, Oct. 19.—Bob Crosby is set to open at the Mark Hopkins Friday (25) for six weeks with options to renew for similar period.

Artie Shaw's engagement at the Palace Hotel has been extended until December 1.

Is Everybody Happy?

CIRCLEVILLE, O., Oct. 19.—The new public playground here has been named the Ted Lewis Recreation center in honor of Maestro Lewis, Circleville's ambassador of good-will. The orchestra leader recently contributed \$1,000 to the park committee to help equip the playground.

In his 25 years as a leader in the entertainment world, Lewis, born here, has done much to publicize Circleville.

would have to be liquidated, something, he claimed, which was uncalled for at the present time.

Oberstein was given a clean bill of health by the court to operate under the old set-up until November 13, at which date another hearing will be held. During that time, Oberstein assured the court, he would be able to raise the additional cash needed to carry on the work of the company. A salary of \$100 per week for Oberstein was set by the court until the date of next hearing. Oberstein's yearly salary before bankruptcy was \$16,000.

Eastman then offered a counter-proposition that Kaye would stay with Varsity if they would give him a \$2,000 deposit and a promise that Kaye would make a record next week. The referee told him that he would stay anyway. (See *Facts Valuable Assets on page 11*)



The Billboard

WEEK ENDING OCTOBER 17, 1940

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs...

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

GOING STRONG

I'LL NEVER SMILE AGAIN. (13th Week) Tommy Dorsey.

BLUEBERRY HILL. (7th Week) Glenn Miller, Kay Kyser, Russ Morgan.

I'M NOBODY'S BABY. (7th Week) Judy Garland, Tommy Tucker, Benny Goodman.

TRADE WINDS. (4th Week) Bing Crosby.

MAYBE. (3d Week) Ink Spots.

PRACTICE MAKES PERFECT. (1st Week) Bob Chester.

COMING UP

FERRYBOAT SERENADE. Andrews Sisters, Gray Gordon, Kay Kyser.

ONLY FOREVER. Bing Crosby.

WE THREE. Ink Spots, Tommy Dorsey.

OUR LOVE AFFAIR. Dick Jurgens.

CROSTOWN. Glenn Miller, Guy Lombardo.

BEAT ME, DADDY, EIGHT TO A BAR. Glenn Miller, Andrews Sisters, Will Bradley.

THE CALL OF THE CANYON. Glenn Miller, Tommy Dorsey.

THAT'S FOR ME. Bing Crosby.

NOW I LAY ME DOWN TO DREAM. Guy Lombardo.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week...

Table with columns for National, East, West Coast, Midwest, and South, listing record titles and chart positions.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week...

Table with columns for National, East, West Coast, and South, listing sheet music titles and chart positions.

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJX, WJAP, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays...

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

Table listing song titles, publishers, and the number of radio plugs received.

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

A
Abbott Dancers (Palmer House) Chi. h.
Adorables Six (Primrose) Newport, Ky. cc.
Allen & Rest Fourstone (Paramount) NYC, t.

B
Bachanova, Olga (Casino Russe) NYC, no.
Baley, Mildred (Capitol) Washington, D. C., t.

C
Caldwell, Fred (Capitol) Washington, D. C., t.
Caldwell, Fred (Capitol) Washington, D. C., t.

D
Daly, Valerie (White Way Casino) World's Fair, NYC.
Dimitras (Club Ball) Phila, no.

E
Early, John (Chez Maurice) Montreal, Que. no.
Eisen, Vilma & Buddy (Earle) Phila, t.

F
Fabian, Don & Marie (Olsen Barn Casino) Williamsport, N. Y., no.
Falcon, Norbert (Brevoort) NYC, h.

G
Gale, Alan (Stork Club) Phila, no.
Garcia & Leonard (Ball) Phila, no.

H
Hall, Jon (Paramount) NYC, t.
Halliday, Hildgarde (Sprivy's) NYC, no.

I
Imler, Fred (Capitol) Washington, D. C., t.
Ingram, Eddy (Riverdale) Milwaukee, t.

J
Jackson & Lyman (New Yorker) NYC, h.
Jackson & Nedra (900) Chi, no.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of Billboard
Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

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

K
Kane, Helen (Club Encore) NYC, no.
Kawabeef, Simon (Russian Kretchma) NYC, no.

L
La Fond, Baron (Ken) Boston, no.
La Girandola (Garden) NYC, no.

M
McCauley, Jeri (608) Chi, no.
McNella, Margi (Armando) NYC, no.

N
Nelson, Fred (Armando) NYC, no.
Nelson, Fred (Armando) NYC, no.

O
O'Brien, Johnny (Club Kona) El Cerrito, Calif., no.
Oceanaire, The (Seaside) Atlantic City, h.

P
Page, Virginia (Tie Top) Boston, ch.
Parker, John (Atlantic) Rio de Janeiro, no.

Q
Quinn, John (Atlantic) Rio de Janeiro, no.
Quinn, John (Atlantic) Rio de Janeiro, no.

R
Raitz, J. Carroll (State-Lake) Chi, t.
Nichols, Howard (Hiltmore) Los Angeles, h.

S
Santana, Rita (Beachcomber) NYC, no.
Santana, Rita (Beachcomber) NYC, no.

T
Tanner, John (Atlantic) Rio de Janeiro, no.
Tanner, John (Atlantic) Rio de Janeiro, no.

U
Ullrich, Fred (Capitol) Washington, D. C., t.
Ullrich, Fred (Capitol) Washington, D. C., t.

V
Vanderbilt, Erskine (St. George) Brooklyn, h.
Vanderbilt, Erskine (St. George) Brooklyn, h.

W
Ward, John (Atlantic) Rio de Janeiro, no.
Ward, John (Atlantic) Rio de Janeiro, no.

X
Xmas, Fred (Chez Fares) Chi, no.
Xmas, Fred (Chez Fares) Chi, no.

Y
Yarnall, Ed (Minaret Tavern) Phila, no.
Yarnall, Ed (Minaret Tavern) Phila, no.

Z
Zander, Dan (Club Encore) NYC, no.
Zander, Dan (Club Encore) NYC, no.

POLLY JENKINS
AND HER MUSICAL PLOWBOYS
Oct. 26-28, State Theatre, Prosser Bldg., Ma.
For Dates and Terms: JOHN SINGER, Mayfair Building, 701 Seventh Ave., New York City.

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

Conrad & Simmons (Harry's New Yorker) NYC, no.
La Fond, Baron (Ken) Boston, no.

L
La Girandola (Garden) NYC, no.
La Mar, Adeline (Colosimo's) Chi, no.

M
McCauley, Jeri (608) Chi, no.
McNella, Margi (Armando) NYC, no.

N
Nelson, Fred (Armando) NYC, no.
Nelson, Fred (Armando) NYC, no.

O
O'Brien, Johnny (Club Kona) El Cerrito, Calif., no.
Oceanaire, The (Seaside) Atlantic City, h.

DRAMATIC AND MUSICAL

Bankhead, Tallulah, in The Little Foxes (American) St. Louis 21-25; (Davidson) Milwaukee 28-30; (Lycium) Minneapolis 31-Nov. 2.
Chatterton, Ruth, in Pygmalion (McCarter) Princeton, N. J., 25; (Playhouse) Wilmington, Del., 26.

ICE SHOWS ON TOUR

Ice-Capades of 1941: (Produced by Arent Managers' Association) Nov. 4-11, Duquesne Gardens, Pittsburgh.
Ice Follies: (Arenas) Chicago 18-22; Tulsa, Okla., 26-Nov. 4.

BURLESQUE

(Hirst Circuit Shows)
Burlesque Parade: (Trocadero) Phila, 27-Nov. 2.
Pais & Panette: (Gayety) Norfolk, Va., 27-Nov. 2.

REPERTOIRE-TENT SHOWS

Hythe, Billy, Players: Concord, Vt., 21-25.

and Van gave outstanding tap routines, climaxing with a fast-stepping finish.
The hit of the show was easily Slim Timblin and Company, with Timblin depicting a colored preacher.
The screen attraction was Calling All Husbands.

Hotel Sherman, Panther Room, Chicago

Talent policy: Dance and show band; floorchairs at 9 and 12. Management: Ernest Byfield and Frank Bering, managers; Howard Meyer, publicity. Prices: Dinner from \$2 in Panther Room. \$1.25 in Malaya Room; drinks from 50 cents; minimum, \$1 on weekdays, \$2 on Saturdays.

Harry James is back with his trumpets and his swingcopeters, along with a new singer, Edythe Harper, who warbled for a brief spell with Ray Noble's orchestra at the Palmer House.
Among his offerings are his own composition, Concerto for Trumpet, his arrangement of The Flight of the Bumblebee, and The Man I Love.

Dolly Bell, gorgeous blond acrobatic dancer, pleases with some clever and well-executed routines.
Singing of Edythe Harper is fair.

Club Tropicana, New York

Talent policy: Production floorchairs at 8, 12, and 2; dance band, intermission rumba band. Management: Herman Katz, manager; Ed Dukoff, press agent. Prices: Minimum, \$1.50 week nights, \$2 Saturdays and holidays; drinks from 60 cents; dinner from \$1.25.

The season for new spots in the Times Square area is on. New names coming up in lights right and left, some decorating old sites, other in new territory.

The opening on Friday (18) had the usual friendly crowd receiving everything with open hands. It will take a couple of weeks, however, before anything favorable or unfavorable can be predicted for this room.

Charlie Davis, who produces the floor bills, permitted on opening night to many slow acts in the first half. They tired the audience.

The Beachcombers, dance pair, present a torchy South Seas Island exhibition. The man interprets a derelict who hasn't seen a woman in months, and his partner is his victim.

Avon Long sings and dances in too emotional a way. It is different but not too effective.

The show-stopper, and rightfully so, is Ella Fitzgerald, who does less swinging and more real singing.

A line of eight girls dress up three production numbers. Girls themselves are briefly dressed and dance with abundant flash and rhythm.

Babe Wallace, who emceeds the show in a bright and acceptable manner, also leads the Fitzgerald band. The boys play sweet and swing well.

Guy Fisher decorated the spot. Sam Hovsigberg.

Jamestown Hotel Okehed

BUFFALO, Oct. 19.—Fox Hotel, Jamestown, N. Y., was finally granted a liquor permit. Reasons for the earlier refusal were alleged off-color floorshows and emcee's remarks, according to Commissioner Ryan, head of board, but a hearing in Jamestown October 11 convinced the authorities that spot's policy would be satisfactory in the future.

Cops Bother S. F. Gambling Niteries

SAN FRANCISCO, Oct. 19.—Police have started to clamp the lid on gambling in night clubs.

Developments were said to have begun following a tip-off that gambling was widespread at a Junior League show recently.

About 14 clubs are charged with violating the gambling ordinance. Two of the spots, the Pitt Club and the Variety Club, were raided and their equipment seized.

Police Chief Charles Dullen said his reasons are well understood by the operators and added that any skepticism on their part as to whether they should take the order seriously would be cause for more raids.

Harry Drob To Open Philly Club

PHILADELPHIA, Oct. 19.—Legal ties that kept Harry Drob from reopening the Anchorage Inn as the Park Casino, with name act and band policy planned, have been cut. Bankruptcy Court this week lifted federal restraints after the Fairmount Land Company, which has taken over the physical assets, paid \$2,500 federal taxes, arranged to pay \$1,800 city taxes, and posted \$2,500 with the receiver to cover other claims.

Drob's Riverside Inn, Inc., now awaits only the liquor license to reopen.

WILKES-BARRE, Pa., Oct. 19.—Travelers Club here has inaugurated a floor-show policy. Initial show has the Tommy Burns band, a line of six, Leo Dillon, and Ruby Voss. Frank J. Harris is manager.

Hotel Adds Trio

ATLANTA, Oct. 19.—Newest Atlanta singing trio, Three M's of Rhythm, (Melba, Menie, Mo) featured Saturday afternoons at the Georgian Terrace Hotel. They are Perry Lee Bean, Maldee Bean, and Jimmy Kilpatrick.

CORRECTION!

SHE IS NOT 'JUST ONE' OF THE BEST ...

But...

THE GREATEST DANCER OF ALL TIMES!

★ EVELYN FARNEY

'America's Newest Dancing Starlet' ★

CURRENTLY APPEARING STRAND THEATRE

NEW YORK CITY

Personal Management THOMAS KETTERING

New York Representative JACK DAVIES

MILTON BERGER

48 West 48th Street

Chicago Representative EZ KEOUGH

203 North Wabash Ave.



Record Return! Appearance!

DENNIS SISTERS

★ Versatile Singing Trio ★

Second Engagement at ROXY THEATRE, New York, Within Two Weeks

Personal Direction—HERMAN CITRON

First New York Appearance!

BOB and BETTY BROWN

Excen-Trick Dancers

Currently LOEW'S STATE, New York

Thanks to BENNY DAVIS and Our Energetic Representative, HERMAN FIALKOFF.

NOMA EXOTIC DANCER

Contracted Through EDDIE SHERMAN for a Road-Musical Show Touring Southern Houses, Opening November 1 in Baltimore.

PIRATES, BE WARNED

My Latest Dance Routine Novelty—A BUTTERFLY—RADIUM—Is My Own Conception and Construction.

Leonard Christenson Presents

the ARNOLDS

STATE-LAKE THEATRE, CHICAGO—NOW!

Direction—ROGER E. MURREL and THOS. BURCHILL

CHARLIE MOORE with SUSIE

'Stardom's Newest Dancing Comedian'

Currently—STATE-LAKE THEATRE, CHICAGO

Pers. Mgmt.: Ex Keough, 203 N. Wabash, Chicago, Ill.

NIGHT CLUB REVIEWS

(Continued from page 19) is really unusual. Won repeated applause and deservedly so.

Estela and Papa, big favorites here, again sock with their lightning dance style. In frilly costumes, they shiver and shake thru rumba tempos, holding and shake attention all the time.

Arturo Cortez added a vigorous tenor, singing the production leads several times thru the show. Good. The sock finish to the show is a Nanyego number, with Estela doing a witch and the show girls shaking under her control.

Oscar de la Rosa's fine orchestra handles the show music and also makes dancing so much more inviting.

The D'AValos rumba and conga teachers handle the Saturday matinee. Paul Dennis.

Magic

By BILL SACHS (Communications to Cincinnati Office)

PAUL BOSINI heads the new show at Club Royale, Detroit, on a return engagement... TOMMY MARTIN is in the new third edition of the Book Review at the Book Casino, Detroit...

A MEDEO VACCA is doing two turns around New York these days, a rag picture set under the name of Vacca and a sleight-of-hand stunt as Amedeo... C. A. GEORGE NEWMANN, pioneer mentalist-magician...

Burlesque Reviews

"Cocktails of 1941"

(HIRST) (Reviewed at Troc, Philadelphia, Monday Evening, October 14)

Ingredients for this Cocktail, most of its component parts having been seen in this town for the first time, pack plenty punch... Unit is tall on gals, with Lois DeFee the tallest...

Ballet numbers make adequate settings for Gypsy Nina, who makes her interpretative dances quite revealing... Comic content is also high, a photo finish for Hank Henry and George Lewis...

Show-stopping specialty is provided by Otto Eason, sepiu stepper who taps it out on roller skates... Frank Bryan gets production credit...

"Wine, Women and Song"

(HIRST) (Reviewed at Gaiety, Norfolk, Va., Wednesday Afternoon, October 9)

Burly made its bow in Norfolk this week, with a new show breaking in as the introductory offering... Production is fair-to-middling, getting a favorable reception...

Comedy was carried by "Shuffles" LeVan, Charles Kemper, and Hagerty... Marlene, billed as the "Blond Godiva," is featured stripper...

Show runs a full two and a half hours and is patterned to please the predominantly navy crowds... Next show in will feature Margie Hart and "Stinky" Fields...

Staff at Lyric, Bridgeport

BRIDGEPORT, Conn., Oct. 19.—House staff for the Loew-Poll-Lyric Theater, playing Hirst shows, leased by the Glille Shows, Inc. includes Eddie Madden...

Burlesque Notes

(Communications to New York Office)

NEW YORK: RENE ANDRE, new stripper, singer, talker, and dancer plus a Southern dialect, moved from the Gaiety here to the Gayety, Boston...

CABOLE LORD, new stripper at the Gaiety, was formerly Adrienne Rogers, dancer. Brought back to Follies houses by Dave Cohn... MARIAN WAKEFIELD left the Star, Brooklyn...

Customers Blamed For Immoral Shows

BOSTON, Oct. 19.—Theatergoers rather than theater managers are to blame if flesh shows in the Hub are immoral, Judge Elijah Adlow ruled this week...

Youngstown Plans Changes

YOUNGSTOWN, O., Oct. 19.—Grand here, which has been playing stock burlesque for the past several weeks, went dark Sunday (13) with announcement by the management...

Sets Extra Attractions

NEW YORK, Oct. 19.—Extra attraction bookings by Phil Rosenberg over the week included Ann Corio for Dayton, O.; October 26; Vicki Welles, Newark, N. J., 27...

Margie Hart Breaks Record

BALTIMORE, Md., Oct. 19.—Hon Nickel, operator of the Gayety, local burly house, says the Margie Hart show, Heart Breakers, broke the house record during its recent run here...

Lois DeFee Has an Idea

PHILADELPHIA, Oct. 19.—Lois DeFee, with a Hirst unit at the Troc Theater, has an idea which she hopes will find her a place in a musical revue...

Honey Alden, and Rusty Nelson, all summer with the Bowery Follies at Staunch's, Coney Island, N. Y., have returned to stage work, former with Allen Gilbert's girls at the Republic and the latter as a new stripper at the Star, Brooklyn...

LARRY NATHAN, former Cleveland house manager, now on a good-will political tour to the Coast, writes that he stopped off in Cleveland, St. Louis, and Indianapolis. Learned that Midwest Circuit principals leave the Grand, St. Louis, at night and reach Indianapolis, next stop, at 8:30 a.m.

CHICAGO:

CHARLES FOX, of the Empress, Milwaukee, says the house will open October 23. Opening has been postponed several times... SHUBERT, St. Louis, didn't open after all...

The Personality Girl RENE ANDRE (MICKEY ADAMS) A STRIPPER * A DANCER A vocaliste and superior in scenes because of a knowledge in dramatics. Current at THE GAIETY, BOSTON, MASS. Direction DAVE COHN Palace Theater Bldg., N. Y. CITY

The New York City Home For All Show-Folk HOTEL CLARIDGE BROADWAY AND 44TH STREET In the Heart of Times Square Phone: BR-yant 9-0346 SPECIAL RATES TO THE PROFESSION \$8 Single, \$10 Double, Without Bath... \$10.50 Single, \$12.50 Double, With Bath... WANTED FOR BURLESK STOCK CHORUS GIRLS Salary \$22.50. Write or wire FRANCES PARKS, Producer Gaiety Theater, Cincinnati, Ohio

Crafts' Take Up 20% Over '39; Quarters In North Hollywood

OXNARD, Calif., Oct. 19.—Crafts' 20 Big Shows polished off a profitable season here on October 11 with a successful week's stand under American Legion Post auspices. All with it reported a successful tour, and Harold Mook, auditor, said he believed a final accounting would reveal about a 20 per cent increase in business over last year. All equipment will be stored in Crafts' spacious quarters in North Hollywood, where overhauling of motorized equipment will get under way about the middle of December. Owner O. N. Crafts said the No. 1 and No. 2 units will not be brought into quarters until about the middle of November.

Plans for the shows' 1941 tour have been in the making for some time and route is complete up to April of next year, said General Manager Roy E. Ludington. National Orange Show, San Bernardino, and Imperial (Calif.) County Fair have been booked, and Owner Crafts said this week that he plans to present several new neon fronts next season, featuring animated characters above the fronts. Where they will winter: After a plane trip to New York Owner and Mrs. Crafts will attend the Chicago meetings and return to North Hollywood. Mr. and Mrs. Roy E. Ludington will attend the Cal meetings and return to quarters. Auditor Harold Mook goes to Seaside Hotel, Long Beach, Calif.; Mr. and Mrs. Harold Perry, San Francisco; Mr. and Mrs. Elmer Hanscom, East and then home to Bristol Hotel, Los Angeles; Frank Wagenblast, assistant electrician, Nowata, Mo.; Mack Doman, traffic superintendent, North Hollywood; Frank Kitchener, chief mechanic, quarters; Roy Scott, press and The Billboard agent, home to Westwood, Calif., and Chick Elby, lot superintendent, Los Angeles.

Among the attractions: Motordrome, Charles (Daredevil) Curtis, Dawn Prosser, and Fay La Marr, New York; Victor Herbert Bernard, Los Angeles; Clyde Sturding, Fresno, Calif.; Rolo Funhouse, Patsy Govenberg, ticket seller, Los Angeles; R. W. Furney, foreman, Fresno, Calif.; E. Steger, assistant, Modesto. (See Crafts' Galus 20% on opposite page)

BG Scores Winner In Columbus, Ga.; Beckmann Returns

SHREVEPORT, La., Oct. 19.—After a slick stand at Chatahoogie Fair, Columbus, Ga., Beckmann & Gerety Shows rolled in Monday for their stand at Louisiana State Fair, which got under way here today. Attendance records at the Columbus date were broken, with Friday being the top day, William (Bill) Naylor said upon arrival. Altho fair opened today, shows held a preview last night with free admission. Stand was the shows' first local appearance in many years.

October 23 is to be frolic night, and a big show will be presented in front of the grandstand for the benefit of the Showmen's Home Fund of the Showmen's League of America. Betty Hardwick and Whitey Weiss have sold plenty of tickets and fair manager W. R. Hirsch is lending every assistance. General Manager J. C. McCaffery, of Amusement Corporation of America, visited here, and B. S. Gerety visited. Royal American Shows at Jackson, Miss. Co-owner Fred Beckmann returned here from San Antonio yesterday. He and Mrs. Beckmann went to San Antonio from Tupelo, Miss., for a medical check-up at the M. & S. Hospital, being away from his show for two weeks. The veteran showman came by car driven by Teddy Webb and made the trip in good shape, being greeted by scores of showmen gathered at the fairgrounds as well as by his co-partner, B. S. Gerety, and showfolk, who were pleased to have the "Governor" and Mrs. Beckmann on the midway again.

Benefit at NYWF

DETAILS of the Showmen's League of America benefit performance in the Hall of Music at the New York World's Fair on October 17 appear on page 29 of this issue.



THIS REMARKABLE PHOTO of outdoor amusement celebrities was taken on the midway of the John H. Marks Shows at Cumberland County Fair, Fayetteville, N. C., on October 3. In it are shown members and families of four of the world's outstanding high-wire acts. When this shot was made the other acts were visiting the Wallenda Troupe, free act at the fair. Included are members of the Grotelants, Sensational Keys, Billetti Troupe, and Wallendas. Standing, left to right: Joe Sheplock, Wray Risko, Hazel Cook, Helen Billetti, Mary Ellen Huber, Helen Wallenda; Capt. George Thompson, elephant trainer; Martha Wallenda, Pinky Sheplock, Juana Weinberg, Mrs. Smith, Herman and Chere La Rue Weinberg. Sitting, left to right: John Risko, Philipp Wallenda, Arthur Wallenda, Herman Wallenda; Joseph Minchin, CFA; Frank Cook, Karl Wallenda, Herman Sheplock (rear), Joseph Wallenda, Fritz Huber, Eddie Billetti. Front, little Karl Wallenda. Background, John Robinson Military Elephants.

West Wind-Up Under Par; Shows To Barn In St. Joseph, Mo.

CRESTON, Ia., Oct. 19.—After one of the poorest weeks of their 1940 tour, West Bros. Shows decided to call it a season here and went into quarters in St. Joseph, Mo., where two large buildings have been leased to store equipment. A small force, under Bob Laughlin, will remain in quarters until activity starts soon after the holidays. Continued adversity and an adverse outlook were said to have brought about Owner J. W. Laughlin's decision to close here.

Gross receipts for the season were considerably below last year. Early-season rains dogged the shows thru Missouri and Iowa. During the first four weeks of fair rain came at inopportune time and all were far below expectations. However, when rain didn't interfere, business was considerably above that of previous years.

These members announced the following destinations: Mr. and Mrs. M. Brod and daughter, Molly Ann; Mr. and Mrs. E. E. Blanning and Mr. and Mrs. C. H. Huggins joined shows in the South for the rest of season; Carly and Trixie Clark and Mr. and Mrs. Neville, to Kansas City, Mo.; Mr. and Mrs. C. Winters and daughter, Ariene, and Myrtle Roden, to Houston.

Joe La Palma left to assume a position in Portland, Ore., and Mr. and Mrs. Sam

Coast Club Contracts Talent For Annual Banquet and Ball

LOS ANGELES, Oct. 19.—In line with plans to make this year's Pacific Coast Showmen's Association's Banquet and Ball one of the most outstanding in club history, Chairman William (Bill) Hobday said Frank Hubble's band, Gilmore Circus band, and Carl Bedell's Tryclean Orchestra have been contracted to provide dance and show music for the event, which will be held in the Gold Room of the Biltmore Hotel here on December 17. Abe Letton, prominent West Coast announcer and narrator, will be one of the emcees, while Cliff Clark will be on hand as honorary announcer.

Chairman Hobday said reservations are coming in from various parts of the country and he expects attendance records to be broken. Club President Dr. Ralph E. Smith is devoting much time and effort in helping to put the show over and has been promised support of membership and various committees, which include outstanding showmen on the Pacific Coast, who are throwing all of their resources behind the event.

Goden returned to their home in Rolla, Mo. Captain Delmar and lion act left for South Carolina. Mr. and Mrs. Laughlin left for Hot Springs, where the latter is to continue medical treatment. Ed Bruer plans to return to Fort Worth, Tex., for a brief visit. Mr. and Mrs. Don Trueblood plan visit in Belle Plaine, Mo., for several weeks.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

General Offices,
Omaha, Neb.
Week ended October 19, 1940.

Dear Editor:

Good reports from the show continue to arrive at our main office here. We are here with our auditors going over the season's business. We closed the books on October 19, altho we have eight more weeks of fair dates (mostly promotional) before the regular winter tour starts. Our reason for doing this is so that we may show our appreciation of the loyalty and ability of all who are in our employ by distributing as a bonus among them, all profits for the remainder of the season. No salaries will be paid, but each employee can consider

himself or herself a partner in this mammoth tented concern.

Specifications have been given to a motor-truck manufacturer for a safe deposit vault and banking truck. This service for the rest of the season for our people will be free except for a few minor charges, such as salary for guards, custodian of finances, caretaker of truck, driver, and the usual buck for the lotman, shavings, the lot trash picker, night watchman, electrical cut-in, and a few incidental dings, moccasins, and refreshes. Should it turn colder and rain harder during the remainder of the season, causing our employees to be without funds to deposit, then the office will be in a position to come to their rescue by

Strates Beats Last Two Years' Midway Gross at Gastonia

GASTONIA, N. C., Oct. 19.—James E. Strates Shows' gross at Gaston County Fair here, October 7-12, was much larger than in the two previous years. Mark Bryan, shows' publicity director, reported last week. Hike in business was registered despite one day of rain. Free acts provided by the organization included Zschehni's cannon act; Charles Siegrist Troupe, acrobats, and fireworks displays.

Because of the size of the shows the fairgrounds fence had to be moved back to provide more space. Fair board gave good co-operation. With close of the season in the offing, all with it are making preparations for winter, and 12 new house trailers have been added to the large fleet already owned by members of the personnel. General Agent William C. (Bill) Fleming is making arrangements to have the shows winter at new quarters in Savannah, Ga., the old one having been taken over by the government for a vocational school.

Special Agent Keith Buckingham, with co-operation of the city, which donated one of its road scrapers, had the lot in perfect shape. Treasurer James Kelleher shipped 10 tons of pecans to Elmira, N. Y., where he will open a pecan store for the winter. Visitors from Dodson's World's Fair Shows included Mr. and Mrs. Harold English, Mr. and Mrs. Charles Clark, and Mr. and Mrs. Whitey Lutz. Owner James E. Strates, Arthur Walsh, Bill Brown, Mrs. Ethel Weer, Bill Hegerman, and Gifford Ralyea visited Dodson's Shows in Spartanburg.

League Nominating Committee Named

CHICAGO, Oct. 19.—Nominees for officers of the Showmen's League of America will be announced at the next meeting of the League on October 24. Nominating committee was named at this week's meeting.

Members are G. L. (Mike) Wright, John O'Shea, James Campbell, M. J. Doolan, Rudolph Singer, Maxie Herman, and Lew Keller.

If the usual procedure of moving up the first vice-president to president is followed, Frank R. Conklin will be the nominee. However, there has been some talk of nominating Joe Rogers, who was in line for the office a couple of years ago but declined because business necessitated his being out of the city the entire year.

Tribute to Dick Collins

By Doc Waddell

Richard (Dick) Collins, who died in University Hospital, Charlottesville, Va., on September 16, was a brave and gallant defender of showfolk's rights and a battler and winner against heavy odds in all steps of life.

To me, as to his numerous friends in outdoor show business, he was known as just plain Dick. Dick wasn't an imitator; he was a press agent to the manor born. He knew the composing room, the old case and its type, the make-up stone and rule, linotype machine and news desk.

His stories, sounding the socialism of all manner of shows, rise today a monument to his originality and character. He believed that all the good things that one needs are at one's elbow waiting for acceptance and use. No more does he experience this life's fleeting hour, but "Over There" he's enjoying the attributes of eternal life and power.

cutting the overhead thru the release of the guards, who would have nothing to do.

Arrangements are being made for the erection of a 500-by-1,000-foot building to be used as a school for female ride operators and canvaswomen. This time the draft will not catch the show short of laborers. A letter to each married ride operator and canvaswoman has been sent, asking them to enlighten their wives in the art of stakes, nuts, and bolts. Only those of draft age have received these letters. We have also worked out a plan whereby a 10-cent service charge will be placed on all lithograph passes, to be collected by the billposters when put out. This will eliminate all billposters' (See BALLYHOO BROS. on opp. page)

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 19.—We have received confirmation from the Hotel Sherman that sessions of our annual meeting will be held in Room 118, the same meeting room which was made available to us last year, and, accordingly, plans for the seventh annual meeting of the association are being formulated. Altho programs of the affiliated groups which will meet in Chicago simultaneously with our association have not as yet been fully announced, our plans call for the seventh annual meeting to be held in Room 118, Hotel Sherman, commencing on December 2 and continuing nightly until business for the association is disposed of.

In accordance with the practice which has grown up in the past few years, our meetings will start nightly at 11 o'clock so as to give each of our members and others who may be interested an opportunity to be present without neglecting his other interests. Such matters as are not disposed of at the Monday night session will be completed at the second session on Tuesday, and if necessary further sessions will be held Wednesday and Thursday nights. Detailed program for the annual meeting will be in accordance with the bylaws of the association adopted in 1939, and the complete program will be announced later.

Official notice of the annual meeting will be mailed to members at least 10 days in advance of December 2 and, altho notice of the annual meeting is confined to the membership only, we desire to again mention that our meetings have always been open to any and all who are interested in attending. At the session on Tuesday, December 3, Ralph Whitehead, international president of the Circus, Carnival, Fairs, and Rodeo International Union (A.F.I.), will address our membership. We would appreciate receiving suggestions from our membership in connection with the coming meeting.

Air Raids Near London Hamper Shows' Movements

LONDON, England, Oct. 13.—Enemy air action has proved distressing to many traveling showmen in this area. Nine shows were destroyed here recently when a parachute land mine hit the ground on which they were standing. Two young men were injured slightly and eight families rendered homeless, but immediate shelter was provided thru action of the Showmen's Guild.

Another prominent showman, while operating on the outskirts of London, decided that things were getting too hot when an anti-aircraft shell penetrated two of his wagons. Packing his outfit, he moved on to a rural town, but on the first night there enemy bombs were dropped on adjoining ground. Next day he motored out to what he believed was a freer and healthier spot, only to be stopped by a sentry, who reported a delayed-action bomb had fallen in the vicinity. When last heard of the showman and family had parked in a spot from which they could easily get to a public underground shelter.

To maintain ancient rights a number of charter fairs have been officially declared open by local authorities, altho, thru military ban or other reasons, no amusements have been presented. In the case of some very old English fairs, the setting up of one stall is sufficient to preserve continuity of rights.

Dick Collins Dead 10 Days Before Word Reaches Lewis

CINCINNATI, Oct. 19.—Dick Collins, the press agent and newspaper man, was dead 10 days before word reached the Art Lewis Shows, and only by accident at that. F. Percy Morency informs *The Billboard*. Morency explains that a member of the Lewis shows, from which Collins resigned during its engagement in Charlottesville, Va., where he died on September 16, happened to be in Charlottesville between trains and stopped at the Queen Charlotte Hotel. A clerk at the hotel informed him of the death and the latter made the news known upon arriving on the show. Manager Art Lewis then sent a man to Charlottesville to investigate, and later the undertaking establishment which handled the body was sent the amount required for burial. The money was taken out of a fund on the shows created for such purposes. Morency also says his wife, on instruction from Manager Lewis, mailed the details to *The Billboard*, but the letter was not received. Collins resigned from the Lewis shows during the Charlottesville stay.

It has been learned from another source that the Rev. Louis Rowan of the Catholic church in Charlottesville did his best to look after Collins and helped the University of Virginia Hospital, where Collins had been confined, in every conceivable way. It is understood that Father Rowan attended to all details of the funeral.

BALLYHOO BROS.

(Continued from opposite page) salaries and encourage them to put up more paper to collect more service charges. The show will still collect the usual five-cent validation expense and 10-cent overhead charge on each pass at the main gate.

Here at the general office we have received several applications for positions with the show next year. Such names as Over-the-Fence Shorty, Middle-of-the-Road Slim, Twenty-Four-Hour Red, etc., and their general delivery addresses mean nothing to us. From now on all employees must give their full names, addresses, and Bradstreet & Dun ratings. The Social Security Board claims that its clerks are forever getting the names of Blowoff Blackie and Blower Blackie mixed in its files. Letters have been sent from our office to these gentlemen, requesting one or the other to co-operate, either by Blowoff blonding his hair or Blower changing over to Roll-Down Blackie.

Must leave off here, as General Agent Lem Trucklow, who is in full charge of the general office, has just announced that it is 3 p.m., bankers' hours, and if I don't stop I'll be locked in.

Run the following ad, payment subject to business conditions: Can place for long, prosperous, and pleasant winter tour. Lady foreman for Waltzer ride, lady boss canvasswoman, girl ticket sellers, talkers, and all-day grinders. Girl billposters and lithographers. Lady blacksmith and wagon builders. (Baling Anne and Bull-Ring Betty, come home. All is forgiven.) Can place female ride help who drive semi-trailers. Want governess for inside of Unborn Show. Must be capable of pitching books. Don't write or wire. Come on. MAJOR PRIVILEGE.

CRAFTS GAINS 20%

(Continued from opposite page) Calif. Athletic Stadium, Eddie Kanthe, manager, Los Angeles; E. S. (Tiny) Wiggins, Amarillo, Tex.; Eddie Lee and Dan Murphy, Los Angeles; LeRoy (King Kong) Clayton, Newcomertown, O.; J. C. (Black Gold) Warren, Peoria, Ill. Far East Show, Jeff and Lois Griffin, North Hollywood; Jerry and Ruth Godfrey, Venice, Calif.; Betty Kibbe, Chicago; Jean Sanchez, Los Angeles; Joe Costello, Oakland, Calif.; Lloyd Kettering, San Diego, Calif.; L. Hunting, Porterville, Calif.; Fred Galveth, San Francisco; Ellis and Ruth Henry, Los Angeles; Whitey Sandberg, Sautelle, Calif.; Madam and Professor Ray, mentalists, Tijuana, Mex.

Pollux Show, Ben Lohmeller, North Hollywood; Joy Davis, San Francisco; Jean Morgan, Fresno, Calif.; Billy McNeil, Los Angeles; Ann Soreson, San Francisco; Ruth Ellam, Terre Haute, Ind.; James Whalen, Burbank, Calif.; George White, Los Angeles; Abraham Swartz, Riverside, Calif. Cookhouse, Jimmy Lynch, Chino, Calif.; Bill LaRogue, New Orleans; Mr. and Mrs. Tony Tumbus, Minnesota; Kenneth Jackson, Fresno, Calif.; George (Doc) Parent, Pomona, Calif.; Willard Neff, C. C. Camp No. 444, California; Sidney Smith,

Denver; Louis Victorrie Pettinari, Lincoln Heights, Calif.; J. (Ooid Bun) Coggin, San Diego, Calif.; B. (Apple Annie) Burmaster, Hugo, Okla.; Pop Johnson, Fresno, Calif.; Leigh Madsen, San Diego, Calif.; George Johnson, Los Angeles.

Auto Shooter, Billy Turner, Porterville, Calif.; Herschel Taylor, Greeley, Colo.; Gerald Oster, San Francisco; J. C. Lynch, Los Angeles; J. C. McNamara, San Francisco; Bill Robinson, Hanford, Calif.; Penny Arcade, Alph Mahler, Hollywood; W. H. McCormick, Kokomo, Ind.; Charles Franklin Smith, North Hollywood; Grace Asher, Los Angeles; Rolloplane, Robert Fvinger, Los Angeles; Virginia Murphy, San Diego, Calif.; Pete Schonhorst, Vevay, Ind.

Heyday, John Dempsey, quarters; Henry Deatty, Santa Barbara, Calif.; R. W. Preston, Bakersfield, Calif.; George Wilson, Beverly Hills, Calif. Octopus, C. W. (Puddin') Cooper, Terre Haute, Ind.; Benjamin Franklin Gridley, Chicago; Ernest Cronin, New Haven, Conn. Kiddyland, Clarence Turner, Porterville, Calif.; John Kalem, U. S. Army; Mary Thomas, Los Angeles; A. B. Davis, Ocean Park, Calif. Twin Ferris Wheels, Pat Murphy, San Diego; Eddie Johnson, Long Beach, Calif.; Virgil Grovenberg, Los Angeles; Thomas Snodgrass, Hollywood. Rocket Ride, S. C. McDonald, Fresno, Calif.; C. F. Rhodes, Los Angeles; Oscar Lynn, El Paso, Tex.; Mrs. Joe Duran, San Diego, Calif. Tilt-a-Whirl, Roy Mathewson, San Diego, Calif.; Dick Mathewson, Los Angeles; Eddie Hanson, San Diego, Calif.

Pony track, Diancan and Ruby Walton, Venice, Calif.; Frank Hallway, Johnston, Pa.; Duke Law, Venice Pier, Merry-Go-Round, Joe Duran, San Diego, Calif.; Bob Halburton, Los Angeles; Harry Lee, Olney, Ill. Acropians, Johnny Gilliland, Florence, Ala.; Bob Gilliland, Los Angeles. Loop-o-Plane, Glenn Wells, Bellflower, Calif.; Eph Sargus, South Gate, Calif.; P. W. Brooks, Odenburg, Ind.

Concessionaires gave these destinations: Ragland & Korte, Glendale, Calif.; watch-ia, Mrs. Dorothy Gilland, Alabama; cork gallery, John Flambrer, San Pedro, Calif.; shooting gallery, Mr. and Mrs. Charles M. Miller, Ontario, Calif.; C. E. Lee, Los Angeles; engraver, M. Sax, Los Angeles; panda bear stand, Evelyn Harris, Santa Barbara, Calif.; Hank

Arnold, Watts, Calif.; Mrs. Phil Williams, Oakland, Calif.; John Carrico, Carrollton, Ky.; country store, Eddie Bliss, San Bernardino, Calif.; scales, Mr. and Mrs. Al Zobian, Bakersfield, Calif.; penny pitch, Roy Barnett, Los Angeles.



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THE 7-CAR PORTABLE TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

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UNITED STATES TENT & AWNING CO.
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WANTED FOR ATHENS, GA., FAIR

WEEK OCTOBER 28

Cook House, Grab, Legitimate Concessions, Fun House, Drome, Rides not conflicting. Griffin, Ga., follows.
Address ENDY BROS. SHOWS, Inc.
Gainesville, Ga., this week.

Where the East Meets the West
in the Land of Sunshine and Mild Winters.

ARIZONA STATE FAIR

NOVEMBER 9 TO 17 INCLUSIVE

Wanted—CONCESSIONS, OUTSTANDING SHOWS AND RIDES. Write or wire O. H. HILDERBRAND, Hilderbrand's United Shows. Address: Arizona State Fairgrounds, Phoenix, Arizona. Phone: 4-1296.

CRESCENT AMUSEMENT CO. WANTS

Barbour County Fair, Eufaula, Ala., week Oct. 28th, with Walton Co. Fair and Armistice Day Celebration, De Funiak Springs, Fla., week Nov. 4 thru 11. Concessions working for stock and not over 10c. No racket. American Mitt, Photos, Novelties, Canteen, Long Range. Sell exclusive on Rat Game balance season and all Florida Fairs. SHOWS with own outfit and transportation. Big Spokes, Mechanical City, Glass House, Fun House, NO GIRL, DOPE or SEX. WANTED—RIDE HELP on all Rides that drives semi-trailers and stays sober. Experienced Foreman for Ride-O-Show Painter, FAIR Boy, and Committees North, South Carolina, Ga., Fla. we are now contracting 1941. Have 14 Rides, 10 Shows, FREE ACTS, Band. Send us your open time. We carry no Fiat joints. Best of references. Address L. C. McHERRY, General Manager, Control, Ga., this week. Our winter fairs start with De Soto County Fair, Arcadia, Fla., week Dec. 2. Winter quarters, Bowling Green, Fla.

CARNIVALS WANTED

INDEPENDENT RIDES, SHOWS, CONCESSIONS, WRITE.

American Legion Fair and Armistice Celebration, Barnesville, Ga., also Armistice Celebration, Statesboro, Ga. Both dates week November 11th-16th. Want Decorator both spots. Address: M. J. WALKER, District Secretary, P. O. Box 182, Barnesville, Ga.

W. C. KAUS SHOWS, Inc.

WANT FOR COLUMBIA STATE (Colored) FAIR, Columbia, S. C. Playing right across street from RINCLING CIRCUS. Legitimate Concessions of all kinds, Grind Stones and Wheels. Eating and Drink Stands of all kinds. Write or wire
W. C. KAUS, Manager, at Dillon, S. C.

TENTS-BANNERS

9x15 Two-Room Umbrella Tents, Brand New, \$20.00 Each.
CHARLES DRIVER—BEHNIG MENDELSON
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MODEL TRUCKS & PASSENGER CARS
Available for Immediate Delivery.
Originators of the Showman's Finance Plan.

Write **CHAS. T. GOSS**
With **STANDARD CHEVROLET CO.**
East St. Louis, Ill.

ANNEX attraction in Milo Anthony's Side Show on Frank Burke Shows, Billie Baker reports that business has been fair. She adds that Mrs. Milo Anthony has been doing well since taking over the Girl Revue, where she is making openings and handling the inside.

"I ENDED the season on the nut," mused the side boy, "and if I ever let it happen again, it'll be because I'm off my nut."

FORMER carnival trouper and now operator of a night club in Barberton, O., Tim Greene had Capt. Gurly and Mrs. Wilson, Brookside Zoo, Cleveland; Arch Clair, formerly with Brown & Dyer Shows, and Mr. and Mrs. Cain, of the local police department, as his guests recently.

WHEN Johnny J. Jones Exposition played Danville, Va., Mr. and Mrs. Rex M. Ingham, of Ruffin, N. C., were guests of Starr DeBella, shows' press representative. Rex and Starr tramped together some 20 years ago on the King & Goldman Circus.

KABLENE, Australian Wonder Girl, who will wind up her season as annex attraction with Chalkias Bros.' Side Show soon, will open in night clubs about Thanksgiving Day. She will feature her Lena Glatzer act, her manager, Billie Wingert, reports.

ROSCOS around midways are as desirable and useful as time bombs—and their presence just as sensible.

H. M. KILPATRICK, who was special agent and billposter on Crystal Exposition Shows, writes from Carthage, N. C., that he closed as agent in Page land, S. C., and is now ahead of the shows as bannerman. He will go to his home in Gastonia, N. C., for winter.

"JUST arrived here from Houston, where I've been receiving medical treatment," pens Rae-Turrill from 514 North Sixth Street, St. Joseph, Mo. "I can hardly walk, but I'm getting along fine otherwise. Would like to read letters from friends."

DON C. MAC IVER, magician and lecturer, closed at New Jersey State Fair, Trenton, after a 25-week tour with Eddy Bros.' Exposition Shows. After a brief vacation at Tunnelton, W. Va., he plans to resume playing schools in West Virginia with his lecture program and magic show.

CLIQUEs, elegues, and petty jealousies will never establish a firm foundation for any amusement organization.

O. C. (HEAVY) McCLAIN scribbles from Liberty, N. C.: "Business for the Davis & Parrott Shows in Apex, N. C., was good, as was the weather. Attendance and weather has been good here. Gooby Clark has the electric job here, and the writer, who also has charge of the marquee and fronts, is assisting him."

PEGGIE BAINCHETTI cards from Stone, Va., that she is at the home of C. Miller, for whom she worked all season on the O. J. Bach Shows, recuperating from a heart ailment and nervous breakdown. She says that Miller plans to begin his winter tour thru the South with his magic show soon.

GEDORA EDWARDS has her photo gallery in a building in Wellston, O., for winter. Gladys Collins is assisting her. Doc Edwards and L. E. (Roba) Collins are playing theaters and department stores with their television girl Houston. All were with the W. S. Curl Shows this season.

COOKHOUSE Cossip: "Yes, we did damn the g. a. uphill and down—but that was before we knew there was money in this territory."

MAIL MAN and The Billboard sales agent with Davis & Parrott Shows, Pat Lovell cards from East Bend, N. C.: "S. Serlin has enlarged his cookhouse."

Sad Switch

"TIS SAID out California way that one absent-minded general agent, who applied for a job for next season, inserted in the envelope and sent an unsigned contract to his boss's opposition show for a spot about to be played, the letter applying for the agent's job going to his present employer. Result: Opposition show got the town away from the agent and the agent lost his job. Moral: Get your mind off bridge when mailing letters.

Venison Vs. Steer

UTAH'S Fish and Game Commission has notified Owner O. N. Crafts and General Manager Ray E. Ludington, Crafts Shows; Jimmie Lynch and Paul Stake that they are lucky winners of doe permits. They will each be permitted to kill two of the deer on their annual Utah hunting trip. The foursome will fly in a Crafts plane to a Mormon ranch near Pine Ridge Mountain Range to be on hand for the opening of the deer season. Last year the boys brought back six muletail deer, and it looks like venison again this fall on the winter quarters menu of Crafts 20 Big Shows.

and Dick Harris just returned from Florida, where shows are booked to exhibit until next spring. Mr. Parrott has ordered new canvas for all shows."

RETURNING to their homes after closing the season with Jack Galluppo and Ann Galligan's cookhouse recently at Moberly, Mo., were Susie Jenkins, who went to Decatur, Ill.; Douglas Christian, Eastman, Md.; Glick and Elim Anderson, Detroit; Mike Barclay, Jerico, Tenn.; and Chicago Red, Chicago.

CHALKING one of the best weeks in his career, Jack Galluppo closed his cookhouse on Imperial Shows in Moberly, Mo., where he took delivery on a new car. He plans to motor to his home in

John L. (Spot) Ragland, and Evelyn Harris.

LINE-UP of the Ten-in-One Show operated on Elite Exposition Shows by Carl Haggar and Francis Doran includes Jack Bread, mechanical man; Timmy Braun, second opening; Millard Smith, musical act; George Lake, fire and neon tube eater; Maxine Brown, sword box and electric chair; Madame Helen, mentalist; Leo Allen, elephant skin boy, and Blackie Ballard, tickets. Haggar handles the first opening and Francis Doran is in the annex. Show is headed for the cotton country and will remain out until the middle of December.

ON THE Craft Shows out west Roy Scott declares he has acquired a parrot that speaks the lingo and early in the morning is often heard squawking, "Whos, Red! Sticks to the front!"

PERSONNEL of Wolf Amusement Company paid tribute to the memory of Ernie Dalrymple, a member of the shows, who passed away suddenly in Wahalla, S. O., by suspending operations for a minute and darkening the midway for 10 seconds during the stand in Wahalla. Ben Wolfe, in a tribute to Dalrymple, said he was a true showman and by his fair dealing and upright character gained the admiration and respect of all who knew him. Members of the shows sent a huge floral wreath to Warren, Pa., where the body was shipped for burial.



PLAYING PROMINENT roles with Chairman William (Bill) Hobday in direction of preliminary plans for the Pacific Coast Showmen's Association's 19th annual Banquet and Ball in the Gold Room of the Biltmore Hotel, Los Angeles, on December 17 are President Dr. Ralph E. Smith (right), and Harry B. Chipman (left). President Smith is devoting much time and effort to the event and has been promised support of outstanding showmen on the Pacific Coast. Chipman, with Al E. Weber, is assisting Chairman Hobday in plans for introduction of a number of new entertainment ideas as well as improving the handling of the big party.

New York for the holidays and then go to Miami, Fla., for winter. He says the season was profitable.

Our last two penny-pitch promotions turned out fairly well for all in general and our attraction in particular.—Rattlesnake Pete.

RIDE mechanic with United American Shows, Earl W. Provancha, who enlisted in the United States Navy in Jackson, Miss., on October 1, left the shows in Greenwood, Miss., for San Diego, Calif., where he will enter the Navy training school. Provancha, who had been with the show all summer, was the first attaché to enlist in Uncle Sam's forces.

ROSTER of Don Newby's Side Show on World of Fun Shows includes Newby, front tickets; Dick Bech and Johnnie Smith, inside; Bob Lafor, iron tongue act; Blitzy Thompson, fire-eater, magician, and clown; Harry King, tattooed man; Ida Harris, monkey girl; Marion, headless girl, and Anna Brower, musical act.

HE says the season was a red one for him—but I notice his ball and chain is going to return to concession biz next year.—Cat Rack Annie.

MEMBERS of Crafts 20 Big Shows, who attended funeral services in Los Angeles on October 5 for Eva E. Thralls, mother of Mrs. Margaret Ragland and Tillie Palmeter, West Coast showwomen, and members of the Ladies' Auxiliary, Pacific Coast Showmen's Association, included Mr. and Mrs. Bill McMahon, Mr. and Mrs. Lou Korte, Rosanna Demos,

FRANK J. LEE, press representative of Greater United Shows, letters from Caldwell, Tex.: "Stand for the week ended September 14 in Ardmore, Okla., under South Oklahoma State Fair Board auspices, was satisfactory. Manager J. George Looe and members of the fair board reported. Date marked the third successive year shows played the fair. The Daily Ardmoreite was liberal with space. Ramsey's Harmon on Parade continues to click, as does Chick Lowman's Hawaiian Nights, featuring Princess Pat, and Magic Johnson's Oriental Mystery. Boots McLemore has seven concessions and Ted Lewis has two. Dutch and Elmer Cohen are operating the cat rack and bottle game to good results. At Taylor, Tex., under Fire Department auspices for the week ended September 21, shows obtained good play altho one night was rained out. C. N. Hill's Ferris Wheel topped the rides, with Tilt-a-Whirl running second. Modern Monkey Minstrels led shows. Buck Owen's ride crew is doing a good job, as is B. Harris, electrician. Fred Smith has the sound truck."

BOYS on the Duke & Shilling Shows had a tough time with their addresses on registration cards, as the only winter quarters that the boss has is a post-office box—and he doesn't know yet what town it will be in.—Whitely Gooks.

NOTES FROM Phoenix, Ariz., by Walton de Pollast: Members of Hilderbrand's United Shows visited the fair offices here while en route from Prescott to Superior, Ariz. William H. Thompson, Arizona State Fair Commission chairman, made a two-day trip to Nogales, and Scott Donnell, fair commission secretary, returned from an 11-day visit to the Coast. The Risner Shows left for a week's stand at Mesa, Ariz. The White City Shows report a successful engagement at Douglas, and Siebrand Bros. chalked fair business at Cottonwood and Flagstaff, Ariz. Prescott was only fair for Hilderbrand's United. Among visitors to the fairground office here were Louis Goebel, Mr. and Mrs. Ted Corey, Ed. Smithson, Mr. and Mrs. Martin Arthur Mickey McClelland, Mr. and Mrs. Arky Risner, Jack Austin, Jerry Doyle, Burt Warren, John H. Hobday, Ida Mae Lan- (See MIDWAY CONFAB on page 61)

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At this season of the year there will be the usual "run of the mill" side show operators who will attempt to troupe a "freak show". We again warn you to be secure and safe before you jump on to a "pig in the poke" proposition. Investigate thoroughly. Judge by the past performances of those "open and close in one" managers. The Mighty Monarch of All Museums.

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PLACE OPEN FOR A REAL FREAK

Direct From the Lots

Cetlin & Wilson

Albemarle, N. C. Week ended October 12. Location, fairgrounds. Auspices, Stanly County Fair. Business, good. Weather, unsettled.

Despite unsettled and threatening weather on Tuesday, Children's Day brought out a big crowd and shows and rides did well. The Stanly County News and Press was liberal with space, as were the Charlotte Observer and Concord Tribune. Good cotton and tobacco crops added shows' business. Members of the American Legion Post, national champion junior baseball team, were guests of Co-Owners I. Cetlin and John W. Wilson. Fair officials, including C. A. Skidmore, president; S. L. Gullidge, vice-president and treasurer, and F. H. Patterson, secretary, co-operated. Personnel was grieved to learn of the death of Milton Wright, colored chef for Carl J. Lauther's Side Show. Lauther celebrated his birthday anniversary October 12 and was feted at a party, where he received many gifts. Duke Jeanette visited, as

did Thelma and Howard Bryant, of Art Lewis Shows. H. L. (Count) Harrington, former side-show talker, visited I. Cetlin, John W. Wilson, and Carl J. Lauther. Mrs. Bertha (Gyp) McDaniels visited Mrs. Carl Lauther, who was ill for several days here. Esther Waters, of Paradise Revue, visited her home at Roanoke Rapids. Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson entertained fair officials at dinner. Thomas Mitchell is doing a good job as foreman of Harlem Show.

RAYMOND D. MURRAY.

Kaus-Expo

Williamston, N. C. Week ended October 5. Auspices, Martin County Fair. Business, fair. Weather, bad two days.

Monday night's opening was lost to rain. Tuesday was cold, but Wednesday, Children's Day, with good weather, produced a good crowd on the midway. Remainder of week attendance was confined principally to nighttime. E. A.

Allen's Rolloplane proved popular. Charlie Gramlich's Children of Darkness Show did well. Clarence E. Dudley, of McNally Shows, stopped en route to Miami, Fla., to visit with Mr. and Mrs. James Kane. Other visitors included Fred Bonwell and Gus Ellison, Mighty Monarch Shows; Jack Neal, Royal American Shows; Secretary N. C. Bartlett and Judge Elliott, Neuse Atlantic Fair; Judge Harry Paul, Washington, N. S.; State Senator Hart, and Corporal Hunt, of the State police. A. F. James added two sets of diggers here. General Manager A. J. Kaus, E. A. Allen, Lee Jones, and Cass Shottle visited shows' winter quarters in New Bern. James Dowdy left on a trip to his home in Melbourne, Fla.

LESTER KERN.

Art Lewis

Salisbury, N. C. Week ended October 12. Business, fair. Weather, good.

After a long haul to the fairgrounds here everything was ready Monday night for a preview as the fair did not start until Tuesday, the first of two kiddie days. It was, however, marred by showers all day. Wednesday the weather cleared and the rest of the week brought out good crowds. Many visitors were on hand from the various shows exhibiting at near-by fairs. Among them were Carl J. Lauther, Jack Wilson, Speedy Merrill, Mrs. Cetlin, and Mr. and Mrs. Charles Cohen, all of Cetlin & Wilson Shows; O. K. Eager, Dodson's World's Fair Shows; Mr. and Mrs. Lee Cuddy, Tommy Thomas, and Mrs. Bertha (Gyp) McDaniels, of Johnny J. Jones Exposition; Mr. and Mrs. Robinson, secretary Hickory (N. C.) Fair, and party; J. E. Palmer, secretary Great Badford (Va.) Fair; Dave and Judd Leonard and Mr. and Mrs. James Hodges. Manager Lewis spent most of the week visiting other shows. Jake Shapiro also spent several days here. Clyde Hoey recently joined with his Monkey Circus.

F. PERCY MORENCY.

John H. Marks

Monroe, N. C. Week ended October 12. Auspices, Union County Fair. Business, fair. Weather, fine.

Opening day was Children's Day, but a heavy rain early in the morning kept patrons at home. Skies cleared at 1 p.m., however, and business on the day was good. Weather was chilly at night and Tuesday and Saturday were the best days. Owner John H. Marks and party visited the Cetlin & Wilson Shows at Albemarle, N. C., and Capt. George Thompson and Duke Jeanette motored to Gastonia, N. C., to visit the James E. Strates Shows there. Mr. and Mrs. James E. Strates visited during the week, as did Art Lewis, Jake Shapiro, J. A. Whitehead, and Joe C. Bost. "Bill Weisner, State editor of The Charlotte Evening News, accompanied by staff photographer Jimmy Crooks, spent Tuesday on the midway shooting pictures for a layout in that paper. Cash and Gertrude Miller's World's Fairest Beauty Revue proved popular.

WALTER D. NEALAND.

Lawrence Greater

Camden, S. C. Week ended October 12. Kershaw County Fair. Business, good. Weather, fair and cool.

Fair opened October 7 with a free gate and good crowd turned out. Secretary Dewey Creed did a good job of managing the fair. Midway was congested as a short fence made it difficult for Assistant Manager and Lot Man Breese to get the show on the fairgrounds. Spending Monday night was good. Tuesday and Wednesday nights were cool. Wednesday there was football game between two colored high schools and about 5,000 straggled to the midway after the game. Among shows getting top money were Casino Beautiful, Parisian Models, World's Circus Side Show, the Aquacade, and the Monkey Circus. Children's Day, Friday, successful. Rides did well all week, with Twin Ferris Wheels taking high honors. Art James's Pony Ride, Auto Ride, and Aeroplane Ride, under management of F. J. Reynolds, chalked good business. Saturday, Colored Day, the Jumping Jive Revue Band led a parade from town to the fairgrounds. Spending was good among the shows and rides.

FRANK BRAUN.

J. F. Sparks

Cullman, Ala. Week ended October 12. Location, Cullman County Fairgrounds. Auspices, Junior Chamber of Commerce Fair Committee. Business, good. Weather, good.

Fine groundwork of fair committee and fact that no show had been permitted in county in four years combined to make this event one of season's best and far above expectations. All county schools were dismissed Wednesday noon and pupils were delivered to fairgrounds in school buses to make a success of Kiddies' Day. Attendance and midway business built up steadily thru the week, topped off by a splendid Saturday. Thursday afternoon Mr. and Mrs. Sparks and personnel tendered Mary Elizabeth Sparks a party which was attended by 128 of her schoolmates at Cullman's Sacred Heart Academy. Mrs. James T. Sparks was in a Birmingham hospital suffering with a head injury sustained Monday while motoring here with Sparks from Birmingham. At present she is recuperating at the home of her son, Thomas L. Sparks, Ensley, Ala. Mr. and Mrs. Joe C. Sparks joined here with three concessions, making a total of six they have with the shows. Mrs. Pearl Harris reported good business with her Snake Show, while Lee Houston's Circus Side Show, Jack Auburn's Zoma Show, and the Cotton Blossom Revue, fronted by Harry Harris, did well. Tilt-a-Whirl, with Marshall Gibson as foreman and Junior Dungan, Robert Pines, and Bill Stalker in crew, topped rides.

Haleville, Ala. Week ended September 28. Location, fairgrounds. Auspices, Lows' Club Winston County Fair Committee. Business, good. Weather, good. Although late cotton crops hurt date, good business was registered, especially on Wednesday, Kiddies' Day, and Saturday. Schools were given a full holiday for event and Saturday's attendance broke records. Victor Drum joined with his free attraction and was well received. Harry Harris joined as lot man and Minstrel Show opener, and Mrs. Harry Harris is working their Snake Show. Joe Sparks placed two concessions, with Shorty Carr, Johnny Giampontoni, Bob White, Henry Wilson, Jimmy Tear, and Hiram Rice as accents. Mrs. Betty Carr is working with Mrs. Pauline Lennon on the latter's ball game. Twin Ferris Wheels and Tilt-a-Whirl led rides, while Minstrel and Zoma shows topped that department.

RAY ALLEN.

Funland

Woodland, N. C. Week ended October 12. Location, fairgrounds. Auspices, Roanoke-Chowan Fair Association. Business, good. Weather, fair.

Mr. and Mrs. T. B. Walker, of the committee, gave shows good co-operation and they did a good job of directing the fair. Because of an upswing in the peanut and cotton crop prices, natives had money and spent well. New 20-cent main gate and 15-cent grandstand admission prices were popular. Many from Clyde & Smith's Shows, who laid off during the stand, worked here. Sam Weintraub's six concessions, Bay Grove's two photo galleries, Dewey's new cookhouse, Chase's grab stand, Whitaker's three ball games, and Miller and Beth's stores all clicked here. Lillian Green's Cotton Club Minstrels topped the shows, and J. J. Marion's two Girl Revues were next in line. Casanova Mack handled the joy box to good results.

TED C. TAYLOR.

J. J. Page

Sandersville, Ga. Week ended October 5. Auspices, Washington County Fair. Business, good. Weather, fair and cool.

Stand here marked shows' first appearance at this fair in 12 years. Business was good. Colored Children's Day, Wednesday, and White Children's Day, Friday, proved highly successful. Fair board members, Messrs. Chapman and McMasters, co-operated. Chapman's Sandersville Progress was liberal with space. Just before opening one of the large exhibit buildings was leveled by fire, but it was replaced at once. Twin Ferris Wheels led rides, with Rides-O-second, Motordrome, Savage Congo, and Minstrel shows led their department, and concessions did well.

Rose, Ga. Week ended September 28. Location, Rotary Park. Business, excellent. Weather, fair.

Shows originally were contracted for the Floyd County Fair here, but because of some disagreement between the American Legion Post's agricultural and the fair department a last-minute change in plans was made. However, a date was in order and a good week resulted.

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and other interests attempted to come in ahead of the shows, but all efforts were blocked by the Legion. Station WRGA and The Home News were liberal with space and air time. Children's Matinee, Saturday, was successful. Jake Storey and Leo Russell, members of the entertainment committee, were on hand all week. Owner J. J. Page left here to negotiate the purchase of two elephants, while Rance Boyd left for Dayton, Ky. Many showfolk greeted old friends. Mr. and Mrs. Albert Littlejohn and a party of friends were on hand nightly. Jerry Kohn, Fulton Bag & Cotton Mills, visited.

Sevierville, Tenn. Week ended September 21. *Auspices, Sevier County Fair.* Business, excellent. *Weather, fair.*

This fair was one of the best of the season. Its Children's Day also was one of the biggest. Rides-O took first money, with the Ferris Wheels second. Tilt-a-Whirl did well, as did Nalaster & Longmore's Kiddie Auto Ride. Motordrome led shows, with Minstrel, Savage Congo, and Monkeyland doing well. Shan Wilcox and Mr. Waters, of the Maryville Fair, visited.
R. E. SAVAGE.

highway between Gadsden and Attala, Ala., and the American Legion Post, sponsor, gave good co-operation. A 10-cent gate prevailed. The Flying Bombs, free act, arrived late because of car trouble, but finished out the week. Good crowds and good spending marked the engagement. The peak was reached on Saturday when about 10,000 passed through the gates. All reported good business. A Kiddies' matinee, sponsored by a local firm, was a success. Gus Swaub, much improved in health, left for his home in Ohio, where he will take over active management of his hotel. Jerry Kohn, of Fulton Bag & Cotton Mills, visited. A number of concessionaires joined here for the remainder of the Alabama fairs. H. A. Hamilton also visited. D. Stack Hubbard has two shows on the midway.
EDDIE BOER.

Blue Ribbon

La Grange, Ga. Week ended October 12. *Auspices, Troupe County Fair.* Business, fair. *Weather, fair.*

Monday night was lost to rain at opening, but shows opened Tuesday morning. Crowds were light the first part of week, with Friday and Saturday being the best days for attendance. Fair was sponsored by the American Legion Post and all officials co-operated. Rides-O led rides, with Ferris Wheels and Boomerang trying for second place. Karl Walker's Exposé topped shows, with Fred Clark's Motordrome and Capt. Harry Seidler's Showboat next in line. Visitors included Mr. and Mrs. Bernie Shapiro, Atlanta.
LEE PADEN.

Texas Kidd

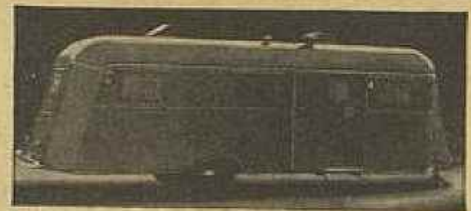
McGregor, Tex. Week ended October 12. *Auspices, McGregor Fire Department.* Business, fair. *Weather, cool.* Pay gate.

Regular season of celebrations and fairs ended at Clifton, Tex., September 20. Shows this year played four celebrations and eight fairs and business conditions were good and season's gross to date is 40 per cent ahead of last year. Shows' winter route is being arranged by Ted Guiter and Texas Kidd. Don Isacks' new cookhouse top arrived. Charlie Schultz & Company, rodeo performers, were with the shows at Clifton Fair. Texas Kidd took delivery on a new car. Plaister Parish and wife, Evelyn, left to play rodeos in South Texas. Texas Kidd Jr. and wife, Flo, are at Madison Square Garden Rodeo. Horace Gillespie is with Claude Heckler's bingo stand. James A. Martin is building a housecar. Police Chief Maxey, of Waco, and party spent an afternoon with the shows at Clifton. The street parade, which is given daily, is proving popular. Billie Basinger and Mrs. Texas Kidd went to Waco, Tex., to do some shopping.
H. B. ROWE.

United American

Clarksdale, Miss. Week ended October 12. Location, Community Park. *Auspices, Clarksdale and Coahoma County Festival Association, Inc.* Business, above expectations. *Weather, warm and clear.* Pay gate, 10 cents.

Shows came in here three weeks after a small outfit which left many doubting Thomases in the ranks of the public and it was Wednesday before the fact became generally known that shows were the largest of their kind to play Clarksdale in several years. Attendance was the heaviest since Kewanee, Ill., and Thursday's gate receipts were the largest midweek receipts in several years. Shows, rides, and concessions did fair, and Sec-



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HIGHS IN DALLAS, RALEIGH

Gate and Stand Biggest in N. C.

Hamid shows draw unprecedented overflows—midway biz up for WM

RALEIGH, N. C., Oct. 19.—Records for gate and grandstand attendance were claimed by officials for North Carolina State Fair here on October 8-12, which had good weather except for a shower on opening day. Dr. J. S. Dorton, manager for the State Department of Agriculture, estimated total attendance at 225,000, about 25,000 above the 1939 figure. No accurate count is kept at the gates.

George A. Hamid, who furnished the grandstand attractions, said that crowds were the largest he had ever seen at a far-Western animal. Increased business was reported by Max Linderman, whose World of Mirth Shows have provided midway attractions several years.

Biggest day for the grandstand came on Wednesday, when Lucky Teter and His Hell Drivers thrilled a record overflow crowd of 15,000. Another 10,000 lined fences on the far side of the arena. Spectators were placed in the infield to see the Teter show. Teter's manager, J. H. Powell, reported their season best in the troupe's history. Teter observed his 39th birthday anniversary during his appearance in Raleigh.

For the first time motorcycle races were staged at the fair. Sponsored by the American Motorcycle Association and promoted by Bert Q. Tilley, the races were presented Thursday morning. Ted Edwards, Atlanta, beat out Al Crisler, Charlotte, N. C., for first place. Auto races staged Saturday by Ralph Hankinson under AAA sponsorship drew another capacity grandstand. Winner was Buddy Rusch, Dallas. Bill Breitenstein handled auto-race arrangements.

Friday, the biggest day, had attendance of 54,000. School children were (See Raleigh Is Biggest opposite page)

Attractions Big Jackson, Miss., Success Factor

JACKSON, Miss., Oct. 19.—Despite lack of extensive advance advertising and an inauspicious start due to a sudden change in weather, Mississippi Free State Fair here on October 7-12 chalked up another successful annual. High-class entertainment, co-operation of exhibitors, and skillful management by Secretary-Manager Mabel L. Stire are credited with the success. Absence of advertising and hallyhoo was due to curtailment of operating expenses ordered by Mayor Walter A. Scott and Commissioners A. P. Hawkins and R. M. Taylor as a result of losses which they said the fair had suffered last year despite all-time record crowds.

So serious was the necessity of reducing city expenses to provide for other needs of the growing metropolis that for several weeks in the early summer the fate of the 100-year-old institution was in doubt. The question of continuing the State Fair was put squarely before the city's business men, who were divided in their opinions, some suggesting that it be abandoned in the interest of economy and others contending that it was an invaluable advertising medium for Jackson and must not be sacrificed to meet what they felt was a temporary emergency.

City authorities finally decided to proceed for another two years or until 1942, when the Legislature meets again, at which session the State will be asked to assume some of the burden of pro-

(See Success in Jackson on page 44)

KILGORE, Tex.—Kilgore Oil Carnival, Inc. has been granted a charter of incorporation in Austin, the capital, to sponsor an annual oil exposition in Kilgore. Incorporators are given as J. M. Grim, E. C. Middlebrook, and O. L. Arner.



THESE OFFICIALS of the State Fair of Texas, President Harry L. Seng (left) and Secretary Roy Esupard (right), come in for general congratulations, with the other members of the fair board, because of record days made in the initial period of the 53rd annual, October 5-20. During the first nine days Children's Day, October 11, set an all-time paid gate mark of 215,395, and opening day, with 111,310, was best in the Dallas fair's history.

Night Shows Bow At Danbury; Draw Goes Over 119,000

DANBURY, Conn., Oct. 19.—The 71st annual Danbury Fair, October 6-12, drew 119,745. Although the gate was bigger than most former fairs, it did not surpass the record of 199,365 in 1937. Attendance by days: Sunday, 28,299; Monday, 8,109; Tuesday, 4,853; Wednesday, 15,848; Thursday, 16,456; Friday, 19,073; Saturday, 28,568. Sunday broke a 13-year record set in 1927 with 24,772 admissions, and exceeded by 16,484 the opening Sunday in 1939.

Exhibitions and attractions had near-capacity crowds on Sunday and over 6,000 were in the grandstand to see Lucky Teter and His Hell Drivers. Saturday drew thousands of midget auto racing fans to watch Ernie Cozell, Inwood, L. I., win the 30-lap event. Weather was ideal except on Tuesday, when there was heavy rain. For the first (See Danbury Night Shows on page 45)

DENVER.—Construction has been started on a 120 by 302-foot reinforced concrete exhibit building for the 1941 National Western Stock Show to be held here. Building is to replace one destroyed by fire in November, 1939. \$32,000 of the cost to be supplied by government funds and \$49,910 contributed by the city and National Western Stock Show Association. Because of the city sponsorship, the building will be available for other expositions, and display facilities will be provided.

Gate, Net Under '39 Mark For Little Rock Stock Show

NORTH LITTLE ROCK, Ark., Oct. 19.—Attendance and receipts at the third annual Arkansas Livestock Show here on October 7-13 were below the 1939 mark, but the show was successful financially for the sponsoring association, said Manager Clyde E. Byrd. Profit will be consumed in paying bills accumulated for materials used in construction of a rodeo arena, merchants' building, and general plant improvements. Gate receipts totaled \$8,703 and there was \$3,000 from an advance ticket sale. Grandstand receipts for nine performances (See LITTLE ROCK SHOW on page 44)

25,000 New Mark in Texas

RICHMOND, Tex., Oct. 19.—Eighth annual Fort Bend County Fair here on October 10-13 drew an estimated 25,000, believed by officials to be a new record. Exhibits were unusually good, with more entries in every department. Business was excellent for pitchmen and concessionaires due to bountiful crops in the area. Prize money was awarded on the first day, thereby permitting contestants to spend extra money. J. George Loos reported excellent business for his Greater United Shows on the midway. He brought seven rides and fair shows.

ALLISON, Ind.—Virgil Shepard was elected secretary of Butler County Fair Association, replacing C. H. Wild, not a candidate for re-election. H. C. Newbury was re-elected president; Will Allan, vice-president; J. A. Barlow, treasurer.

Dallas Record Days Are Made

Crack annual scores gate marks — BC bill and RC midway chalk heavy draws

DALLAS, Oct. 19.—Two days of record attendance out of the first nine were registered at the 52d annual State Fair of Texas here, October 5-20. An all-time paid gate mark was made on Children's Day, October 11, with 215,395. Previous high for one day was 214,365 on the second Sunday of the 1929 fair. First day had the biggest opening-day gate in history with 111,310. Total admissions thru last Sunday were 753,101, being 97,504 ahead of the 655,597 on the first nine days of last year. With exception of rain on the first Sunday, weather has been perfect. Attendance by days:

Saturday, October 5	111,310
Sunday, October 6	33,735
Monday, October 7	12,847
Tuesday, October 8	52,717
Wednesday, October 9	24,681
Thursday, October 10	15,512
Friday, October 11	215,395
Saturday, October 12	129,637
Sunday, October 13	158,897

Concessions and exhibits were declared the best, most varied, and greatest in number than at any preceding fair. Agriculture and poultry exhibits were filled to capacity and livestock division built new barns to accommodate its largest entry list.

The Barnes-Carruthers revue, *Americana*, in front of the park's revamped grandstand was the fair's first outdoor show in several years. Capacity houses greeted the week-end shows and Saturday night was a sellout with over 8,000 paid admissions. At Sunday night's performances tribute was paid to the late Tom Mix, when the show was stopped for one minute of silent prayer and sounding of taps.

Best received of the extravaganza's 16 acts were Loretta Laird and the Twelve Aristocrats; Four Franks, dancing and comedy; Lester Cole and the Six Debutantes, and Smith, Rogers, and Eddy, as the International Nitwits. Night crowds liked the acts and plenty of applause went to *Mary and Branch*, unicyclists; the *Oranole*, acrobats, and *Loyola-Bepinsky* Troupe, hareback riders. Others well received were the *Brannock Troupe*, catapult acrobats, and the *Albanis*, aerial act. All four of the show's dancing numbers registered at almost every performance. They included (See Record Dallas Days opposite page)

N. O. Expo Talk Is Revived

NEW ORLEANS, Oct. 19.—President Roosevelt was reported in a Washington dispatch to have shown interest in a proposed Pan-American Exposition here in 1942 as a means of "furthering the binding of trade relationships between South and North America." Federal co-operation in construction of a large permanent auditorium where exhibits of South America could be housed without cost to Latin American republics was suggested to the President by Allen Ellender, congressman from Louisiana. "There has been a great deal of pressure brought by South American nations at the world's fairs in San Francisco and New York," Ellender said.

GREENSBORO, N. C.—Certificate of incorporation of Greensboro Fair has been filed in Guilford Superior Court here, total authorized capital stock being listed at \$10,000. Officers are given as Norman Y. Chambliss, Rocky Mount, secretary-treasurer; George A. Hamid, New York City, president, and H. R. King Jr., Greensboro, vice-president.

YORKTON, Sask.—Charles R. Bull was re-elected president of Yorkton Agricultural and Industrial Exhibition for the third successive year. Also elected by acclamation were: Honorary president, W. T. Moore; vice-presidents, J. Sherwin, D. Cameron; treasurer, T. Matheson; secretary-manager, W. J. Cowan.



HAPPY AT THE CLOSE of the most successful North Carolina State Fair in history on October 8-12 are, left to right: Dr. J. S. Dorton, manager for the State Department of Agriculture; George A. Hamid, credited with having supplied the finest grandstand attractions ever presented in Raleigh; and Max Linderman, whose World of Mirth Shows were again on the midway.

Grand-Stand Shows

STEINER TRIO, bar act, reported closing a successful fair season at Circleville (O.) Pumpkin Show on October 19, playing 11 weeks of split-week fairs with Raymond Attractions and four independent dates.

RAYMOND ATTRACTIONS recently concluded a successful fair season at Ottawa, O. It started at Columbus, Ind., on July 4. Bookings also included dates in Illinois. In the combo were Steiner Trio, Happy Hooligans, Houghton and Houghton, Wizard Troupe, Jackamess, Aerial Cowdens, Victoria and Frank, Delmore, Olive Craig, Bonnie Miller Duo, Lerches, Jenny Dyer Duo, and the Raymond.

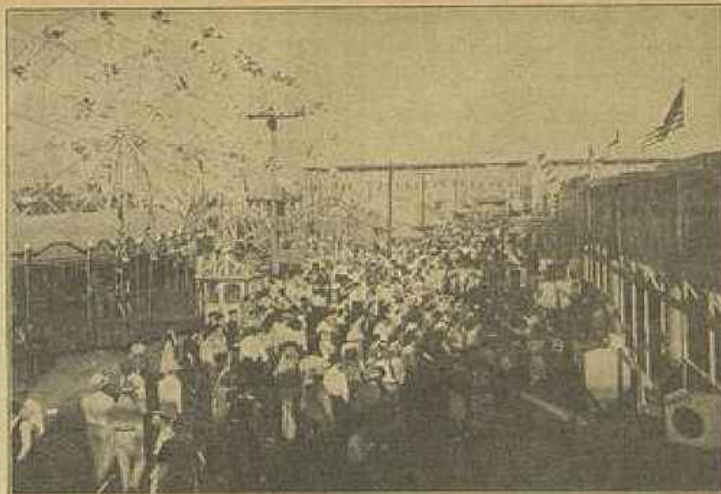
MANAGERS William Camp and Al Barth, Sensational Comets, report closing a successful season recently at Panhandle South Plains Fair, Lubbock, Tex., for J. C. Michaels Attractions.

PEERLESS POTTERS, casting act, will not be on the road in 1941, said Manager Harry Potter. He released the members so that they could enlist in the country's armed forces. They enlisted at the same time so that the act may be reframed immediately at discharge time.

COMPLETING their 12th week of fairs for George A. Hamid in Tarboro, N. C., on October 26, Bogash and Bardine and Their Four Crazy Saloons are to go East to resume vaude dates.

GLADYS M. WILLIAMS, Williams & Lee Attractions, reported the 1940 outdoor season excellent. Mr. and Mrs. Williams plan to leave soon on a three-week trip thru Mexico.

BUDDY LUMAR and his All-American Death Dodgers were added attraction before the grandstand at Southside Virginia Fair, Petersburg, September 30-October 3, reported Robert Goulden. Shows were canceled the first two days because of rain, but attendance for remainder of the fair was large. Lumar



PART OF THE CROWDS on the midway, facing the grandstand, which helped give Oklahoma Free State Fair, Muskogee, September 29-October 3, total attendances of more than 200,000. Secretary-Manager Ethel Murray Simonds reported that altho Hennies Bros.' Shows operated only six days, because of late arrival, the midway gross was only \$77.78 under receipts of the same shows, which played seven days at the fair last year.

has added two men, Freddie Martin and Capt. Ted Lane, bringing his roster of drivers to six.

SMITH'S Superba Band played Southside Virginia Fair, Petersburg, on September 30-October 3, reported Manager Hugh M. Smith. Other attractions were the Madcap Revue; George Moore, fugler; Cartier Sisters, aerialists; Carlos' Circus; Alvin and Kenny; June Boyd, xylophonist; Buddy Bryant, emcee, and Brenck's Golden Horse and Models. Smith's band also played Eastern Shore

Agricultural Fair, Keller, Va., August 29-31, with Filaretta Bova, Kirk Adams' Circus, and Leroy and Rogers, and Roanoke (Va.) Fair, September 2-7, with the Mildred Acche Revue, Bijou Circus, and Ann Crosby, emcee and vocalist. Band has been booked for 1941 Keller, Petersburg, and Roanoke fairs.

EDGAR MAYOTT reports he has returned to Red Lodge, Mont., with his high diving dog, Cowboy, after playing fairs and celebrations in Utah, Oregon, California, and Washington. He plans to frame a small unit and play halls and schools in the Northwest during winter.

ATTENDANCE well over 50,000 at Van Buren County Fair, Hartford, Mich., on September 30-October 5, was best in recent years and grandstand sales of 18,206 set a new high, reported Tom Warren. Featured attraction was Schooley's Fecundations of 1940, with Hubert Dyer and Ann, Happy Harrison's Animals, Linwood's Jockets, and Decardo's Six Aristocrats. Brown, the Clown, was again booked.

SUCCESS IN JACKSON

(Continued from page 42)

viding prize money. Except for use of the land, the State has never contributed to the present State Fair, whereas the city of Jackson has paid out in premiums and for improvements hundreds of thousands of dollars. There is growing sentiment among the State's editors, lawmakers, State Extension Service, and other interested individuals and groups for an adequate State appropriation.

Friday Big as Usual

Local newspapers, which gave sparingly of their space prior to the opening of the annual, termed it an "economy fair," pointing to the absence not only of an adequate program of activities, even as provided in past seasons, but also of lack of decorations on downtown streets. However, after the fair opened the newspapers, altho not carrying anything like the reams of publicity and photos of other years, did give daily front-page spreads, as well as inside space, to fair activities. Scant mention was made of entertainment features except in general stories.

The fair opened at noon on Monday without benefit of parade or opening ceremony, and this fact, combined with a change in weather which brought a chilly rain for the first few hours, so reduced attendance that Barnes-Carruthers' grandstand show, *Star Brigade*, suffered a 70 per cent slump as compared with last year, and the Royal American Show's midway receipts fell off accordingly. What was declared the sheer merit of the fair attractions, both along the colorful RAS midway and in front of the grandstand, combined with clear, crisp weather, brought out larger crowds on Tuesday, Institution Day, when the city and co-operating con-

cessionaires were hosts to orphans, old men's homes, old ladies' homes, and other institutions, of which Jackson has plenty.

Wednesday, *Farmers' Day*, saw an even larger crowd than Tuesday, and Ernie Young, manager of Barnes-Carruthers grandstand show, arranged for 7 and 9 p.m. performances to accommodate spectators. The fair reached its climax, as usual, on Friday, which always has been School and College Day. Huge crowds thronged the grounds from 8 a.m. until after midnight, altho they were thousands short of last year's record Friday with 175,000. Among visitors noted on Friday were Mr. and Mrs. Rubin Gruberg, Barney Gerry, Harry W. Hennies, Joe Goodman, Secretary Doug Baldwin, and Bishop Lay, pastor of Alabama State Fair. Mr. Dunn, secretary to Mr. Baldwin; Secretary Hillman Taylor, Mississippi-Alabama Fair; and Darryl Boyd, Meridian; Nat D. Rodgers, who is handling advance ticket sale in Meridian, and Pat Purcell, manager for Jimmie Lynch and his Death Dodgers, Saturday upset expectations and proved better than in 1939 for the grandstand and up to anticipations of Royal American Show's officials.

Overflows in Grandstand

Grandstand show, *Star Brigade*, with Ernie Young as manager for the engagement, was one of the best revues of its kind ever seen at the State Fair, which has been favored with many fine attractions in front of the grandstand during its 38 years. Emcee Jack Klein set the tempo for the fast-moving revue which featured 24 girls in the line, freshly as well as brilliantly costumed. A novelty for State Fair audiences was the appearance in the revue of the 12 Precisionists, men dancers, who made a hit with the overflow audiences each night. Acts in the revue, all new to fair audiences, included the Walkmirs, perch act, with the girls doubling in the Aero-Ray number; Five Maxwell, Riskey, Eight Melody Guards, male singers, and Lorimer and Hudson, old favorite bicycle act.

Nina Allen, prima donna, was well received, as was Lillian Cole, who played the electric organ and sang as well as to the first act. Costumes, lighting effects, and scenery were up to the standard Mississippi grandstand show patrons have come to expect of Barnes-Carruthers. Mill Britten and his band played the show in grand style and doubled in their stage act that is known from Coast to Coast. Tommy Rafferty brought down the house at every show with his screwball tactics, sharing honors with Mill and his brother, Joe. Despite two shows Wednesday and Thursday nights and three on Friday, including a matinee for school children, grandstand gross was considerably under last year's. This was called due to lack of advance advertising and publicity.

Royal American Shows, altho registering fair business, suffered some with other attractions and concessionaires. Shows presented their usual spick-and-span appearance and again drew much praise. Exhibits, altho not as numerous as in previous years, were up to the usual standard, especially agricultural displays by the State Extension Service. Due to the curtailed program the Hugh White Industrial Building was dark, as were most of the livestock and poultry barns. State Department of Agriculture, St. Corley, commissioner, arranged for an exhibition of livestock, which attracted wide attention. Commenting on 1941, Mayor Walter A. Scott and Commissioners A. P. Hawkins and E. M. Taylor have committed themselves to "a real fair or no fair" policy, and plan to call in business men to confer with them on plans and policies.

LITTLE ROCK SHOW

(Continued from page 42)

ances of T. E. Robertson's Rodeo and five performances of Barnes-Carruthers' *Revue Internationale* totaled \$23,000, exclusive of \$3,400 raised in the advance sale. Manager Byrd said total receipts were 20 per cent under last year's figure. Attendance was \$3,853, compared with \$7,000 last year. Weather was perfect. Hennies Bros.' Shows had 16 shows and 17 rides on the midway and did fair business.

Livestock growers, 4-H clubs and PFA youths brought 4,500 animals, compared with 3,000 last year. Association President Raymond Rebsamen said, Visitors were Secretary Maurice W. Jencks, Kansas Free Fair, Topeka; Henry W. Beaudoin, manager Mid-South Fair, Memphis; Bert Harper, producer of Fort Smith (Ark.) Rodeo, and Floyd Gale, arena director, Pine Bluff (Ark.) Fat Stock Show and Rodeo.

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Cincinnati, Ohio

TRADE SHOW SELLOUT SEEN

Space at NAAPPB-AREA Exhibit Gone by Nov. 1, Hodge Forecast

Record in disposal of booths 30 days in advance of Chi convention is predicted by secretary—committee chairman preparing schedules for 22d annual powwow

CHICAGO, Oct. 19.—In spite of numerous handicaps which have beset officers and directors of the National Association of Amusement Parks, Pools, and Beaches in connection with the 22d annual powwow, the organization is going to stage what promises to be one of the best meetings in its history at the Hotel LaSalle here on December 2-6, said Secretary A. R. Hodge from his offices here. Before going to the New York meeting last year, he said, he had made reservations for holding of the 1940 meeting in the Hotel other reservations were made by the hotel and after delaying matters for several months, the NAAPPB decided upon the Hotel LaSalle for its 1940 gathering.

Because of the delay in completing arrangements, the secretary's office as early as possible launched an intensive campaign, the net result being that there are only a few booths remaining of the approximately 100 available, and the secretary says that from present indications there will be nothing open after November 1, in all probability. This, he stated, would mark a record in the association's experience in staging its successful trade shows. While there have been numerous sellouts in the past, never has it happened 30 days in advance of a show.

Innovations Promised

"The West is, of course, enthusiastic about the convention again meeting in Chicago, and the East has manifested its interest and support by agreeing to come en masse. Both the New England Section of the NAAPPB and the Pennsylvania Amusement Parks Association, subsidiaries of the NAAPPB, are stimulating attendance at the part of their meetings to meet with the national body in Chicago. The American Recreational Equipment Association, also an affiliate of the parent body, is enthusiastically sponsoring and supporting the trade show, with the result that all of the old-time exhibitors will display their wares as usual and will hold their annual meeting and banquet Monday night, December 2, as a forerunner to the opening of the convention on Tuesday, December 3," said Secretary Hodge.

Executive offices of the association, 201 North Wells Building, Chicago, and presided over by Secretary Hodge, and those of Edward L. Schott, head of Coney Island, Cincinnati, chairman of the program committee, and Paul H. Huedepohl, general manager of Jantzen Beach Park, Portland, Ore., chairman of the pool section of the program, have all been scenes of activity for weeks in preparation for the annual powwow, and, under the leadership of President Arnold B. Gurtler, Elitch Gardens, Denver, some innovations will be introduced.

On Entertainment Angle

Associated with Chairman Schott on the program committee are John L. Coleman, vice-chairman; A. R. Hodge, Paul H. Huedepohl, and Theo M. Toll, who have adopted the shorter program sessions inaugurated by Herbert P. O'Malley and which have met with universal approval. The newly arranged round-table discussions which convene one and one-half hours earlier than the regular program sessions and which met with enthusiasm at the New York meeting last year will be duplicated, it is announced.

Emphasis is being laid on entertainment under direction of Adrian W. Ketchum. There will be a period for refreshment and relaxation from 6 to 7 p.m. daily in the special clubrooms, reserved for the popular Pent House Club, which have been set aside for exclusive (See Sellout Forecast on opposite page)

Lincoln Dancery Is Loser

LINCOLN, Neb., Oct. 19.—With payment of \$216, which was due on a \$500 guarantee made by B. H. Pauley for the dance concession in Lincoln, Pa., Pauley canceled his lease for the opening dancery on which he reported he lost money for the past season. He guaranteed \$500 against 10 per cent of the gross, up to \$1,000 for the season.

Piers and the Boardwalk in AC And Easement Deed Restrictions

By PAUL C. BURGESS

Compilation, in Part, of Title Officer of Chelsea Title Company, Atlantic City, for Talk Before Atlantic City Real Estate Board at Monthly Meeting on September 24.

EARLY Boardwalks, while they were built with city money, were built upon private property, and the abutting owners very generally made use of the adjoining lands upon both sides of the walk for business purposes and many buildings were erected on the ocean side. To correct these conditions the City Council in May, 1896, passed a new ordinance relocating the 60-foot wide street, and, following this, new right-of-way deeds were obtained for nominal considerations, containing covenants that nothing would be erected oceanward of the Boardwalk, excepting rest pavilions and piers, the latter being required to be at least 1,000 feet in length and upon which only an admission fee should be charged and no commodities sold.

This 1896 Boardwalk constitutes part of the present Boardwalk. It was constructed with steel piling and girders and

wood joists and deck. It was 41 feet wide and cost about \$144,000. The name Boardwalk was officially given to it by resolution of City Council on August 17, 1896. Various widenings, reconstruction, and extensions have been made and one relocation in the Inlet Section. The above outlined street scheme left the ownership of the land oceanward of the Boardwalk in the private property owners, subject only to restrictions as to buildings allowed to be built thereon.

Park Act Is Passed

But while it was without interference for general public bathing purposes, as the question of control might arise and as no more piers were desired, the city acquired, by act of the Legislature, the right to open and lay out along the beach a public park or place for public resort and recreation. This is the so-called Park Act under which the city has acquired fee title to nearly all of the beachfront upon which the Boardwalk stands and the lands oceanward thereof out to the riparian commissioners' exterior line in the Atlantic Ocean. These titles were obtained generally for a nominal consideration, there having been a few purchases and a very few condemnations. The first park grants obtained in 1900. And the last few have not yet been obtained, so that 40 years after the first deeds were given the scheme is not yet fully completed.

Covenants in Deeds

The deeds or grants given by the beachfront owners for the creation of the park contained the following covenants:

1. That the property conveyed shall be used as a public park;
2. That the city maintain a Boardwalk along the interior line of the park;
3. That no railroad nor street railway shall ever be constructed over, upon, or across any portion of the park;
4. That the owner of the land adjoining the interior line of the Boardwalk may erect buildings or approaches connecting with the inland line of the Boardwalk;
5. That if the high-water line of the ocean recedes 300 feet oceanward from the inland line of the park, the city will, upon request of the owners of three contiguous blocks of land move the Boardwalk oceanward 300 feet or less, in which event the interior line of the park will be moved an equal distance oceanward, and all the land lying landward of the new interior line shall revert to the owners.
6. That the lands granted and dedicated to public use shall forever be and remain open so that the view oceanward of the Boardwalk shall be open and unobstructed and that no use shall be made of the land inconsistent with its use as a public park.

On Status of Piers

At this time 95 per cent of the beachfront property belongs to the city of Atlantic City, the city having acquired title by deed from the various owners, subject to the condition that I have just stated. The other 5 per cent, which includes all of the piers except Heinz Pier, and several other properties, is still in private ownership, subject only in some instances to the covenants contained in the 1896 Boardwalk easement deeds.

It may be interesting at this time to consider briefly how the ocean piers are affected by the restrictions. None of the piers, except Heinz, is subject to the restrictions imposed by the park grants, their owners not having signed park deeds. Heinz Pier stands on land owned by the city and can be removed at the expiration of a lease. The owner signed a park deed conveying all land oceanward of the Boardwalk to the city. She also signed the Boardwalk easement deed of 1896.

The owners of Garden Pier signed neither the 1896 Boardwalk easement deed nor the park grant. The Pier is therefore not subject to either restriction. Steel Pier owners at the present time (See Easements in AC on opposite page)

New Ventnor Pier Plans Are Prepared

ATLANTIC CITY, Oct. 19.—Plans for a modest but attractive pier to replace Ventnor Pier, destroyed by fire on August 1, have been drawn by an architect, John F. Carroll, at suggestion of E. Lynas Wood, chairman of the committee operating the pier in this suburban part of the resort.

According to the proposal, there will be a one-story white cement auditorium with maroon glass trimmings which will provide a full-size stage with dressing rooms. On the ocean side of the auditorium will be an elevated glass-enclosed sun deck with entrance from the interior of the auditorium, while the lower level will afford an open-air deck.

Estimated cost of the structure is about \$50,000. Under terms of a settlement with insurance companies which carried policies on the former pier, the city will receive \$92,000. Altho no decision has been reached as to disposition of this sum, it is reported a portion probably will be expended for a new pier and auditorium.

AC Fete's \$55,000 a Record

ATLANTIC CITY, Oct. 19.—More than \$55,000, a new record, was grossed by this year's Miss America Beauty Pageant during Labor Day week, reported George D. Tyson, chairman of the Showmen's Jubilee, sponsoring the event. Final night for the crowning of Miss America in Convention Hall was a new high, bringing in \$50,000.

Greeter Advocates AC Toll

ATLANTIC CITY, Oct. 19.—John Bell, president of the local Hotel Greeters, has revived interest in the toll plan for summer visitors. Writing in the official Greeters' organ, he advocated a toll for visitors here from July 1 to Labor Day, rebating the toll charge to those registering in hotels or licensed rooming houses. He urged more restricted beaches, planting of trees all over the resort, less noise during summer, permitting photographers to take all the pictures they wanted on the Boardwalk, no matter what the event; supplying newspapers with matrices instead of photograph prints, and, among other publicity and promotion measures, "I'd make every cop shine his shoes and comb his hair."

City Site Refused in Miami

MIAMI, Oct. 19.—City commission unanimously refused to lease city property for establishment of an amusement park proposed by Frederick W. Proctor and Associates, New York, who wished to lease 15 acres of rough, undeveloped island fill bordering the causeway connecting Miami with Miami Beach. Objections were raised by residents of neighboring Palm and Venetian Islands estates, among them Emil Buhler, retired manufacturer, who last year obtained an injunction against operation of a midget auto race track on the same fill.



ON THE ARRANGEMENTS ROSTER for the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the Hotel LaSalle, Chicago, on December 2-6, are Adrian W. Ketchum (left) and John L. Coleman (right). Chairman Ketchum, of the entertainment committee, and general manager of Forest Park Highlands, St. Louis, will carry on the popular relaxation programs inaugurated several years ago. Vice-Chairman Coleman, of the program committee, and president of Riverside Amusement Park, Inc., Indianapolis, is working with Program Chairman Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati; NAAPPB Secretary A. R. Hodge; General Manager Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore., and General Manager Theo M. Toll, Waukegan (Wis.) Beach.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post
Amos, Earl, 3c
Baltimore, Paul, 30c
Whalen, Dick, 2c

Latham, Mrs. Ruby
Drake, Joe
Goble, Leo
Lee, Mrs. Lester



Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads-Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Dearster, Elmer
Drake, Joe
Goble, Leo
Graham, Doris
Haley, Wm. H.

Women

Adams, Mrs. S. J.
Abernethy, Mrs. E. J.
Alexander, Mrs. Bernice
Allen, Mrs. Juanita

Women (Cont.)

Donnan, Mrs. Rose
Donaldson, Mrs. Chas.
Dorman, Mrs. Chas.
Dunne, Mrs. Jack

Men

Abbot, Dave
Able, Ernest
Adair, Elmer
Adams, Allen F.

Men (Cont.)

Withers, Mrs. Ada
Wilder, Mrs. Margaret
Williams, Mary
Williams, Mrs. Ruth

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Laughlin, Paul
Lutz, Lester
Lutz, Lester
Lutz, Lester
Lutz, Lester
Lutz, Lester
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Lutz, Lester

Mitchell, G. L.
Mitchell, Larry C.
Mitchell, Leo
Mitchell, Paul
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Mitchell, Paul
Mitchell, Paul

Smith, Cole
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White Swank
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White Swank

Men
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Davis, Alan A.
Davis, Alan A.
Davis, Alan A.
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Davis, Alan A.
Davis, Alan A.

MAIL ON HAND AT

ST. LOUIS OFFICE

300 Arcade Bldg.

Parcel Post

Women

MINNESOTA

MAIL ON HAND AT

CHICAGO OFFICE

404 Woods Bldg.

Women

MISSOURI

INDIANA

MAIL ON HAND AT

NEW YORK OFFICE

1884 Broadway

Women

MASSACHUSETTS

TEXAS

MAIL ON HAND AT

NEW YORK OFFICE

1884 Broadway

Women

MISSOURI

INDIANA

MAIL ON HAND AT

NEW YORK OFFICE

1884 Broadway

Women

MASSACHUSETTS

TEXAS

Wholesale Merchandise

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Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Salesboard Operators Ready To Garner Christmas Money

Most profitable time of the year is nearing—trade is getting set—shortage of new items fails to daunt enthusiasm—more money in circulation

NEW YORK, Oct. 19.—Realizing that the best salesboard business precedes Christmas, operators have rolled up their sleeves and gone to work to get the increased revenue. The national defense program being put in operation has released more cash and boosted business in the field. Alert operators who were off to an early start report that they are having less difficulty in placing deals. Resumption of salesboard activity as a means of raising funds has been noted among fraternal organizations and church societies. The groups are cashing in on the idea that many of their members will want to win prizes to be used as gifts. While it is general knowledge that members, eager to complete a card, buy the remaining numbers, this fact is more evident at this time of the year.

Staple Items Pushed

Altho there is a scarcity of new items on the market this season, the trade has already started with what few are available. Operators are not letting the shortage retard their activities, for many are bringing back staple items and selling them by using new-type promotions.

Even with all this activity the salesboard business is not at its old level. However, there is no doubt but that as Christmas draws nearer the field will prove more lucrative.

In view of these facts, progressive salesboard operators are losing no time in getting deals on location. Optimism is showing itself to a large degree, which means that the operators are on their toes to get deals that will click instantly. Reports that many men are returning to work is an added incentive for concentration in this field.



By BEN SMITH

Have you ever tried to work a two-shot deal? One-shot has been popular for a long time, and doubling up on the idea gives an operator an opportunity to please twice as many customers, permits him to use less expensive merchandise and increases the percentages in his favor.

For those who may not be familiar with the term one-shot and two-shot, the term applies to deals in which either one or two items are given away when the winning name or number is hit. The winning name or number is visible at all times, and as each purchase is made the name or number drawn is checked against the winner until the right one is selected. As soon as it is the deal is finished and the award is distributed. The take is determined by the value of the merchandise offered and the purchases are straight, that is either at 5 cents or 10 cents per purchase.

The law of averages plays an important part in a one-shot or two-shot deal. It is quite possible for the winning name or number to come up in the first or second purchase. However, if the operator has enough gumption and plenty of deals placed the law of averages will take care of that. Operators have found that in general about 50 or 60 per cent of a one-shot card or board will sell out before a hit is made. A two-shot card or board will usually average above 75 per cent. Operators figure the take on that basis.

To insure a steady money collection, a local operator who has been working

Varihued Tableware In the Limelight

CHICAGO, Oct. 19.—Growing popularity of varicolored dinner and tableware with bingo crowds is causing operators and other prize users to sit up and take notice. The play-getting appeal of the merchandise, when properly displayed, has turned it into a real money-maker in the Midwest.

Especially popular are luncheon services featuring six large plates in a bright color, cups and saucers in a gray contrasting color, and salad plates in a third color. In addition, knives, forks, and spoons are offered in a mixture of colored handles, adding to the general smartness of sets. Bingo ops were highly successful with the number in the closing weeks of the outdoor season and reports indicate that the move indoors has seen no let-up in demand. Because the trend for multicolored ware is now extending to complete dinner and buffet services, it is expected that the group will constitute a top-ranking profit-maker for some time to come. Leading wholesale firms are carrying special assortments in china, plastic, and glassware in a wide range of prices and many of those in the trade are taking advantage of liberal discounts offered.

Brisk Weather Boosts Demand For Auto Robes

NEW YORK, Oct. 19.—Chilling winds here that sent crowds scurrying for overcoats and wraps also served to boost demand for automobile robes. Bingo and salesboard operators and game concessionaires report that the item has stepped more into the limelight because of motoring comfort as well as its use as a windbreak at football games.

Manufacturers of robes seem to have sensed the value of the prize field and are offering new designs. Prices are also among the features that make it possible for the trade to offer large numbers of robes to patrons.

A two-shot very successfully, always advises the location owner or worker at the time he places the deal that a collector will come around regularly to collect whatever money has been taken, regardless of whether a hit has been made or not. This avoids the location holding on to the money indefinitely. When a hit is made the award is delivered promptly.

Jerry Gottlieb has a doll number which looks like a natural for a run. It is called Miss U. S. A., is 30 inches high, and ties up beautifully with the patriotic trend. Miss U. S. A. is a plastic honey, gowned in a stars and stripes rayon costume and has plenty of flash.

HAPPY LANDING.

Merchandise Clicks Solidly With Public in Mississippi

MARKS, Miss., Oct. 19.—Merchandise clicked solidly along the fair midway here, as well as at Cleveland and Mendville, Miss., and a banner stand is expected by concessionaires with the Buckeye State Shows at Oxford, Miss., next

week. Owner Joe Galler reported. He added that merchandise has proved most popular this season and that the trend has been to class items.

Bingo Popular

Bingo, operated by Marie Hamilton, proved itself one of the most popular spots on the midway, Galler said. Prizes such as lamps, luncheonette sets, aluminum buckets, nutcracker sets, laundry baskets, scarfs, pillows, thermos jugs, clocks, ship models, and boudoir sets, were among the leaders. Demand, it was said, is toward serviceable items and that recent electrification projects thru the Mississippi rural areas had added to the demand for toasters, waffle irons, pressing irons, lamps, and radios. In this line the new iron, small in size and light but capable of doing the work which formerly required a large iron, were among the top numbers.

At the pitch-till-you-win, handled by Mrs. C. D. Davis, clocks, flasks enclosed in leather, purses, dolls, percolators, and pen and pencil sets were among those claiming attention. Mrs. Davis also said that in Mendville scatter rugs had been among the top-flight items. Boudoir dolls, those dressed in the costumes of the Old South, proved popular with girls who were leaving for college and wanted them to decorate their rooms.

Dolls Among Leaders

Ray Seger, clotheship game, listed ash trays, Pinocchio dolls, Chinese cat-stuffed elephants, ships, pitchers, and mirrors as leaders.

At the fish pond, Mrs. H. G. Starbuck was offering lamps, candy, and glassware.

Eddie Welsh's rolldown game had a big stock of clocks, radios, cocktail sets, lamps, and boudoir mirrors.

Harold Lowry, pan game, Doc Angel, shooting gallery, and Eugene Lee, bottle game, reported increased demand for candy. Lowry said that he had noticed that patrons were calling for ornamental numbers more than ever before and that radio dogs had proved popular.

Owner Galler said that his concession had stocked more items than ever and that flash was accountable for increased profits. Guess-your-weight and guess-your-age stands gave out more merchandise than during previous seasons. Items with these workers included games, Hawaiian leis, candy, and feathered dolls, all of which had about equal demand.



WITH the indoor season swinging into full speed, bingo operators have oiled the old brain cogs to produce additional interest in the game. The writer recently returned from a trip thru the South and took special interest in the manner in which the churches in that section are increasing their revenues.

GETTING CROWDS into the games by advertising is one angle of promotion that Southern churches have handled exceptionally well. They tell when the games are to be held and then set to work to satisfy and build repeat business when the people actually attend. Merchandise prizes of the highest type are used and attractively displayed. Since most of the games are handled by experienced operators, the people are assured of the latest angles to increase interest. Bingo in the South is exceptionally popular, for the churches are conducting their games in keeping with conditions by offering prizes that are worth while and serviceable.

WHILE it might appear that the natural inclination of some operators would be to reduce their displays because of reduced cotton production, the churches have increased their stocks. Patrons immediately note, one operator said, that they are being offered good merchandise and set out to win items that can be used to make housework easier or for decorations.

NEWS FROM Fort Wayne, Ind., is that the indoor season got off to its best start in several years among the Catholic parishes. Because the game has been so successful as a source of revenue, it has been adopted by at least five of the 11 parishes. Adhering strictly to a policy of merchandise prizes, the churches conducting games on either a weekly or semi-weekly basis include St. Jude's, Church of the Most Precious Blood, St. Paul's, St. Peter's, and St. John the Baptist. The usual admission is 25 cents for 25 games, with a number of special or intermission games for special prizes.

WHILE the country hasn't yet been visited by cold waves, reports are that winter items are claiming much attention. Blankets, a consistent crowd getter, have joined with quilts and comforters to bring the trade more revenue. When such items are attractively placed on the prize stands, there are few women who can resist an opportunity to win them. Other items said to be clicking are chinilla spreads and towel sets. Home supplies of the items never seem to be sufficient, which gives operators an opportunity to offer items that claim attention and produce revenue.

No Home, So Draftee Uses The Billboard as Address

A horse player handed a problem to Cincinnati draft officials yesterday.

Presenting himself at the Board Elections, 622 Sycamore Street, as a nonresident of the county, he asked to register.

"Where in your home?" he was asked.

"Haven't any."

"Well, where do you live most of the time?"

"Wherever the horses are running."

This put registration officials into a huddle. The card must list an address. Joseph A. Clark, deputy clerk of the board and veteran of a 1917 draft board, ended it all with a suggestion, which was followed.

The horse player gave his permanent address as The Billboard, Cincinnati theatrical publication. Its address is used by many wandering show people as their own.—From The Cincinnati Enquirer, October 17, 1940.

JOBBER'S ATTENTION!
OUR NEW
Santa Claus
NOW READY



GREAT CHRISTMAS ITEM
Two Sizes
Large Size 25 inches
Small Size 18 inches

Dressed in Red Rayon Suits. Garter-trimmed with White Fusch. Black Belt. Black composition Boots. Each packed in a box.

If interested, WRITE FOR FULL PARTICULARS
ARROW FUR CO., INC.
142 W. 24th St., NEW YORK, N. Y.

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.

Embossed Cedar Chest

Concessionaires and bingo and sales-board operators are finding the embossed cedar chest in big demand. Goldwyn Company reports. It has an illustrated picture top, embossed front, and a brass padlock and key. Chest also has a full-size etched mirror under the lid and is packed with a pound of high-grade, assorted chocolates. It is 10 1/2 by 8 1/2 by 4 1/4 inches in size and is packed six units to a shipping case. Those who already have tried the item reported that it has indications of being one of the leaders of the season.

Zircon

Former whitestone workers are garnering good profits with Zircon (Matura Diamond), the Zircon Company reports. Workers are finding the stones so attractive that there is no difficulty in attracting a buying crowd. Zircon stones are from mines in Siam and are effective and inexpensive. They are said to stand acid and almost any abrasive. Available in attractive mountings. Zircon products are being shipped in large quantities to workers who are preparing for the holiday rush, the firm reports.

Photo Kit

With more picture enthusiasts getting into the field daily, prize users are having increased calls for photographic equipment, with the result that the ReCor Freshman Photo Kit shows promise of being one of the most popular items on the stands this season. D. A. Pachter Company reports. The Kit in

WOW! HERE'S THE HOTTEST ITEM SINCE 1776
MISS U.S.A.



SENSATIONAL NEW DOLL 30 IN. HIGH

"MISS U.S.A." is a platinum-haired beauty... gorgeously gowned in a flashy Rayon Silk Costume of Red, White and Blue. So real she seems to breathe!

An irresistible knockout—worth \$10 retail anywhere! GET INTO THE BIG DOUGH TODAY! Samples \$2.50 prepaid in U. S. A.

Packed 1 to a box, 12 to a Master Carton. Wire or Write for quantity prices. Operators in the East are already getting tremendous results. DON'T WASTE A SECOND—ORDER RIGHT NOW!

Never before anything so magnificent and timely. She helps you CASH IN QUICK, RIGHT NOW, on the patriotic feeling of all Americans!

JERRY GOTTLIEB
303-4th AVE., NEW YORK, N.Y. TEL. GRAMERCY 5-4435

Extra Value! **\$2.25 EACH**
5 for \$10.50



No. 88 6833—Ladies' Wrist Watch. Exquisitely finished 12 1/2 in. Chrome Case in assorted engraved designs with beautiful link bracelet to match. Guaranteed perfect movement. Each in attractive gift case. An amazingly big value and whitened premium item. Has money NOW by ordering five watches for \$10.50.
DEALERS: Write for Catalog.
ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

BINGO CARDS
100 to 3000 CARD SETS
HEAVYWEIGHT - LIGHTWEIGHT
WRITE FOR CIRCULAR
AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

LEADING SELLERS IN FUR COATS
Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superior styles and quality. Satisfaction guaranteed or money refunded in 3 days. Prompt delivery. Write for NEW FREE CATALOG!
LOWEST! H. M. J. FUR CO.
150 West 28th St., N. Y. C.

BINGO JOBBERS
Buy your Bingo Specials direct from the Printer. Up to 3,000 Combinations—No 2 Cards alike. Write to
ST. MARKS PRINTING CORP.
80 Fourth Avenue, New York, N. Y.

ELGIN--WALTHAM
GRUEN--BULOVA--HAMILTON
Wrist and Pocket Watcher. **\$2.95**
PRICES START...
GUARANTEED LIKE NEW. Write for Catalog.
JOSEPH BROS., Inc.
88 E. MADISON STREET, CHICAGO

Big Profits!
NEW FALL TIES READY
AGENTS WANTED!

EMPIRE'S HECKWEAR AND COMBINATION SETS WITH THEIR TREMENDOUS SALES APPEAL WILL GIVE YOU EXTRA PROFITS!

Our popular, fast-selling line includes Box Sets, featuring:
Ties and Tie Backs; Ties and Ker Chain; Ties and Initials; Pins; Tie, Studier and Keweenaw Set; Slide-On Tie and Kerchief Set, etc.
4-in-Hand Ties starting at \$1.50 doz.
Slide-On Ties starting at \$2.15 doz.

FREE! 16-Page Catalog with actual photographs of made-to-order Ties & Combination Sets.
Write to Dept. B-8
EMPIRE CRAVATS - 22 WEST 21st ST. N.Y.

EXCLUSIVE FUR COATS
JACKETS ★ Luxuriously Minked
BULGERS ★ Beautifully Styled
Quality Workmanship at Popular **\$8.00** Prices. We offer: Coats, Scarfs, Up Beaverettes, Carpools, Mamminks, Krimmer, Suits, Pelans, Recovers, Skunks, Foxes.
Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Concessionaires, Bingo and Salesboard Operators, secure the best values. Ask for special details.
S. ANGELL & CO., Manufacturing Furriers
286 W. 27th St., Dept. B-30, New York, N. Y.

BINGO JOBBERS
Buy Direct. Complete Line of Bingo Supplies.
MORRIS MANDELL
1123 Broadway, New York City

New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE.
NO EXPERIENCE REQUIRED
NO FILMS—NO DARK ROOM, Direct Positive Photos, size 2 1/2 x 3 1/2 inches.
NOT TIN TYPES.
Big attraction. Watch photos develop in daylight in one minute.
Easy to operate. Simple instructions show you how.
Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.
P. D. Q. Photos are guaranteed **NOT TO FADE**. About 800 start up in this interesting, Big Money business.
LOOK!
Zeller, Mass., writes: "Did \$20 Sunday with P. D. Q. . . ."
Geymour, Pa., states: "Am called in a fair size park. . . ."
Rosen, Ill., writes: "400 pictures each Saturday and Sunday."
Bobby, Mo., writes: "Am having great success. Making better pictures all the time."
Keller, Neb., writes: "It's a wonderful machine. I want another P. D. Q.""
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. 8810, Chicago, Ill.

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT FACTORY PRICES
SEND FOR YOUR FREE COPY OF CATALOG NO. 55
Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!
If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BULOVA — GRUEN — WALTHAM — ELGIN
WE LEAD FOR PRICE AND QUALITY
NORMAN ROSEN
801 SANSON ST. Wholesale Jeweler PHILADELPHIA, PA.
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New, 1941 Style now available. Write for Free Catalogue.

CATALOG No. 25—JUST OUT! NEW ENGRAVING LINE

Brand-new "engraving" styles... big letters that really "pop" money...



HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

NEW JEWELRY for ENGRAVERS.

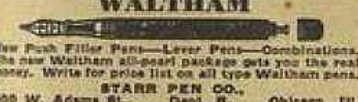


MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 K. in S. H. Engraved Cases, at \$1.75.

WALTHAM STAR PEN CO.



NO JOKE... they're real profit items!



RICHARD APPEL... JONES TRICKS MAGIC

SELL FINISHED, ULTRA-BLUE SILK XMAS BANNERS & NOVELTY XMAS SIGNS

CHERRY ORNAMENTS... \$3.00 per 100, F. O. B.

COUPON WORKERS • SHEET WRITERS

JOHN F. SULLIVAN 488 Broadway, (Fast Service Bldg.) N. Y. City

Operators, Demonstrators, Concessionaires

3V-861 YOUR OWN STALL

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

KEN AND GRETA... gold wire artists, pen from Ekhardt, Ind.:

HOW MANY PITCHMEN now in the business are you personally acquainted with?

JAMES L. OSBORNE... since closing the fair season in Wisconsin, has been making sales in South Dakota, Wyoming, and Nebraska...

WILL IT BE the Sunny South soon?

JERRY, THE JAMMER, SEZ: "Sometimes the placing of odd prices on your article seems to have a stimulating effect on sales."

JAKE THE BARBER... of the Fru-Lax Company, blasts from Chicago: "We have moved to a new location on North Clark Street..."

AFTER CLOSING... for the winter with Chief Half Moon, Mr. and Mrs. Snowball Strickland have taken winter quarters in Moultrie, Ga. and say that business is very good.

THOMAS BENNETT... is working paints in Boston to fair takes. He says very few pitchmen are there.

WE KNOW a number of successful business men who are not scholars.

TRIP OD PININGS: Business better be better next season!

MURRY GORKIN... pipes in after making the Lancaster (O.) Fair with coils. He is now in Dayton, O., and finds the lot there fair, but he is leaving soon for Pittsburgh.

ALAN WESTON... makes a rebuttal to the pipe of Paul and Ethel Miller in the October 5 issue, in which the Millers said Al (Pop) Adams and Stanley Naldrett were top juicer workers, instead of Jimmy Connanon, as Weston believes.

WHO WORKED TO the crowds at the rodeo in Madison Square Garden, New York? Whips, lariats, and cowboy novelties should have found a good outlet there.

IF I had never caught Al (Pop) Adams and Stanley Naldrett's high pitch on juicers, could you blame me for saying Jimmy Connanon is tops? As it is, I have heard the former two, and they are very good. It is obvious that you are friends of both Adams and Naldrett, and I don't blame you for your contention.

DAVID S. BELL... letters from Valdosta, Ga., where he and his wife operate Bell's Over-Nite Guest Home: "After two and a half years of loafing I am thinking of getting back in business, and from several angles— a house-to-house business thru agents; my old drug-store trade on Fargo Products, which I have trade-marked, registered, and copyrighted everywhere, and an office line, Bell's No. 1, 2, 3, etc., for them to come and get."

IF YOU'RE A PITCHMAN, be a Pitchman. You can't get anywhere trying to bluff your way thru.

THEY'LL INVITE you back if your public leaves your tip with a good impression.

W. F. EVERSON... old-time pitchman, is laid up with illness at Addison, Me., informs Ed Russell from New Haven, Conn. Everson would like to hear from friends.

CHARLES ALLISON... takes exception to an article which appeared recently in The Family Circle magazine, which branded the med men as an offender among pitchmen and that he sells either plain rubbish or some simple concoction that will not cure one of the ailments he mentions.

DORIS RANDAL... is in Milwaukee and has taken up where she left off with Naphtha Crystals. She is said to have wowed them in Waukegan, Ill. last week with liquid cleaner.

Do you realize that a package of medicine...

Events for Two Weeks. Calendar listing events across various states from October 21-26 to November 2.

fine cannot be mishandled and is put up and packaged under strict government and State regulations? Do you know there is no such thing as snake oil, as you mentioned in your article? Do you know that a med pitchman today handles the best product that he can obtain for repeat business? You mentioned in your article that medicine men knock popular advertised brands. Would you like to read a few knocks (with photographs) on a number of your highly advertised brands? If so, I refer you to the magazine Health and Hygiene, issues of September, 1938, and November, 1938. Fifty-two doctors write for this magazine. We don't knock anyone. Very few pitchmen stoop that low."

OAK-HYTEX BALLOONS DYING PIG SQUAWKER. Advertisement for balloons and pig-shaped squawker.

GUM 23 BOX RETAILS FOR \$1.00. Advertisement for gum boxes.

NEW LINE 1940 JEWELRY NOW READY. Advertisement for jewelry.

SELL SIGNS The friends of my friends. Advertisement for signs.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS! Advertisement for Hoover uniforms.

ROLLED GOLD PLATED WIRE (Gold Filled) of Gold & Silver. Advertisement for gold-plated wire.

MEDICINE MEN Write today for new wholesale list of Tonics, Oil, Salve, Balm, Tablets, etc. Advertisement for medicine.

WILLIAMS' 5" X 7 1/2" 2c EACH SILK BANNERS. Advertisement for silk banners.

New Laugh Hit!



"The Goose That Failed"

Wow! Here's a new magnetic novelty that beats anything you've ever seen! It's entirely different!

A real laugh sensation! Fascinating fun for everyone! Comes in attractive box with spare hat. Order now and clean up!

\$1.70 Per Doz. \$19.00 Per Gross

F. O. B. Chicago F. O. B. Chicago

SAMPLE DOZ., \$2.00 POSTPAID.

H. FISHLOVE & CO.

714 N. Franklin St., CHICAGO, ILL.

WHAT A NUMBER! Fastest Selling Item Today



LOW PRICE NO. 300 OVAL MIRROR BOX Assorted attractive subjects. Packed with 2 female heads, two bearded chins, etc. Size 15 1/4" x 11 1/4" x 1 1/2". Jobbers, Distributors, write for prices and circular of other numbers. GOLDWYN CO. Original Swing Mirror Vanties—Big Selection. 1570 Milwaukee Ave., Chicago

WILL BUY

Used Riding Device, good condition, for cash. Must not conflict with Merry-Go-Round, Ferris Wheel, Whip, Mix-Up, Loop-Plane. State where Ride can be seen.

F. L. KIRSCH 12530 8th Ave., N. W., Seattle, Wash.

ROYAL EXPOSITION SHOWS WANT

For Lion's Fall Festival, Washington, Ga., Next of Week, Oct. 28 to Nov. 2. An excellent up-to-date Mixed Show with new transportation, exhibits—How about it? Lion's, Monkey Show and Girl Show and a few Merchandise Concessions. Address: H. B. ROYAL, Manager Bishop, Ga., this week. P.S.: This show out until Thanksgiving week.

CARNIVAL

Routes are for current week when no dates are given. In some instances possibly mailing points are listed.

- A. & A. Am. Co.: Coal Hill, Ark.
Alamo Expo.: Orange, Tex.
All-American: Chillicothe, Tex.
All-American: Waco, Tex.
Amique Am. Co.: Warrenton, Ga.
Atlas: Wrigley, Tenn.
B. & H.: Shreveport, La.
Barfield's: Campbelleton (Fair) Thomaston, Ga.; (Fair) Vidalia 28-Nov. 2.
Barker: Leachville, Ark.
Baylenger, Al.: Hayti, Mo.
Beckmann & Greely: (Fair) Shreveport, La., 19-22.
Bliss Ribbons: (Fair) Fitzgerald, Ga.
Brown Family Rides: Alaton, Ga.
Buckeye State: Oxford, Miss.
Burke, Harry: St. Francisville, La.
Byers Bros.: No. 1, Keosauqua, Mo.
Central Am. Co.: Waycross, Ga.
Cotton & Wilson: (Fair) Wilson, N. C.; Fairmont 28-Nov. 2.
Cotton Carnival: Sikeston, Mo.
Crescent Am. Co.: Cordele, Ga.; (Fair) Do-faula, Ala., 28-Nov. 2.
Crystal Expo.: (Fair) Marion, S. C.; (Fair) Wallersboro 28-Nov. 2.
Davis & Parrott: (Fair) Henderson, N. C.; Tallahassee City 28-Nov. 2.
Down East Attrs.: (Fair) Clax, S. C.
Dudley, D.: S. Leeland, Tex.
Elite: Davis, Oia.; Lawton 28-Nov. 2.
Endy Bros.: Expo.: Galesville, Ga.
Endy Bros.: Shows: Chester, S. C.
Evangelists: Oelhi, La.; Bastrop 28-Nov. 2.
Fairly & Little: Huntsville, Tex.; Liberty 28-Nov. 2.
Fidler's United: Cotton Plant, Ark.
Fleming, Mad. Co.: Greenboro, Ga.; (Fair) Crawfordsville 28-Nov. 2.
Florida Expo.: St. George, S. C.
Franks Organizer: (Fair) Ashburn, Ga.
Fritz Organizer: Monticello, Ark.; Stuttgart 28-Nov. 2.
Funland: (Fair) Littleton, N. C.
Fuzzell's United: Sheridan, Ark.
Gold Medal: (Fair) Tallahassee, Ala.; (Fair) Opelika 28-Nov. 2.
Goodman Wonder: (Fair) Waco, Tex., 18-27.
Grady, Kellie: (Fair) Winger, Ala.
Great Bright Way: Kingstree, S. C.; Charleston 28-Nov. 2.
Great Eastern: South Hill, Va.
Great Lakes Expo.: (Fair) Andalusia, Ala.; (Fair) Greenville 28-Nov. 2.
Greater United: Lockhart, Tex.
Groves Organizer: Warden, Mo.
Hames, Bill: Gonzales, La.
Henry Law: & Clyde's United: (Colored Fair) Suffolk, Va.
Henry's United: Forum, Okla.
Heth, L. J.: (Fair) Hawkinsville, Ga.; (Fair) America 28-Nov. 2.
Hughes & Grunoch: (Fair) Indianola, Miss.
Hurst, Bob: (Fair) Emory, Tex.
Ideal Expo.: (Fair) Clinton, N. C.
Jones, Johnny J., Expo.: (Fair) Rock Hill, S. C.; (Fair) Orangeburg 28-Nov. 2.
Joyaland: (Cotton Festival) Firebaugh, Calif., 22-27.
Kans. W. C.: (Fair) Ditch, S. C.; (Colored Fair) Charleston 28-Nov. 2.
Kans. Expo.: (Fair) Kingston, N. C.; (Fair) New York 28-Nov. 2.
Keystone Modern: Douglas, Ga.
Lang's, Dee, Famous: (Fair) Gilmer, Tex.; (Fair) Conroe 28-Nov. 2.
Lawrence Organizer: (Fair) Union, S. C.; Clinton 28-Nov. 2.
Lewis, Art: (Fair) Tarboro, N. C.; (Fair) Rocky Mount 28-Nov. 2.
McCoy Caravan: McInnes, Ark.
Maple Expo.: (Fair) Tabor City, N. C.
Marks: (Fair) Greenwood, S. C.; (Fair) Florence 28-Nov. 2.
Mighty Monarch: Elizabethtown, N. C.; (Fair) Loris, S. C., 28-Nov. 2; Gainesville, Fla., 1-9.
Miller Bros.: Conway, S. C.; Manning 28-Nov. 2.
Miller, Ralph R., Am.: Baton Rouge, La.
Nall, C. W.: Lake Providence, La.
Orange State: (Fair) Jay, Fla.; (Fair) Mountaintop 28-Nov. 2.
Page, V. V.: (Fair) Monroe, Ga.
Paradise: Earl, Ark.
Park Am. Co.: (Fair) Sulphur, La.; (Fair) Lake Charles 28-Nov. 2.
Peach State: Clax, Ga.
Prel's World's Fair: Elberton, Ga.
Reading's: (Palatine Livestock Show) Grand Junction, Tenn.; (Colored Fair) Grand Junction 28-Nov. 2.
Reynolds & Wells: Angleton, Tex.
Rozers & Powers: (Fair) Canton, Miss.; Port Gibson 28-Nov. 2.
Royal American: Pensacola, Fla.
Royal Expo.: (Fair) Hinton, Ga.
Rubin & Cherry Expo.: Houston, Tex., 21-Nov. 2.
Santa Fe Expo.: Aransas Pass, Tex.; San Benito 28-Nov. 2.
Scott Bros.: (Fair) Eastman, Ga.
Sharp Organizer: Lafayette, La.
Smith Bros.: Valliant, Okla.
Southern State: Calro, Ga.; Perry, Fla., 28-Nov. 2.
Southern United: Huff City, Kan.
Sparks, J. F.: (Fair) Ocoona, Ala.; (Fair) Greenville 28-Nov. 2.
Star Am. Co.: (Cotton Carnival) England, Ark.
Strains, James E.: (Fair) Charleston, S. C.; (Fair) Savannah, Ga.; 28-Nov. 2.
Sullivan, Ed.: (Fair) Jordanland, Tex.
Tassell, Barney, Unit Shows: Brookneal, Va.
Texas Livestock: Monday, Tex.
Tidwell, T. J.: (Fair) Eastland, Tex.
Trotter Am. Co.: (Fair) Bainsbridge, Ga.; (Fair) Sylvester 28-Nov. 2.
Tower Am. Co.: Johnsonville, S. C.
United American: Vicksburg, Miss.
West Coast Am. Co.: Taff, Calif., 22-27; Bakersfield 28-Nov. 2.
West's World's Wonder: (Fair) Dothan, Ala.
White-McNally: Wilbaron, Okla.
Wilde Am. Co.: Liberty, S. C.; Royston, Ga., 28-Nov. 2.
World of Myth: (Fair) Columbia, S. C.
World of Fun: (Colored Fair) Greenville, S. C.; (Colored Fair) Augusta, Ga., 28-Nov. 2.
World's Fair Show & Coe Bros.: Grimes; Abbeville, N. C.

Zaccini Bros.: (Nat'l Guard Fall Festival) Gaffney, S. C.
Zanders Organizer: (Fair) Atkins, Ark.

CIRCUS

- Anderson, Bud E.: Mount Ida, Ark., 23; Waldron 24; Paris 25.
Cole Bros.: Phoenix, Ariz., 22; Tucson 23; Huxley 24; El Paso, Tex., 25; Las Cruces, N. M., 26; Albuquerque 27; Vaughn 28; Howell 29; Clovis 30; Lubbock, Tex., 31.
Amarillo, Tex., Nov. 1; Pampa 2; Horgan 3.
Cole, James M., Indoor: Canandaigua, N. Y., 22; Waterloo 23; Watkins Glen 24; Ithaca 25; Whitney Point 26.
Hamid-Morton: (Shrine) Toronto, Ont., Can., 21-26.
McGraw's, C. C.: Scotlandville, La., 22; Glynn 23; Istrouma 24; Baton Rouge 25; Bonn 26; Howell 28; Zachary 29.
Polack Bros.: (Armory) Port Arthur, Tex., 24-27; (City Aud.) Beaumont 28-30; (City Aud.) Galveston 31-Nov. 6.
Ringling Bros. & Barnum & Bailey: Lynchburg, Va., 22; Richmond 23; Norfolk 24; Petersburg 25; Durham, N. C., 26; Raleigh 28; Greensboro 29; Winston-Salem 30; Charlotte 31; Columbia, S. C., Nov. 1; Greenville 2.

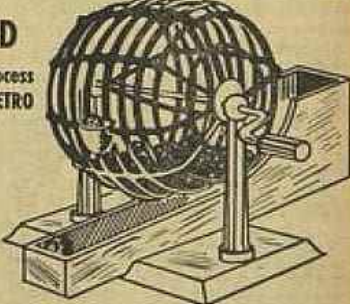
ADDITIONAL ROUTES

(Received Too Late for Classification)

- Gale, Lemmy: (Madrid Country Club) Milwaukee 21-26.
LaVola, Don & Carlotta: Grand Junction, Colo., 23-24; Montrose 23-26.
Lawrence, John, Players: Palestine, Ill., 21-22.
McNally's Variety Show: Hampton, N. Y., 21-26.
Miller, Al H., Show: Detroit, Ga., 21-26.
Turley, William C.: (Joe Young's) Portland, Ore., 21-26.
Zarlington Twins: (George Washington Hotel) Jacksonville, Fla., 21-26.

NEW Exclusive Here NOISELESS BINGO CAGE

RUBBERIZED By New Patented Process Exclusive With METRO
BINGO SUPPLIES
BINGO CARDS all sizes—all weights.
BINGO SPECIALS 7 colors regular packing or 7 different colors in a box.
BINGO MARKERS Black Cardboard Red Cardboard
Transparent Catalin Wood BINGO BALLS Bakelite Wood
BINGO CAGES Crute Cases Regular Cases
Also all other items necessary for Bingo.
JOBBER: Write for New Catalog and Confidential Price List.



METRO MFG. CO. 28 W. 15 ST. NEW YORK

WANTED FOR SOUTH'S BIGGEST ARMISTICE CELEBRATION AND OPENING—HAMPTON ALL-WINTER AMUSEMENT PARK

One-quarter mile from heart of 30,000 soldiers and civilian workers at Fort Jackson, Columbia, S. C. Want Scooter, Speedway, Slide Break, Octopus or any other Rides not conflicting with what we have now. Especially want Coline-Plane, Octopus, Ride-O-City, Speedway, Scooter and Tilt-a-Whirl. We have Dull Wheels, Merry-Go-Round, Loop-the-Loop, Chain-Plane and Kiddie Auto. Will look reasonable. Funhouse and any outstanding attractions suitable for the amusement park. Will sell exclusive on Caskhouse, Photo, Lead Gallery, American Paleontology, Peacock and Popcorn. This is a permanent location. Park opening Monday, Nov. 4th. Want high class Shows with good fronts. Can place 2 Free Acts, legitimate Concessions of all kinds. Rides, Shows, Concessions. Spring is believing. Don't take our word for it, come and look it over. Park and Armistice Celebration sponsored by VFW. Write what you have. All answers: MAXI WATKINS, Hampton Amusement Park Co., 209 Davis Apts., Columbia, S. C.

MIGHTY MONARCH SHOWS WANT

Great Loris, South Carolina, Fair, week Oct. 28; Alachua County Fair, Gainesville, Florida, week Nov. 4th; followed by Madison County Fair, Madison, Florida; then Kingdom of the Sun Fair at Ocala, Florida; and all choice Florida Fairs all winter. Want all legitimate Concessions, Place Merchandise Wheels, Grind Stores, etc. Want Rides, Ride-O, Silver Streak or any new Rides. Also place Merry-Go-Round, Shows of all kind not conflicting. Mechanical City, Umbrella or any worth-while attraction. Want Motor Drums. Place high class Girl Revue. We are playing best fairs in Florida and can use any worth-while Show, Ride or Concession. All address: N. P. ROLAND and GEORGE GOFFAS, Rotary Club Charity Fair, Elizabethtown, North Carolina, this week.

MILLER BROS.' SHOWS WANT

For Clarendon County Fair at Manning, S. C., with Bishopville, S. C., Fair to follow. Want Concessions of all kinds, Rat Game, Fan Game, Lead Gallery, Wheels, Coupon Stores, etc. Can use one more Grind Show. Want Ride Help that can drive semi-trailers. Address: Conway, S. C., this week; Manning, S. C., next week.

Pitt Grotto Rodeo Winds Up in Black

PITTSBURGH, Oct. 19.—Two outdoor rodeos are in prospect for Southern cities under sponsorship as the result of the success of the six-day event which ended here today under co-sponsors of Fraternal Order of Police and Islam Grotto, publicity director Tex Sherman of Watts Producing Company announced. More than 60 cowboys and cowgirls competed for prizes in a 25-event program that included contests in wild bull riding, bronk riding, calf roping, bareback bronk riding, and bulldogging. Talent line-up included Cherokee Hammon, Pearl Biron, Dot Keenan, Billy Hammond, and Chip Morris. Bull fighting by Mexican charros and a livestock stampede, horse roping, and trick riding by Indians, Mexicans, clowns, and cowboys also were features. Harry Wenzel's Islam Grotto Band provided the music.

More than \$12,000 advance sale, obtained by the FOP and the Grotto, seemed to assure a profitable week for all concerned, altho this morning reports of unpaid bills looming unexpectedly before the committee argued heated discussions between sponsors and producers. First outdoor rodeo here, show was staged on the circus grounds in East Liberty. Added attractions were a battle of music between nine district high-school bands competing for a \$50 cash prize; a "Westward Ho" pageant presented by the Allegheny One and Curtain Players, and a Rodeo Queen Royal Court.

Rodeo opened Monday with a parade led by Islam Grotto members in regalia, and 10 chutes, corrals, and catchpens were used for the stock, in charge of Johnny Davis, vet cowboy. Six night and four matinee performances were presented and weather was chilly throughout.

Shirley Adams, nine-year-old cowgirl, was among the performers and consisted that included George and Minnie Adams, Peggy Murray, Pearl Biron, Dot Keenan, Helen Coleman, Jerry Farr, Ginger Hammond, Ross Flores, Hazel Helley, Don Biron, Jack Taylor, Edson Kelly, Eddie Guy, George Daniels, Don Biel, Blackie Milton, Red Turner, Joe Flores, Pecca Apereolo, Budolph Zernemon, Santiago Monegas, Manuel Garcia, Fee We Morris, Cherokee Hammons, Leonard Murray, Billy Hammond, Hank Keenan, Tuffy Grant, Chuck Dent, Pete Glade, Cub Edwards, Ray King, Red Johnson, Jack and Matt King, Bill White, Mickey McIlarry, Roy Umphrey, Oetr Hawkins, Odie Cowart, Fred Loranz, Alice Hawkins, Estella Clark, Ralph Clark, Bobby Smith, Darius Haynes, Johnnie Davis, Don Kane, Babe Kano, Dorothea and Art Nevill, Lowell Hendrix, Billy Dobbis, Chip Morris, A. L. McLaughlin, Jim Hawk, Chief White Horse, Running Elk, Billy Fourty-Tow, White Fawn, Harvey Canoe, and Grey Feather.

Handling the show for the Watts Company were C. E. Watts, H. M. Hirsch, G. V. Adams, Sherman, and Major G. Hodges Bryant. Sponsors' rodeo committee included John B. Nickias Jr., Martin O'Toole, Otto A. Zange, Robert L. Richmond, and Mayor Cornelius D. Scully. Executive committee had Calvin Bolster, Thomas D. English, J. Clifford Frang, Dr. Albert Irwin Wise, Uihard H. Hangertner, Joseph Kaminaki, and Peter J. McCulloch.

Adding to the crowd one day were 500 youngsters from the Secketary Hawkins Club of The Pittsburgh Press, admitted free in return for co-operation on promotion by Edward Rittenbaugh, Hawkins Club's director.

RB To Show Sarasota Before Going Into Barn

SARASOTA, Fla., Oct. 19.—Ringling Bros. and Barnum & Bailey Circus will stage a performance in Sarasota on November 18, before going into winter quarters here, officials have announced. The circus will tour Tennessee, Virginia, North Carolina, South Carolina, and Georgia before landing in Florida November 9 to play Jacksonville. The itinerary from Jacksonville to the end of the season has not been announced.

Sarasota is all excited over the big show's double attraction. It is always a big moment when the circus arrives home after the summer tour, but to have it show here the same day is really something.

City officials and leading merchants are planning a big welcome for the circus people.

MIDWAY CONFAB

(Continued from page 33) ger, Mr. and Mrs. Cannonball Bell, Howard Boucher, Delbert O. McCarty, Jerry Jackson, Mr. and Mrs. Frank Castee, George and Ruby Morgan, Mr. and Mrs. Bill Montana Walker, Phyllis and Fred Walker, Irene Brooker, Mrs. John H. Dye, Harry Nisga, Scott Donnell, Harry Clayton, Roy Marston, Harry Gordon, William H. Thompson, Walter Graham, Mr. and Mrs. Marshall Brown, Mr. and Mrs. Herb Usher and daughter, Frank Castee Jr., Tommie Miller, Wirt Bowman, and Mrs. R. Anderson. After three more locations in the northern part of the State Hilderbrand's United Shows will move into the fairgrounds and layover until the fair opens. O. H. Hilderbrand has started his campaign for the membership drive for the Pacific Coast Showmen's Association.

WHEN Mr. and Mrs. W. G. (Bill) Womack celebrated their marriage in Kansas City, Mo., on October 13 at a dinner in a Liberty, Mo., cafe with their attendants, Mr. and Mrs. J. B. Keel, the event drew a two-column cut and story in local papers. Mrs. Womack, the former Mrs. Maude Keel, is well known in outdoor showdom, having been a successful special, advance, and publicity agent with the McClellan Shows for years. This season she handled advance duties on the Al Baysinger Shows. She says she plans to retire from the road. Womack is prominent in business circles in Liberty. Mr. and Mrs. J. B. Keel are the bride's son and daughter-in-law.

MARRIAGES

(Continued from page 28) ride owner, and Hazel Moore, nonpro, in Fort Lauderdale, Fla., October 12.

DUFFIELD-TAVANNE—Jack Duffield, an executive of the Thearle-Duffield Fireworks Company, Chicago, and Carolyn Tavnane, member of the cast of the Barnes-Carruthers revue, Americana, in Dallas October 3.

EVANS-SLEPPY—William Jones Evans, announcer at Station WBAX, Wilkes-Barre, Pa., and Frances Sleppy, nonpro, at First Methodist Church, Kingston, Pa., October 11.

FOBART-WALROD—Joseph Pobart, member of Lawrence Duchow's orchestra, and Miss Howard Walrod October 7 in Clear Lakes, Wis.

GRUBERG-SPIEGEL—Herbert Gruberg, of Kaufs Exposition Shows, and Cynthia Spiegel of Brooklyn in Norfolk, Va., October 2.

JENNEY-LAKE—Truman E. Jenney, San Francisco, member of Artie Shaw's orchestra, and Bennie L. Lake, Los Angeles, sister of Harriet Lake, screen actress, October 10 in Reno, Nev.

JONES-MARGOWSKY—Charles H. Jones, boss property man with the Orrin Davenport and Bob Morton indoor circuses and former assistant head usher with the Ringling circus, and Shirley Margowsky, nonpro, of Cleveland, October 13.

KAY-RINEHART—Herbie Kay, orchestra leader, and Margaret Elizabeth Rinehart, nonpro, in St. Charles, Mo., August 13, it has just been revealed.

LAVIN-STRIPEL—Charles Lavin, former theatrical agent and banker in Philadelphia, and Dorothy Steifel, nonpro, in that city October 11.

LEWINGS-SANDERS—Fred Lewings, Chicago press agent, and Hildred Sanders, former copywriter for H. W. Kantor & Sons, at Omaha October 5.

LEVINSON-WALTHER—Harry Levinson, office manager for RKO Pictures in Detroit, and Verna Walther, candy girl at the Michigan Theater, Detroit, in that city October 7.

LIEBERMAN-BLOOM—Calvin A. Lieberman, manager of the Rajah Theater, Reading, Pa., and Elizabeth Bloom, nonpro, in Reading October 2.

MAYNARD-ROWLAND—Ken Maynard, Western screen star, now appearing as a feature of Cole Bros.' Circus, and Bertha Rowland recently.

PERKINS-SHEPPARD—William Perkins, concessionaire with John H. Marke Shows, and Grace Sheppard, of North Wilkesboro, N. C., in that city September 17.

PHILBIN-HUTTON—Jack Philbin, New York personal manager of the Johnny Long orchestra, and Marion Hutton, vocalists with Glenn Miller, September 20 at St. Ignatius Church, Baltimore.

PROCTOR-STEWART—Langdon Proctor, Pasadena, Calif., sportsman, and Kay Stewart, film actress, in Los Angeles October 9.

REED-LOUISE—Billy (Boob) Reed and Jean Louise (Mile, Jeanne), burlesque performers, recently in Juarez, Mex.

REMLINGTON-JOHNSON—Charles Al-

fen Remington, nonpro, and Dora Johnson, Chicago radio actress, September 28 in Kenoah, Wis. Bride plays the role of Evey in *Ma Perkins*.

WHITAKER-WALTZ—John D. Whitaker, concessionaire, and Elsie A. Waltz, secretary of the Penn State Shows and daughter of Mrs. Stewart Wachter, co-owner of the shows, in Greenup, Ky., September 19.

WOMACK-KEEL—W. G. (Bill) Womack, of Liberty, Mo., and Mrs. Maude Keel, well known as an advance, special, and publicity agent in outdoor show circles, in Kansas City, Mo., October 13.

WOODALL-SCHAYES—William Woodall, manager and talker on the Casino Beautiful show on Lawrence Greater Shows, and Dolores Schayes, dancer with the same organization, recently in Rutherfordton, N. C.

WOODS-CUMMINGS—Charley Woods, news announcer at Station WCAU, Philadelphia, and Ruth Cummings, singer on Station WLW, Cincinnati, in Cincinnati September 29.

Coming Marriages

Carica Hernandez, nonpro, and Jo-Anne Yeston, of the promotion department at Station KYW, Philadelphia, in that city soon.

Joe Toner, nonpro, and Ruth Johnson, of the 20th Century-Fox Film Corporation in Philadelphia, in that city in February.

Births

A daughter to Mr. and Mrs. Don O'Leary at Lyving-In Hospital, Philadelphia, October 11. Father is radio time buyer for Tappin's, Philadelphia.

A daughter to Mr. and Mrs. Oscar Levant October 12 in Medical Center, New York. Father is a composer, pianist, and radio performer.

A boy to Mr. and Mrs. Bill Osborne at All Saints' Hospital, Fort Worth, Tex., October 8. Father is guitarist with Paul Page's orchestra.

A girl to Mr. and Mrs. Al Keenan in Salt Lake City October 2. Father is a member of the Hollywood Skyrocker's, free act with Hilderbrand's United Shows this season.

A daughter, Mildred Lee, to Mr. and Mrs. Oliver Taylor in Estacada, Ore., September 28.

NEWBERRY COUNTY FAIR

NEWBERRY, S. C., OCTOBER 28 TO NOVEMBER 2

Can place Concessions, including Wheels, Grind Stores, Ball Games, Penny Pitcher, Lunch Stand, Palmistry, Soft Drinks, and Games of every description except Bingo.

IDEAL EXPOSITION SHOWS, INC.

Furnish all Attractions and Concessions. Write or wire WM. GLICK, Mgr., this week, Clinton, N. C.

FAIRMONT FAIR

FAIRMONT, N. C., WEEK OCTOBER 28th

With big Armistice Celebration, Fayetteville, N. C., to follow. Location four blocks from slave market. Want legitimate Merchandise Concessions of all kinds. Doc Garfield wants two Talkers for Hall of Science. Long season south. Address:

CETLIN & WILSON SHOWS

THIS WEEK, WILSON, N. C.

FLORIDIAN EXPOSITION SHOWS

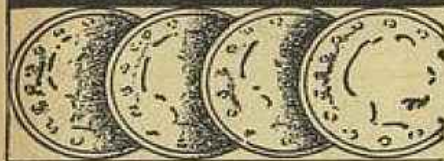
ANNOUNCE A REAL ROUTE OF FLORIDA FAIRS

STARTING IN JANUARY. Interested in hearing from Showmen and Riders. Now booking Concessions. Nothing but legitimate Concessions will be tolerated. If you expect to operate for more than ten cents, save your stamps and wires. Will book Bingo, Cockhouse, Grebs, Novelties, Scales, Age, Ball Games, Shooting Galleries, Photos, Popcorn and Peanut and any legitimate Concessions. In answer to many inquiries—yes, we will play Beyond County Fair, Ft. Lauderdale, for eight days, starting Feb. 8 (2 Saturdays), and ten others. All inquiries to NEIL BERK, GENERAL MANAGER, 2850 BYRON AVE., MIAMI BEACH, FLA.

GREAT BRIGHT WAY SHOWS WANT

For the heart of Navy Yards, Charleston, S. C., all next week, followed by Meeting St., Charleston, S. C.; Bowman, S. C., and 2 weeks in West Columbia, S. C. Shows and Concessions of all kinds. No Rides wanted. Have 5. Write or wire Kingtree, S. C., this week.

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.

Defense —

Operators' organizations may win good will by supporting timely causes and movements

The work of at least three operators' associations in the field of public relations is worthy of special comment at this time. Reports of the public relations work of the Minnesota Amusement Games Association have appeared in the trade press for several weeks now.

The Minnesota organization has a special public relations committee which makes regular reports and suggestions to the association and also performs services in every way possible.

A newly formed organization in Canada has named an official of the group to have the specific job of public relations.

The Florida Music Operators' Association is supporting a movement for the establishment of proper dancing places for young people. This is a very appropriate movement for them to support since much of the criticism of phonographs in that State is due to minors dancing in locations known as "juke joints." Under such circumstances, for an operators' organization to take the initiative and support a movement for proper dancing places for young people is a public relations job of real importance.

Some recent public relations work of the Associated Operators of Los Angeles County (Calif.), Inc., will be discussed more in detail in this article. In The Billboard, October 12 (page 80), is an account of the support which the organization is giving to the current traffic safety campaign in Los Angeles. Curley Robinson is secretary of the organization. When a group of operators give verbal support to timely movements it may not get mention in newspapers, but at the same time it is sure to win good will for the business as time goes on.

The important fact is, in this case, that the organization openly and officially expressed its support of an important civic movement. It is true that every operator may be strongly in favor of a movement and may even support it as an individual in tangible ways. But the thing that builds up favorable public opinion for a minor business is open and official expression of support and approval. That is what the Los Angeles group did in connection with the traffic safety campaign.

There are many public movements which deserve support, so that every group of operators will always find something in their city or community which the organization can boost openly and officially.

A more recent piece of work by the Los Angeles group took place at a meeting October 1, when official resolutions expressing support of the movement for national defense were passed by a unanimous vote. To reprint these resolutions in detail will indicate just what can be done by operators' organizations. The resolutions as adopted follow:

"Whereas, the members of this organization recognize the fact that the existence of free institutions and the liberty of our great nation are in jeopardy, and

"Whereas, to defend the liberties granted by the Constitution and the maintenance of its cherished ideals for posterity, every person of our great nation must support

the leader of the United States with every ounce of his strength at his command, to the end that the defense of this nation may be made impregnable against attack from subversive elements, and

"Whereas, this organization has for its avowed purpose loyalty and devotion to the principles of our great Magna Charta and the support of the ideals therein enumerated.

"Now, Therefore Be It Resolved: That the entire membership of this organization, together with all of the employees of the individual members thereof, do hereby unanimously resolve to lend their utmost energies, aid, and support to the Government of the United States in its vast and vital program of National Defense, and do hereby offer, as a matter of record, and do both collectively and individually, whatever may be required for this purpose as such requirements are from time to time made known by our President.

"And Be It Further Resolved: That a copy of this resolution be forwarded to the President of the United States of America so that he may be acquainted with the whole-hearted support which every member of this organization is willing to give him for the purpose of making this nation impregnable against invasion and attack from without."

The organization, by a vote of its directors, also issued an official bulletin calling attention to Registration Day, October 16. The bulletin follows:

"Wednesday, October 16, has been designated by the President of the United States as Registration Day of all males between the ages of 21 and 35 years inclusive.

"In accord with the patriotic precepts of this organization, it is our sincere wish that every member of this organization within the above classification register as early as possible in order to facilitate the registrars in this tremendous task.

"In these momentous times every man must do his part. Definite sacrifices will be necessary in the performance of your duty in helping to meet this emergency in order to preserve the freedom that Americanism has brought us.

"It is needless for us to add that this organization will render every moral and financial aid in preserving the business of any member selected for military training for the preservation of this great nation.

"The future of the country—its democracy, its principles, and its ideals may be at stake. Let us stand ready to defend them."

These examples indicate how organizations may perform timely services by giving official support to current ideas and movements which are either local or national. It is encouraging that several organizations are already keeping abreast of the modern world, and their example is sure to prove very helpful to other organizations that may have overlooked some real opportunities in the past.

When organizations have undertaken to do real public relations job, then it is still more commendable to pass those ideas on to the industry at large so that all may rejoice in the work being done, and so that all may profit from the ideas being tried.

EXPORTS OVER \$1,000,000

August Total Is \$93,740; Canada Is Biggest Buyer

1,434 coin machines on list—expected drop fails to materialize

CHICAGO, Oct. 19.—With totals of coin machine exports for four months still to be added to 1940's total, coin machine export figures for the year should easily exceed \$1,000,000. Current estimates for the 1940 figure reach as high as \$1,250,000.

August exports, as reported by the Department of Commerce, were valued at \$93,740. A total of 1,434 machines were sent to foreign countries during that month.

Canada took top honors in value of exports received, her total being \$10 machines valued at \$54,653. Biggest item in Canada's list was 608 games valued at \$31,141. Vending machines were next in line with the totals, showing 189 machines and \$21,307. Phonographs, however, heretofore one of Canada's principal exports, dropped to only 16 machines valued at \$2,205.

Mexico took the largest number of phonographs, with the Commerce Department's figures crediting it with 176 machines valued at \$21,117. Total exports for our Southern neighbor were 235 machines and \$24,508.

Year's Totals

A resume by months of the first eight months of 1940 shows that exports have consistently hovered around the \$100,000 mark. The average per month exceeds that figure. Following is a statement for the year by month:

Month	Machines	Value
January	807	\$ 80,164
February	1,031	85,030
March	1,076	111,577
April	1,846	108,798
May	1,401	145,002
June	1,220	99,250
July	1,103	101,290
August	1,434	93,740

Totals 10,920 \$825,151

A study of the foregoing totals will reveal that estimates for the year will easily be realized, provided export figures remain at approximately the same figure as in the past eight months.

Comments have been much heartened by the figures shown in export reports inasmuch as these figures had been expected to drop drastically following the beginning of the European hostilities. In the 12 months following the beginning of hostilities, U. S. exports of coin machines have decreased only slightly, totaling \$1,154,348. This is compared with the average pre-war figure of about \$1,300,000. A drop had been expected because Great Britain had been one of the best pre-war customers for coin machines. Naturally, there have been no exports of coin machines to that country during the past year.

List of Exhibitors for Western Show Promises a Big Convention

LOS ANGELES, Oct. 19.—Every indication points to success for the 1940 Western States Coin Machine Convention at the Biltmore Hotel, Los Angeles, November 18, 19, and 20, the show committee reports.

The 40 display spaces in the spacious Galeria Room of the Biltmore have been taken and arrangements are being made for the housing of an overflow, with a likelihood that when the opening day arrives there will be more than 60 exhibitors.

This is a guarantee to all the operators who attend that they will see the latest money-making equipment, the show committee announces. Included will be machines never before publicly displayed, the first complete showing of all types of telephone music, and a deluxe showing of coin-operated motion picture devices.

More than 200,000 pieces of advertising material to promote attendance already have been distributed to operators, jobbers, and distributors all over the United States, Canada, and Latin American countries.

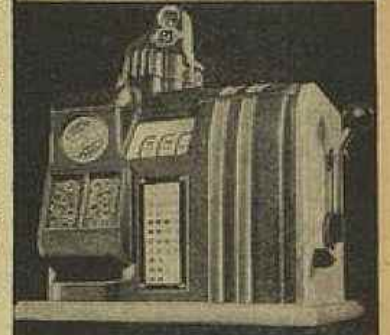
Firms which already have taken space include International Mutoscope Reel Company, Long Island City, N. Y.; National Vendors, Inc., St. Louis; Wolf Sales Company, Inc., San Francisco; Coin Machine System, Los Angeles; Columbia Recording Corporation, Bridgeport, Conn.; Rodney Pantages, Inc., Hollywood; Visual Vendors, Inc., Los Angeles; Advance Automatic Sales Company, San Francisco; Musical Movies Corporation of America, Hollywood; Arthur H. Dugreter, Inc., Haverhill, Mass.; Baker Novelty Company, Inc., Chicago; Gay

Games, Inc., Muncie, Ind.; Vocal-Tele Company, Inc., Hollywood; Mills Novelty Company, Chicago; Superior Products Company, Chicago; the Daval Company, Chicago; Recordall Sales Corporation, Los Angeles; Packard Manufacturing Corporation, Indianapolis; Metermovies, Inc., Los Angeles; Container Manufacturing Corporation, St. Louis; Associated Operators of Los Angeles County, Los Angeles; Phonette Corporation of America, Los Angeles; Magic Music, Inc., Long Beach, Calif.; Bally Manufacturing Company, Chicago, and J. P. Seeburg Corporation, Chicago.



COLUMBIA GOLD AWARD CIGARETTE BELL

With optional front drawer or back-door payout system. Operators' price, \$62.50.



COLUMBIA JACKPOT BELL

Convertible from nickels to dimes, quarters, pennies. Best Bell buy at \$59.50.

Write for Illustrated Circular OK26
GROETCHEN
130 N. UNION CHICAGO

August, 1940, Exports

Countries	Automatic Phonographs		Vending Machines		Amusement Machines	
	No.	Value	No.	Value	No.	Value
Canada	16	\$2,205	186	\$21,307	608	\$31,141
Guatemala	1	125	—	—	—	—
Panama (Rep.)	8	2,135	11	740	20	1,131
Salvador	1	92	—	—	—	—
Mexico	176	21,117	13	1,792	46	1,599
Cuba	1	92	1	70	12	360
Dominican Rep.	3	192	—	—	—	—
Brazil	10	3,299	—	—	—	—
Colombia	4	629	—	—	—	—
Chile	1	175	—	—	—	—
Philippines	2	560	2	510	—	—
Argentina	—	—	8	65	16	171
Venezuela	—	—	256	1,637	—	—
Ceylon	—	—	—	—	2	85
Iraq	—	—	—	—	1	80
Australia	—	—	—	—	19	1,460
New Zealand	—	—	—	—	7	373
U. of S. Africa	—	—	—	—	5	598
TOTALS	223	\$30,621	475	\$26,121	736	\$36,998
Grand Total	1,434 machines valued at \$93,740					

FALL SPECIALS

PHONOGRAPHS

- 2 Wurlitzer 412s \$29.50
- 12 Wurlitzer 412A 84.50
- 10 Wurlitzer 24 74.50
- 5 Wurlitzer 500 149.50
- 2 Wurlitzer 500 159.50
- 2 Wurlitzer 611 69.50

18 Jennings Chalk, Late Models \$22.50 Ea.

LEGALS

- 1 Chicken Sam (Base) \$82.50
- 1 Evans Ten Strike 82.50
- 1 Bally Alley 39.50

AUTOMATICS

- 1 Galloping Domino (Black Gab) \$42.50
- 1 Galloping Domino (Walnut Gab) 79.50
- 1 25c Play Gamelegs 39.50
- 2 Kecco Triple Entry 94.50
- 3 Quinella (Tickets) 32.50
- 1 Santa Rita 149.50
- 4 Ray's Trick 32.50
- 5 Track Times (Red Heads) 47.50

COUNTER GAMES

- All Win Lite & Pack \$12.50
- Royal Flush 8.50 Tally 7.50
- Club House 6.00 High Stakes 7.50
- Smoker Ball 32.50 Smoke Reels 9.00
- 21 Vender 6.00 Whopperdoo 12.50
- Grip Tester 8.50 V. P. Bally 23.50

Terms: 1/3 Certified Deposit, Balance C.O.D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

WHILE SUPPLY LASTS We Shall Ship to Our Customers

IMP

GUM VENDERS AT THE OLD PRICE OF \$12.50 EACH—\$1X FOR \$67.50.
This Offer Subject to Prior Sale.

H. G. PAYNE CO.
312 BROADWAY, NASHVILLE, TENN.

BARGAINS FROM DAVE MARION

- Yest Picture, A-1, Reprinted \$27.50
- Columbia Rear & Front Door Pay, Like New 37.50
- 4 Rod & Drive, 3 Gliders, Like New 12.50
- Challenger 12.00
- Share Vendor 7.50
- Share Ball Title 49.50
- Kirk Guessers 114.50
- Big Star 57.50
- Phonograph 20.00
- Bally Alley 37.50
- Big Six, F.P. 10.50
- Deochboy, F.P. 44.50
- Yacht Club, F.P. 47.50
- Alcohol-Sun, F.P. 17.50
- Bally Reverses 1.50
- 10-1c Green 23.50
- Penny Photo 44.50
- 1c Slots 10.00
- Spottem, F.P. 10.00

Write for Oct. List, F.P. Tables, \$14.50 Up.
Jobbers—Write Us for Conditions, Any Machine, 1/3 Deposit. Requires Packed Right and Prompt.

Write for Complete Season List.

MARION COMPANY, WICHITA, KAN.

WANT A STEADY INCOME!

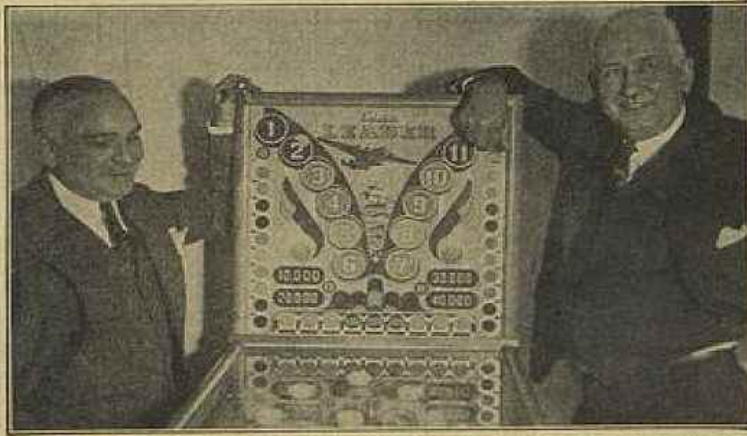
—START A ROUTE OF—
DOUBLE VALUE PHONOS

—PLAYS 2 RECORDS FOR 5c—

These machines beat all competition!
Locations are yours forever!

WRITE TODAY FOR FULL DETAILS!

DROBBINS & CO. 1141-B DEKALE AVE. BROOKLYN, N.Y.



BILL MARMER, OF SICKING, INC., GINGINNATI, receives compliments of John Christ, Exhibit Supply Company sales manager, for the fine job he is doing for Leader, latest Exhibit game.

1000 KISSES

Real love lasts through a thousand kisses and comes back for more... which is the same as the lasting appeal of PHOTOMATIC, whose customers always come back for more pictures. People never tire of this remarkable automatic way of taking their own pictures—and become life-long PHOTOMATIC fans. There's no finer investment in the world!!!

INVESTIGATE!
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

MUSIC MERCHANDISING

Publishers Look to Phonos For Plugs as ASCAP-BMI Feud Reaches Deadlock Stage

NEW YORK, Oct. 19.—With the battle of music between the American Society of Composers, Authors, and Publishers and the National Association of Broadcasters beginning to look more and more like a deadlock, publisher members of ASCAP are formulating definite plans in which the automatic phonograph operators and recording companies figure prominently for plugging and exploiting their tunes in case ASCAP tunes are banned from the airwaves January 1. A decrease of available air breaks is already confronting ASCAP members as a result of network's dictum requiring two or more non-ASCAP songs be used on every musical program. Consequently, with loss of radio as a means for plugging their songs becoming more and more a definite possibility, publishers are preparing unprecedented exploitation campaigns to be centered on music box operators, recording companies, and even location owners.

Supplementing their drive in this direction, song pluggers are picking up where they left off in the days before radio, and once more are courting the favor of acts, night club and theater singers, and any and all others who can sing or play their songs before an audience. Such contacts as these were all but forgotten with the advent of radio. Pluggers deserted performers' dressing rooms for the recording studios. They resorted to getting a personality to use their song in a theater engagement where the theater capacity for the week was only a potential 100,000 or less as small pickings when millions could hear the song on one radio program.

Phonos a Savior

With the possible loss of radio time now staring them in the face, there is little wonder that the publishers are eying with quickened interest their former means of plugging songs and, in an especial manner, the automatic phonograph network and the vast audience to which it plays nightly on its 400,000 outlets.

Publishers in both camps have come to look upon the automatic phonograph as a staunch ally in their never-ending drive to put across their songs. The manner in which the music boxes skyrocketed such tunes as *Beer Barrel Polka* and *Oh, Johnny, Oh* to the heights proved their power. That's why the publishers feel this network will be of greatest importance to them if no settlement is reached and ASCAP music goes off the air.

Several months ago Jack Robbins, head of Robbins, Peist, Miller, the Big Three of the music publishing business, issued a statement on this problem in which he stated, "This medium of exploitation will afford a better buying gauge to music publishers." It is Robbins' contention that if a person will spend 5 cents to hear a song, other people will spend 35 cents to play it from a sheet music copy. "Too often," he observed, "sheet-music sales do not sell enough copies in proportion to the amount of radio performances because the latter renditions are offered free and there is no sales gauge available."

In paying tribute to the importance of the music box Robbins pointed out, "If a song is spotted in only 100,000 machines, or 25 per cent of the total available, and was played only once a night to an average listening audience of five people, that would be a half million hearing units of performances. But we know that a song gets from three to six plays a night, so we can depend upon a few million hearing units in a period of two or three weeks."

Robbins' statements are pretty well indicative of the reactions of other leading music publishers.

BMI Program

ASCAP publisher members, however, are not the only ones seeking to enlist the co-operation of the music box operators. The broadcasters, thru Broadcast Music, Inc., have also been seeking the

help of the music box as a means of popularizing their songs in addition to the steady plugging they receive on the airwaves. Their drive has taken the form of letters to associations and operators asking for their co-operation as well as giving them reasons why they should use their songs in the boxes.

First Meeting of New Ontario Assn.; See a Big Future

TORONTO, Oct. 19.—First meeting of the newly formed Ontario Amusement Machine Association at the King Edward Hotel October 15 got the association off to a good start. Phonograph operators from all Ontario were represented.

The group was the nucleus of what it is hoped will be the largest organization of its kind in Canada. Temporary officers are Art Vineux, president; W. Painter, first vice-president; William Fielding, second vice-president; Art Woods, secretary. Woods is also in charge of public relations.

Highlight of the evening was the announcement that the association may obtain permission from the Ontario Liquor Control Board to locate automatic phonographs in ladies' beverage rooms, part of the proceeds to go to Canada's War Effort Fund.

The present law prohibits the playing of music in these rooms. If the association is successful in obtaining permission, it will open up some 300 new locations in the province.

Principal speakers were Ernie Dowsett, Ottawa; William Fielding, Windsor; Eric Leiberman, Hamilton; Mr. Kusler, Dunnville; Mr. Falter, Toronto; and Lyell Fletcher, representing Resort Hotels.

Manufacturers' representatives who had latest model phonographs on display were Rock-Ola, Wurlitzer, Mills, and Seeburg.

A floorshow presented by McClure Attractions, Toronto, with music supplied by automatic phonographs, climaxed the evening.

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: I'll Get By Somehow, Louise Massey; Rock and Rye Polka, Texas Jim Lewis; Nobody But Me, Leon Pappy Self and His Blue Ridge Playboys; You Are My Sunshine, Pine Ridge Boys; When the White Axles Start Blooming, Swift Jewel Cowboys; Ridin' Down That Old Texas Trail, The Westerners; Put Your Little Arms Around Me, Daphne's Texans.

INTERNATIONAL RECORDINGS: Booneville Ball, Listen to the Lucky Bird, Picnic Polka, Freckled Mac.

FOREIGN RECORDINGS: German, Luftsport Voran, Mein Blonder Matrose; Bohemian, Zlata Praha; Hungarian, Mar Esutan Igy Elem A Vilagam, A Fonoba Szol A Nota; Polish, Chop Suey Polka, List Milosny-Waltz; Scandinavian, Balen I Karlstad; Swedish, Rona, Rama Bagatellen, Briggen Maria; Italian, Dentiera, Fanciulletta Bella; Jewish, Abi Er Ken Tanxon, A Yiddish Tantz.

Pfanstiehl Plans Bigger Distribution

CHICAGO, Oct. 19.—According to Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, manufacturer of the 4,000-play Pfanstiehl needle, the company is now beginning a more extensive promotion of the needle.

Hemminger said: "Because of the response to the new and improved 4,000-play needle we have decided to substantially increase our advertising budget for the succeeding months. We know we have an important story to carry to the phonograph operator and we're not going to miss a trick in getting this story over."

"We have already suggested to our distributors that they take advantage of this new material and thereby reap larger profits from our extensive advertising campaign."



FLYING WURLITZERITES disembark from a plane at the Buffalo airport. They are, left to right, Harry Graham, Wolverine Music & Specialties Company, Detroit; Larry Cooper, Wurlitzer district manager of Illinois and St. Louis; Bill Noisberger, district manager of Minnetonka, Wisconsin, and the Dakotas; and M. G. Hammergren, general sales manager of Wurlitzer. The four on the starboard are greeted by Ernie Petering, assistant sales manager.

Ben Sterling Hits Phono Tax Proposal Of Penn Newspaper

WILKES-BARRE, Pa., Oct. 19.—Benjamin Sterling Jr., well-known phonograph operator of Pennsylvania, was a contributor to "The Voice of the People" column in a recent issue of *The Wilkes-Barre Record* on the subject of phonograph taxation.

Well qualified by long experience in the coin machine trade, Sterling wrote: "Editor of *The Record*: For a fair-minded and conservative newspaper, as the *Wilkes-Barre Record* has always been, you are deeply disappointed in an article that appeared in your paper Monday, October 7, entitled 'Taxes on Coin-Operated Phonographs' and painting a beautiful picture of a \$10,000,000 per-year income."

"What, Mr. Editor, is to become of this country if new forms of taxes are always going to be placed on new industries? Here is the new industry, using thousands of dollars' worth of records, electric bulbs, radio tubes, and amplifiers; employing service men, who in turn use automobiles, gasoline, oil, and tires plus all the men that are employed in manufacturing these machines and those that are engaged in the transportation of these machines—now you want to come along and tax this industry out of business."

"Haven't you had enough experience in business to know that no business can stand a tax of 10 per cent of the gross profits? When you were suggesting that a tax be placed on phonographs, why didn't you consider a bit further and suggest that a tax be placed on the newspapers of the country? Look how many newspapers there are, and what they must take in per year."

"The phonograph industry has no objections to a fair and reasonable tax, and in some localities they are being taxed, but the most the industry can pay is \$1 or \$2 per year per machine the same as any vending machine. The depreciation on these instruments is very rapid; then, too, you must consider that there are repairs, servicing, records, needles, commissions to the storekeeper—all these must come from the earnings."

"We are sure that if you will pursue the foregoing facts and then re-read your editorial, you will be forced to admit that this industry cannot survive a tax of the type you propose."

Supreme's Party Set for Oct. 26

BROOKLYN, Oct. 19.—Willie Blatt and his Supreme Vending Company will celebrate distributorship of the Buckley Music System here with an all-day party Saturday, October 26, at the firm's offices and showrooms.

"We want every music operator to be present," Blatt announces. "This is going to be the Supreme Event. We will show the Buckley Music System in actual operation right in our showrooms, and we also want to tell everyone why we took on the Buckley Music System."

"Operators in New York, Long Island, Staten Island, Bronx, and Brooklyn are urged to be present. Our Bellmore, L. I., office will place cars at the disposal of Long Island operators to bring them direct to our showrooms in Brooklyn."

"There will be entertainment, food, drinks and gifts for everyone. Factory experts as well as DeWitt (Doc) Eaton, Eastern regional manager for Buckley Music System, Inc., and Pat Buckley, president of the firm, will be on hand to talk to the music operators," Blatt stated.

Orchids to Phonos From Clyde McCoy

AKRON, O., Oct. 19.—Clyde McCoy, of Sugar Blues fame, is one band leader who isn't particularly interested in having a radio hookup, he said while in town for a personal appearance. He likes to be on the road, he declared, playing to live audiences.

McCoy credits automatic phonographs as doing more for him than any other public medium. He cited the case of the wide use of *Sugar Blues* on the automatic phonograph circuits.

**ASK YOUR DISTRIBUTOR
ABOUT OUR NEW DEMONSTRATION OFFER**

ON THE

BUCKLEY MUSIC SYSTEM

WITH THE
SENSATIONAL DIRECT "TOUCH-TO-TOUCH" ACTION

AT NO COST TO YOU!

BALTIMORE, MD.

ORIOLE COIN MACHINE CORP.
138 WEST MT. ROYAL AVE.

BELLMORE, L. I., N. Y.

SUPREME VENDING COMPANY, INC.
291 GRAND AVE.

BIRMINGHAM, ALA.

BIRMINGHAM VENDING COMPANY
2117 THIRD AVE., NORTH

BROOKLYN, N. Y.

BUCKLEY MUSIC SYSTEM, INC.
680 BROADWAY
SUPREME VENDING COMPANY, INC.
557 ROGERS AVENUE

DALLAS, TEX.

WALBOX SALES COMPANY
1713 YOUNG STREET

DENVER, COLO.

BLACKWELL DISTRIBUTING COMPANY
585 MILWAUKEE STREET

DETROIT, MICH.

AMERICAN NOVELTY COMPANY
3185 GRAND RIVER AVENUE

FAIRMONT, MINN.

MID-WEST NOVELTY COMPANY
109 E. SECOND STREET

FORT WAYNE, IND.

INDIANA SALES COMPANY
209 SO. CORNELL CIRCLE

HAVANA, CUBA

L. H. McMASTERS
AVE. 8, ENTRE 12Y, 13 AMP. ALMENDARI



INDIANAPOLIS, IND.

WIRED MUSIC
626 MADISON AVE.

LOS ANGELES, CALIF.

WILLIAM CORCORAN
2313 W. PICO BLVD.

MEXICO, D. F.

ROBERT W. WEEKES
APDO. POSTAL 8902

MIAMI, FLA.

LES PURINGTON
525 N. W. 24TH AVENUE

MINNEAPOLIS, MINN.

MUSIC INSTALLATIONS
1318 NICOLLET AVENUE

NEWARK, N. J.

ROYAL SALES COMPANY
641 HUNTERDON STREET

NEW ORLEANS, LA.

BUCKLEY MANUFACTURING SALES CO.
2215 CANAL STREET

OTTAWA, ILL.

WOLFE MUSIC COMPANY
920 E. MAIN STREET

PITTSBURGH, PA.

ORIOLE COIN MACHINE CORP.
1410 FIFTH AVENUE

PORTLAND, ORE.

WILLIAM CORCORAN
807 S. W. 18TH STREET

PONTIAC, MICH.

WOLVERINE ENTERTAINERS, INC.
83 NEWBERRY STREET

SAN FRANCISCO, CALIF.

WILLIAM CORCORAN
927 LARKIN STREET

ST. LOUIS, MO.

PUBLIC SOUND SYSTEMS
2718 GRAVOIS STREET

TOLEDO, O.

NATIONAL SOUND SYSTEM
2137 TRYON LANE

WEST ALLIS, WIS.

PATTERSON & DENNISON, INC.
6210 W. GREENFIELD AVE.

DISTRIBUTORS, ATTENTION! A FEW TERRITORIES STILL AVAILABLE! WRITE OR WIRE QUICK!

BUCKLEY MUSIC SYSTEM INC.
4225 W. LAKE ST. - CHICAGO - ILL.



EASTERN FLASHES

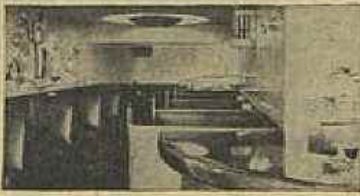
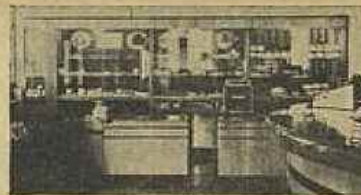
NEW YORK, Oct. 19.—Plenty reports coming from Chicago about new products in the works that incorporate many fresh and different ideas. Many will be unveiled at the coin show. Manufacturers are preparing for the biggest convention of all time.

FAST FLASHES

Ery Miller and Raymond Knox, of Midway Vending, announced their appointment as distributors for the Shipman line. Boys are enthused over the reception being given their three-column 1-cent cigarette vander. . . . Bert Lane out to Chicago this week to look over new products coming off the Genco production line. Before leaving, Bert reported that his firm is hard pressed to fill orders for Genco's Chief and Mutoscope's Sky Fighter machine gun. "Both machines are top money getters," he explained. . . . Irving Sommer, of Modern, leaves for a few weeks in Florida. . . . Rudy Greenbaum, of Packard, expected back any day now. He attended a pow-wow of Packard district managers which Homer E. Capehart called last week at the firm's Indianapolis headquarters. . . . Dave Firestone must feel pretty bad over Detroit losing the World Series.

FOR SALE

- 4 Counter Wurlitzer 61s \$ 75.00 Ea.
 - 13 Seeburg Gramos, 2 Places 150.00 Ea.
 - 4 Seeburg Gramos 115.00 Ea.
 - 8 Rockola 29 85s. 125.00 Ea.
 - 5 Rockola 29 DeLuxe 140.00 Ea.
- KING AUTOMATIC MUSIC CO., Elwood, Ind.



HY-G GAMES COMPANY, Seeburg distributor in Minneapolis, report that operator John P. Halteen worked with architects prior to making a complete Seeburg wireless remote control installation in the \$50,000 location pictured above. It is Nolan's Cafe and boasts having 10 Wall-o-Matics, a de luxe SpeakOrgan, and an Envoy Symphonola.

AROUND THE TOWN

George Ponsler hung up some sort of record last week, according to Jack Mitnick, when he stayed in town for seven days without having to leave on some sort of trip. . . . Dave Simon, of Simon Sales, daily waxes more enthusiastic over Western's Record-It. "The profits it's earning prove it is opening a new type of operation for coinmen," he says. . . . Jack Fitzgibbons spent a week in Chicago arranging for speedier

delivery of Bally Rapid-Fire machine guns. "We placed one whole of an order and will be able to supply our customers quickly," he stated upon return. Right now Fitz is combing the city for sites where batteries of the guns may be set up. . . . Mike Munves is telling everyone that Allied Wholesaling is going into action now that George Ponsler offices are affiliated with the group. . . . Bill Alberg and Charley Aronson are making Brooklyn Amusement Machine Company one of the busiest coin spots Brooklyn has ever known, according to reports. . . . DeWitt (Doc) Eaton doesn't know what to do to keep a stock of Buckley Music Systems on hand, he says. "Every time I think we have enough on hand something happens to clean me out. The way operators are going for Buckley is really remarkable."

COIN SHOTS

Al Simon, Jack Semel, and Irving Blecker at Savoy Vending report operators are going strong for Chicago Coin's new Fox Hunt. "Looks like we are going to have the same trouble on this game as on all other Chicago Coin products," they state. "Operators wait around here all day long to grab them off as soon as they arrive." . . . With Stoner's Hold-Over taking hold, Hymie Budin believes ops here are set to enjoy the biggest season they've ever had. . . . Do you know that Tony Gasparro has a weakness for Chinese food? He hasn't had much time to enjoy it lately, however, because operators are keeping him on the jump with orders for Exhibit's Leader, he says. . . . Danton Walker's column in *The Daily News* carried an item about Mutoscope's Sky Fighters. . . . Earle C. Backer's credit plan for all National Novelty customers is the cause of much comment among out-of-town coinmen, it is said. . . . Willie Blatt, of Supreme Vending, is staging a

strong comeback in the distrib field. . . . Marshall Corrine reports that he is so busy with Marcor's 1-cent vander that he can't leave the factory to make the rounds the way he'd like to. "We're trying our best to speed production to meet the increasing demand," he says. . . . Sam Sachs, of Acme Sales, is reported reading a surprise for the music trade that will bowl the boys right over. . . . If Modern Vending execs want some good entertainment, as well as concrete proof of the excitement stirred up among out-of-town coinmen by their 16-page announcement of "Modern Goes Seeburg," they should hear all the comments.

JERSEY JOTTINGS

Barnet (Sugy) Sugarman reports he's really going to town with Buckley Wall Boxes and that his only troubles are deliveries. . . . Abe Green, Sugy's partner, is engaged and all set to take the plunge soon. . . . Headquarters of George Ponsler's Newark offices continues to be crowded all day long. Irv Morris reports, "Right now Chicago Coin's Fox Hunt and Gottlieb's Gold Star are the cause of most of the commotion," he says. . . . Irv Orenstein, of Hercules, is now spending evenings at the office helping to get machines out to operators at a faster clip. . . . Dave Stern, of Royal, has recovered from a bad cold and is back in action again. . . . Eddie Corristen, of the Palisades, is reported all set to announce some surprises to the trade.

FROM ALL AROUND

In Baltimore Roy McGinnis reports he has unleashed a fall sales drive that's bagging plenty of orders. Eddie Ross is reported busier than ever before, and Irv Blumenfeld, of General Amusement, is raving about Gottlieb's new game. . . . In Philadelphia Joe Ash, of Active, is enjoying a great season judging by the rapid clip games go out of his showrooms; L. H. (Izz) Rothstein, of Banner Specialty, is reported to have placed one of the largest orders in his history for Daval's American Eagle. . . . In Pittsburgh B. D. Lazar is all hepped up over the 15-day money-back guarantee on Bally's Rapid-Fire. . . . In Albany, N. Y., Seiden Distributing Company officials announce their appointment as special factory representative for Automatic Hostess. Territory includes entire State except New York City.

OFF THE CUFF

Jerry Thorner, of Manhattan Distributing Company, who came in from Baltimore to assist Joe Eisen and Dave Margolin, expects to remain in New York for some time, as things are clicking and he is needed. . . . Harry Hoppe, the Baker representative here, reports everything is fine. . . . Max Welos, well-known Brooklyn op, recently moved into large headquarters and is operating under the names of Eat-All Products Company, Inc., and M. W. Vending Company, practically every machine with a coin chute. . . . Jack Kay, Ace Distributing impresario of Newark, N. J., heaved a sigh of relief this week when the trokmen signed up after a lengthy strike. Jack can now take care of his customers' orders which unfortunately had been delayed.

ALL MUSIC OPERATORS INVITED TO THE "SUPREME EVENT" ALL DAY SATURDAY, OCTOBER 26TH OF THE BUCKLEY MUSIC SYSTEM WITH "DIRECT-TOUCH-TO-TOUCH-ACTION"



Fun! Food! Entertainment! A grand good time for all! BE SURE TO ATTEND! After making 32 installations ourselves—let us tell you WHY WE'RE PROUD TO REPRESENT BUCKLEY!! SEE THE BUCKLEY MUSIC SYSTEM IN ACTION—JUST LIKE ON LOCATION! GET A 30 DAYS' FREE TRIAL INSTALLATION AT ABSOLUTELY NO COST TO YOU! WATCH IT DOUBLE YOUR PROFITS! ENJOY A GOOD TIME—TO BRING BACK GOOD TIMES TO YOU AGAIN!!

SUPREME VENDING COMPANY, INC.

557 ROGERS AVE., BROOKLYN, N. Y.
LONG ISLAND OPERATORS: CARS WILL BE WAITING FOR YOU AT OUR OFFICES AT 201 GRAND AVE., BELLMORE, L. I. TO TAKE YOU OVER!!

A-T-T-E-N-T-I-O-N MARYLAND OPERATORS

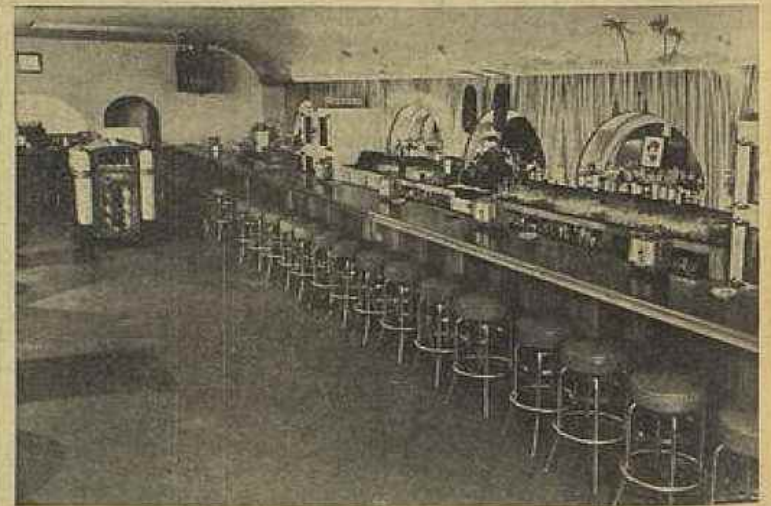
It gives us great pleasure to announce to the trade the appointment of **ART NYBERG** As Our Representative Covering the Sale of **SEEBURG PRODUCTS FOR THE STATE OF MARYLAND**

"ART" is Well Known to All of Us and is Already Set Up With Modern Offices, Showrooms, Complete Service and Parts Department Located at **708 NORTH HOWARD STREET, BALTIMORE, MARYLAND, FOR A REAL DEAL IN AUTOMATIC MUSIC SEE "ART" NOW!!**

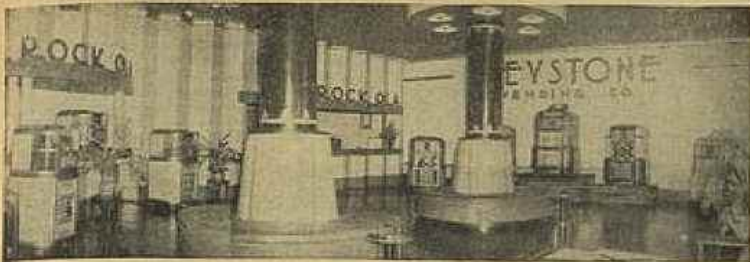
There is Nothing Like Operating **SEEBURG REMOTE CONTROL** THE FACILITIES OF ALL OUR OFFICES ARE AT YOUR DISPOSAL

Automatic Amusement Co.

Frank Engel Mike Spector
919-21 NORTH BROAD STREET, PHILADELPHIA, PA.
Branch Offices: WILKES-BARRE . . . HARRISBURG . . . WILMINGTON
"The House That Seeburg Built"
SPECIALIZING IN THE SALE OF SEEBURG PRODUCTS ONLY



ONE OF AMERICA'S MOST FAMOUS BARS, the Panama Bar, San Diego, Calif., has a complete Keeney wall box installation to make music accessible to every patron. On the Panama Bar are 10 Keeney wall boxes, some of which may be seen in the above picture.



BEAUTIFUL SHOWROOMS OF KEYSTONE VENDING COMPANY, Rock-Ola distributor in Philadelphia. The design is modern thruout and was styled by a leading architect. Rock-Ola phonographs are well displayed and match in beauty the modern surroundings.

"Phonos Must Be Important," Declares Wisconsin Paper

Wilkes-Barre, Pa.

SUPERIOR, Wis., Oct. 19.—Statement by Mrs. Nellie Taylor Ross that the mints are running behind in coinage production, due to the popularity of automatic phonographs and vending machines, is producing valuable comment and publicity for the coin machine industry.

The Evening Telegram, published in Superior, recently commented editorially: "To the average non-jitterbug citizen it often seems there are automatic phonographs just about everywhere he goes. It turns out he isn't far wrong."

"Mrs. Nellie Taylor Ross, director of the U. S. mints, reports coinage is running behind schedule. She told a congressional appropriations committee that production is currently 23,600,000 pieces behind demand.

"And Mrs. Ross says one of the major reasons is the enormous increase in popularity of automatic phonographs and vending machines. Of course, defense taxes have swelled the need for pennies and there is generally more money in circulation than there was a few years ago, but the chief factor in the coin shortage seems to be the hungry maw of the nation's nickel music and vending machines.

"So maybe we'll have to begin taking the automatic phonograph seriously. When any device throws the U. S. mint behind schedule it must be important."

WILKES-BARRE, Pa., Oct. 19.—Sales-board distributors were pleased when mention of using salesboards as a means of raising funds for Mickey Rooney's band was made in the picture, *Strike Up the Band*.

Several vending machines in the Eagles' Home were broken into last weekend with the loot reported to be more than \$100. Other pinball and vending machines have been robbed recently, with the cigarette machines getting the worst of it.

Operator Harry Achenbach, of near-by Bloomsburg, Pa., was a big loser when his cigarette vending machine, located in Cain's, Bloomsburg, was pilfered over the last week-end.

The exceptional lull in the anthracite industry, which is the area's main business, is reported the reason for the coin machine men's complaint that business is under par. However, the cold spells are expected to spur coal orders and coinmen feel sure that they will be among the first to feel the rise.

Ben DeFazio, of near-by Moosic, Pa., and Hans Lindeman, Roth Novelty Company, report that with the advent of the grid season the stock football disks are beginning to make a fair showing, but not enough to get excited about.

Practically all the local operators are planning to attend the Eastern premiere of the Mills Panorama movie machine in New York and will take along members of their staffs. Ben Sterling and several members of his Sterling Service are going, as is Ben DeFazio, Max Roth, and Hans Lindeman, of Roth Novelty.

Hans Lindeman is handing out cigars again, the occasion being the birth of a girl, the second to the Lindemans.

According to reports, local coinmen are thinking of forming a social organization, with a clubroom and everything.

A collection of century-old music boxes were among the exhibits at a recent antique show, along with one of the first coin-operated music boxes.

Cigarette vending machine operators are beginning to get some real competition from local storekeepers. . . . Price of machine cigarettes is 17 cents a pack, while many stores and restaurants charge 16 cents, with others charging 15 cents, same as the chain cigar stores. Chain grocery stores, particularly the A. & P., sell them for 14 cents.

Major Boxes Premieres Eddie Lane's New Song

NEW YORK, Oct. 19.—*Let's Dream This One Out*, Eddie Lane's new ballad, received a send-off on Major Boxes' Family Program Sunday, October 13. Plug was carried by some 60 stations, with Eddie's co-author, Bob Reed, of Major Boxes' staff, featured in the presentation.

The Major asked for comments on the tune and a deskful of mail was received Monday.

Here's why Keeney WALL BOXES Are the Best Buy for You!



SEE YOUR KEENEY DISTRIBUTOR Today!

- 1 INCREASES PROFITS
Keeney Wall Box operators everywhere report profit increases varying from 200 to 700%!
- 2 MADE FOR ALL MAKES AND MODELS
Keeney Wall Boxes have 100% utility! They are made for every make and model of phonograph!
- 3 QUICK, EASY, INEXPENSIVE INSTALLATION
Keeney Wall Boxes are simple to install! Extremely small cable no larger than a soda straw!

J. H. Keeney & Co. INC.
"The House That Jack Built"
2001 CALUMET AVE.
CHICAGO - ILLINOIS



Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.
- The 1940 Western States Coin Machine Convention, Biltmore Hotel, Los Angeles, November 18, 19, and 20.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.
- Dairy Industries Exposition, Atlantic City, October 21 to 26.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- Bottlers' 22d Annual Convention and Exposition, Music Hall, Cincinnati, November 11 to 15.



A CHECK CHANGES HANDS between Willie Blatt, Supreme Vending Company, Brooklyn, and DeWitt (Doc) Eaton, Eastern division manager for Buckley Music System, Inc. The check is in payment for Blatt's first order for Buckley

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

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PLAYS

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For Automatic Coin Phonographs
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No. 4 Adjustable Pad—Accommodates all makes and sizes \$10.25 each
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Wide investment at small cost because only one size pad or harness needed. Sturdily made and waterproof.
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The music you sell is only as good as the needle you use
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On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 13)

MARY SMALL (Okkeh)

Some of These Days—V. Can't Help Lovin' Dat Man—V.

A judicious coupling of two standards gives the youthful Miss Small another fine opportunity to show that she is possessed of one of the best (and possibly one of the least appreciated) vocal talents in the business. There may be those who think that only Sophie Tucker has any right to do *Some of These Days*, but this version ought to change a few of those opinions.

ALBERTA HUNTER (Bluebird)

The Love I Have for You—V. My Castle's Rockin'—V.

The septia Miss Hunter, a new Bluebird acquisition, waxes a couple of her own compositions that are a slightly startling study in opposites. The first finds the singer in a soulful lament whose balladry is rendered a little ludicrous thru Miss Hunter's pseudo-dramatic and affected phrasings. Flip the disk over and you get a distinctly eyebrow-lifting ode whose meaning is unmistakable. With good material and without the histrionic trappings, Miss Hunter can sing, but you'd never know it from this effusion.

TONY MARTIN (Vocalion)

A Song of Old Hawaii—V. My Sweetheart—V.

Before leaving the erstwhile Vocalion label for Decca some time ago, Martin disked this pair of "hula fox trots" to an accompaniment by Mannie Klein's small combo. With *Old Hawaii* on a publisher's current plug list, Okkeh (successor to Vocalion) makes a bid for some of the Martin popularity, translated in terms of record sales, with this couplet. It has nice possibilities of turning out the way they hope it will.

RUSS MORGAN (Decca)

After Dark—PT. Bye-Bye Lullaby—PT. VC.

The first side is a sultry tune, played in the same vein by Morgan. This is a particularly smooth job for this band, and the smoothness carries over to the companion piece. There's plenty of nice, soft, easy listening quality to both these sides.

ALEC TEMPLETON (Columbia)

Vocal Impressions—Comedy Sketch with Piano Acc. Caprice in Old Style—Piano solo.

Templeton's usually infallible satire pulls a little at the seams on side A

here, for the first time since this indimitable artist has been recording his brilliant satiric thrusters. Here the English ballad singer's impression is better than the Russian basso, but the whole business sounds a little too forced and effortful. The companion piece displays Templeton's customary facile ivory technique.

GLENN MILLER (Bluebird)

A Handful of Stars—PT. VC. Yesterthoughts—PT. VC.

Miller comes up this week with a couple of ballads, played in his swiftest manner, after his recent flickers into blues (*What's Your Story, Morning Glory*) and boogie-woogie (*Best Me Daddy, Eight to a Bar*). This double is typical Miller, which usually means good coin phono return. *Yesterthoughts* is an old Victor Herbert melody, but it's anybody's guess as to whether it's a potential Indian Summer or not.

MART KENNEY (Bluebird)

I'd Love To Live in Loveland—PT. VC. I'll See You Again—W. VC.

Kenney is one of Canada's best known bands, but that won't help his commercialism here where he is practically unknown. Letting this disk speak for him doesn't redound too much to his credit either, since it displays a nice enough brand of music, but one lacking in any sparkle or brilliance. Ensembles, solos, vocals are all soft, easy, and pleasant, but totally undistinguished.

COUNT BASIE (Decca)

At the Piano—Five-Record Album.

Decca's merchandising ability is demonstrated particularly in the constant flow of packaged disks glorifying outstanding swing names that it produces. This time it's Count Basie with 10 of the sides he made for Decca (before he left that label) and which have been released individually, put together in attractive album form, and issued as one compact field day for Basie fans. No band on these, only guitar-bass-drums background—plus, of course, some of the finest pianistic swing has ever fostered.

TOMMY DORSEY (Victor)

Two Dreams Met—PT. VC. When You're Awake—PT. VC.

The latest in the seemingly endless parade of similarly styled Dorsey disks. There's no doubt that the combination of Tommy's trombone and Frank Sinatra's voice is potently listenable, but a



JAMES ROOSEVELT AND FRED MILLS (left) observe the Mills Panoram machine in detail. Eastern premiere showing of the movie machine was held at the Hotel Waldorf-Astoria, New York, October 21 and 22. Roosevelt heads Globe Productions, which makes films for the machine, and Mills is president of the Mills Novelty Company, Chicago.

change of diet occasionally would not be amiss. Connie Haines' A side vocal isn't enough of a change, and the result here is just another of the stock ballad outpourings that Tommy broke up in recent months only long enough to deliver the memorable *I'll Never Smile Again*.

SACASAS ROYAL HAVANA ORCHESTRA (Decca)

The Breeze and I—Rumba. Elude Change—Rumba; VC.

This Cuban ork has been attracting some attention in this country, but this record does little to boost its stock. It's a bit late for a *Breeze* and *I* release, even one played exceptionally well—and this version is rather ordinary. Latin American music enthusiasts will, of course, be interested here, but general consumption in large doses is dubious.

LARRY CLINTON (Victor)

Dancing on a Dime—PT. VC. I Hear Music—PT. VC.

Clinton steps back on the Victor label, after a number of issues on Bluebird, to cut two tunes from the Paramount film of the same title as the A side of this disk. The band, as is customary with it, knocks them out with drive and solidity, and if the songs themselves become front-runners, Clinton's versions of them ought to be among their top standard bearers in the nation's phonos.

SLIM GAILLARD (Okkeh)

Don't Let Us Say Goodbye—PT. VC. Broadway Jump—PT. VC.

Side two here is a masterpiece of unintelligible mouthings passed off as a vocal chorus, but for all its indescribable verbal contortions it's highly listenable in a unique sort of way, and humorous in Slim's matter-of-fact ending of each eight-bar phrase with the explanatory "that's the Broadway Jump." The platemate vocal is in English and sung nicely, and the band acquits itself excellently on both sides.

DICK ROBERTSON (Decca)

My Greatest Mistake—PT. VC. Darling, How Can You Forget So Soon?—PT. VC.

Robertson and a pair of sobby ballads like these two invariably make a commercial combination. There's nothing unusual in the songs or the Robertson treatment of them, but like all his other pressings of this type of weepy ditty they'll undoubtedly do well in the sales department.

JACK TEAGARDEN (Columbia)

Peg o' My Heart—PT. Rippling Waters—PT.

These two items were recorded by Teagarden's original band, which displays a lovely blend on *Peg o' My Heart*. The reverse, a Willie Smith composition, is less outstanding, but it contains some jazz passages that the habitues of hot music will take to their bosoms, and, of course, superimposed over the whole on both sides is the renowned trombone of Jackson T.

JIMMIE LUNCEFORD (Columbia)

Let's Try Again—PT. VC. Swingin' on C—PT.

Lunceford is one of the most consistent record makers on any disk label—consistent, that is, in his turning out of solid jazz and equally solid balladry.

These two latest sides are further proof of this ork's ability to produce danceable, listenable, quality music. Color contrast is usually noticeable on Lunceford disks, in the form of cogent pairings of one slow, easy number and one killer-diller. The combination, arranged and played as it is here, is uncommonly worth any disk buyer's half a dollar.

TOMMY REYNOLDS (Okkeh)

I'll Tell It to the Breeze—PT. VC. Jungle Jive—PT.

Side B is the only one of note here, the build being just another ballad played in just another arrangement. *Jungle Jive*, however, is something to listen to, unless prejudices about Reynolds' obvious copying of Artie Shaw's former style creep in. Tommy makes it sound a little too much like the Shaw of a year or so ago, complete to tom-tom beats and weird clarinet passages. It's unquestionably well done, but Reynolds is good enough to find his own particular forte without sping anyone. He ought to find it before he buries his own potentially worthwhile identity under the stigma of imitator.

DOROTHY LAMOUR (Bluebird)

Moon Over Burma—V. Mexican Magic—V.

Commercial possibilities are good here because Miss Lamour does both these songs in her latest picture, which bears the same title as the A side of the disk. Her silky voice finds a nice complement in the melodies themselves, with *Mexican Magic* the standout side due to a rumba rhythm that adds a lot of punch to the arrangement.

ORRIN TUCKER (Columbia)

I Love Ya, I Betcha—PT. VC. La Rotta—PT. VC.

La Baker enters the lists again with one of those tailor-made "cute" songs that all spring from the same source that produced the now immortal *Oh, Johnny*. Bonnie is certainly the best of the baby-talk crooners by far, but it's difficult to find these recurrent ditties, even when she does them, quite as refreshing as they might have been a year ago. The *Bodyguards'* vocal chorus on the 1923 old-timer on side B is excellent, as is usually the case with this group. As for the band's performance on this double, it's no better nor no worse than always.

DICK JURGENS (Okkeh)

In a Moonboat—PT. VC. When You Said Good-Bye—PT. VC.

This time it's a pair of ballads, arranged and played conventionally straight, that Jurgens offers for public approbation. Neither song has as yet amounted to anything on hit lists, and Jurgens' work on them is too lackluster to give them much of an assist. That said, this ork is better when it's got something more unusual to play around with.

BLUE BARRON (Bluebird)

You Walk By—PT. VC. It's Right o'Clock—PT. VC.

Barron incorporates so much of his particular stylization in the arrangements here that finding the basic melody under them is like trying to uncover the (See ON THE RECORDS on page 70)

Just released—and already a hit!

FRANKIE CARLE'S FALLING LEAVES

★ ★ ★ ★ ★

Says Billboard in Record Buying Guide

Oct. 12

Few music machine operators will ever forget Frankie Carle's great hit of a year ago, *Sunrise Serenade*. Here is another Carle composition in the same vein with a melody every bit as litting and appealing.

Oct. 19

If the nickel droppers liked *Sunrise Serenade*, they can be presented with another one in the same pattern, thanks to Frankie Carle, who wrote a follow-up which is every bit as good as his original hit.

JEWEL MUSIC PUBLISHING CO., Inc.
1674 BROADWAY NEW YORK, N. Y.

News Notes

Paul Whitman is organizing a band again, having tired of being a farmer. . . . G. Mars, a graduate from the Major Bowes program, has signed a contract with Columbia. He has recorded two numbers from "The Mikado" and "Iolanthe." . . . George Hall, with Dolly Dawn, returns to the Okch label next month. . . . Latest leader to record a football song is Johnny Long, who made "Stars Over the Campus" for Decca. . . . Col. Thomas H. Atherton, commander of the 109th Field Artillery in the 53d Pennsylvania Artillery Brigade, states that patriotic records heard on music machines bring an inspiration far removed from ordinary flag-waving methods. He holds in high regard the recorded versions of "I Am an American" and "God Bless America."

Favors Hillbilly Records

FRANK MAZONE, who covers Denver for Modern Music Company, reports that he always keeps at least one hillbilly recording in each music box on his route. From his observation, that tune usually ranks with the top hits of the day.

"Right now," says Mazon, a strong hillbilly tune is "San Antonio Rose" because of its recent release with a vocal. We formerly had a straight musical version of this song but it failed to become a real draw until a vocal chorus was added."

"Maybe" an Old-Timer

THE Record Buying Guide leader, "Maybe," was written in 1923 by a piano team, Frank Madden and Allan Flynn, who peddled it to the music publishing houses with no luck. They then promoted it among the singing waiters in a Manhattan cafe and it soon became one of the leading request numbers of the day. However, it got little mention nationally until 1937, when Dick Robertson recorded it for Decca. Robbins Music Corporation published it early this year but didn't promote it until August. Over 10 name orchestras have recorded the tune. Incidentally, the team of Madden and Flynn haven't had a hit since "Maybe."

Paramount Stunt

HARRY KALCHEIM, booker of the Paramount Theater, New York, and a

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

great booster of the music machine industry, has installed a music box in the lobby of the theater to play all the latest and most popular records of the band currently playing the house. For the last fortnight 20 of Frankie Masters' records have been on the machines. Current set is that of Tommy Reynolds, who is this week's attraction. During the month of November tunes recorded by Glen Gray will be on display, while the maestro himself will appear on the stage.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites. In addition to the national leaders listed in the Record Buying Guide.

BOSTON:

I Want To Live. Leo Reisman.

This tune is destined to become a national favorite, Boston operators say, because it has tremendous appeal. It is featured in Ed Wynn's new show, Boys and Girls Together, which was seen here before its opening in New York. Hence the recording of it has caught on quicker here than in any other part of the country. The Reisman orchestra is one of the first to make it.

PORTLAND:

Bartender's Polka. Harry's Tavern Band.

Among the most popular tunes on locations here are polkas. Above-mentioned number is one of the latest and one of the most popular and suitable in any tavern. Other tavern favorites here include Rock and Rye Polkas and Seven

Reers With the Wrong Woman. Latter recording features a novel arrangement by Texas Jim Lewis and his cowboy band, vaude and radio attraction.

ST. PAUL:

Dreaming Out Loud. Benny Goodman.

Publicity of Goodman's return to the band field has boosted the popularity of his recent records considerably. This Minnesota area likes the Goodman swing and plays repeatedly almost every record carrying his name. Goodman will be on tour again next week, starting with a one-night engagement in Brooklyn.

BURLINGTON:

Hit the Road. Andrews Sisters.

The song is featured by the Andrews Sisters in their current picture, Argentine Nights, and the recording is reaping its share of success. This Vermont town is one of the first to report its popularity on music machines.

KNOXVILLE:

There I Go. Vaughn Monroe.

Monroe, a newcomer among the record-

ing orchestras, is displaying slow but sure signs of doing good work for the operators. He is developing a following and his style of music is well liked on many music box locations. Song mentioned above is a current favorite in Tennessee.

INDIANAPOLIS:

Star Dust. Glenn Miller.

This tune is staging a fine revival on most locations here. Some music boxes have it in various other versions, one being Jeep's Blues, recorded by Johnny Hodges, and a hit in the colored neighborhood.

Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended October 18 and the week before, ended October 11. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1.—Ferryboat Serenade	4
2.—Practice Makes Perfect	2
3.—There I Go	3
4.—Our Love Affair	5
5.—Trade Winds	1
6.—Same Old Story	6
7.—Only Forever	9
8.—New I Lay Me Down to Dream	7
9.—Call of the Canyon	—
10.—Rhumbogie	—

SENSATIONAL NEW INSTRUMENTAL!

"OFF THE RECORD"

as recorded by BOB CHESTER on Bluebird No. 10865

musical ingenuity and concrete listening appeal. On the Records—THE BILLBOARD, Oct. 12, 1940. Published by

W. A. QUINCKE & CO.



ON BLUEBIRD RECORDS

SHEP FIELDS

Offers the Season's Newest and Greatest Novelty
A NATURAL FOR COIN MACHINES

WHEN THE MUSH BEGINS TO RUSH DOWN FATHER'S VEST

BLUEBIRD
No. B-10889

And here are two other nickel grabbers:

MOON OVER BURMA

DOWN ARGENTINE WAY

Dan Richman, of The Billboard, Says:

"Fields has a nice commercial item in this pairing of two good songs from forthcoming pictures. Each tune will undoubtedly make its presence known to a good extent to the public, both because of normal plugging and their movie genesis, and Field's gives any disk buyer his money's worth with his smooth, danceable, listenable interpretation of them."



Currently
ESSEX HOUSE
New York City

Old Coin-Operated Music Box Found At Waterloo, Ia.

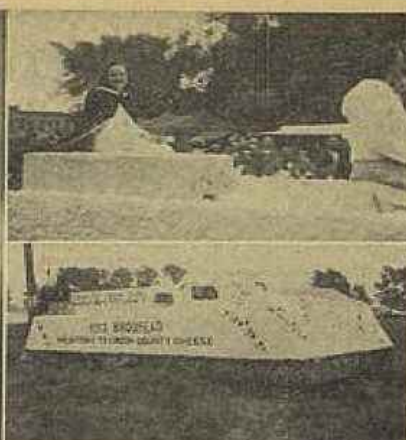
WATERLOO, Ia., Oct. 19.—Music machines popular when the Florodora girls danced across stages and when another Roosevelt was in the White House have been located in Waterloo. Of the three old music machines found by *The Waterloo Sunday Courier*, one is a coin-operated Regina, which offered a choice of eight different tunes. The records used by the Regina, made of zinc, copper, and steel, are perforated. The perforations on the rotating disk bring out the music.

The other two machines are table models, one using disks similar to those on the Regina and the second using cylinders. The *Courier* devoted almost a full page to the story of the music machines along with pictures of the machines and their owners.

The coin-operated Regina was found by its present owner in Burlington, Ia. Among the records secured with the machine are tunes with last century dates on them. Yet, many of them have been re-popularized by 1940 orchestra leaders. One of these is the Mexican piece which was so popular in the past few months, *Alla en el Rancho Grande*. Other



CROWNED QUEEN OF THE WISCONSIN CHEESE FESTIVAL, Lillian Fleck, secretary to Clint Pierce, head of the G. S. Pierce Music Company, is the center of interest in the annual parade. Miss Fleck is well known to operators who call at the Seeburg distributor's office.



old stand-bys on the machines are *Juanita*, *Stars and Stripes Forever*, *Yankee Doodle Boy*, *You're a Grand Old Rag*, *In the Shade of the Old Apple Tree*, and *Mary's a Grand Old Name*.

To make the Regina play, a dime is inserted in a slot to the right of a crank on the side. An oddity is the fact that carved over the chute is the legend "Place 5 Cents Here," and it is impossible to get a modern nickel thru the hole. A dime just fits.

The coin starts the machine and one of the eight records is selected. The disk rotates after being raised to a spindle. Perforations vibrate a series of tiny pins causing musical notes.

Modern Arranges 4 Installations

NEW YORK, Oct. 19.—Plenty of overtime has been put in by executives of the Modern Vending Company the past few weeks, according to reports. Nat Cohn, Irving Sommer, and Harry Rosen have been burning the midnight oil.

They say it's all due to their eagerness to be of assistance to operators in setting up Seeburg central music systems. "The four installations we arranged for operators last week took plenty of time and work," they stated. "But it was worth it, for it enabled us to prove our willingness to be of assistance to operators at all times. We helped these men select central locations for their systems, worked out details with the telephone company regarding rates and service, and even offered training on the selection and training of the girls who are to take care of the requests for records."



WHEN WURLITZER EXECUTIVES GET TOGETHER the conversation usually turns to future prospects of the automatic phonograph industry. Here M. G. Hammett, general sales manager; W. C. Moskberger, S. T. Cass, and Joe Darsch, all district managers, discuss the effect of rearmament on the industry. They consider the future bright. They also point out that as world headaches increase, people are more apt to seek relaxation thru music in taverns, restaurants, and other places of entertainment.

New Orleans Hails Buckley Music Unit

NEW ORLEANS, Oct. 19.—Les Stivers, distributor of Buckley Music Systems in New Orleans, reports: "Many of the best locations in New Orleans are large and some of the places are divided into several rooms. The bar and wall boxes make it possible to bring the selection card and coin chute to every section of the location, and auxiliary speakers installed in each room play the music properly for the patrons' entertainment. For example, the Harvest Moon, a prominent location with 15 private dining rooms, is equipped with a Buckley System and has 27 Buckley music boxes.

"New Orleans has always been an interesting town, and proper music is an important item for all location owners. The music system makes certain that every patron is properly served with music," he declared.

1940 Lumber Use Up

WASHINGTON, Oct. 19.—National lumber consumption in September, including defense requirements, was 2,774,000,000 feet, according to the first monthly report of the Lumber Survey Committee.

Because of the increased demand for a more frequent analysis of consumption and stocks than is available in the committee's quarterly reports, a subcommittee has been formed to compile monthly reports.

Total lumber consumption for the year was expected to reach 28,500,000,000 feet,

or 8 per cent above last year. As of October 1, 413,000,000 feet had been purchased or earmarked for Army cantonments and 150,000,000 for the Navy.

National lumber stocks at the mills on October 1 were about 7,200,000,000 feet, a decrease of 2 per cent from September 1 and a decrease of 5 per cent under the previous three months.

ON THE RECORDS

(Continued from page 68)

proverbial needle in the proverbial haystack. For those who like the Barron manner it's okay, but it's apt to be a little irritating for those who want their melodiousness a little more intact.

WOODY HERMAN (Decca)

Bessie's Blues—FT; VC. Music by the Moon—FT; VC.

No one can top Herman on the sort of blues gracing the A side here. Listening becomes more than just that on a record like this—it becomes almost an exciting experience, due to the individualistic quality of expert musicianship and musical esprit de corps. The reverse is just another ballad that doesn't offer anything other than this band's solid proficiency, but *Bessie's Blues* is a delight from rim to label.

TOMMY TUCKER (Okeh)

Johnny Peddler—FT; VC. *There I Go*—FT; VC.

The first side has music machine possibilities, being of the novelty genre, mostly vocal, and done well enough by the Tuckertes. The tune is on the *Umbrella Man* order, and Don Brown and the Voices Three acquit themselves creditably on its lyrics. Amy Arnell adds a none-too-good vocal chorus to a romantic aria that hasn't got too much basic quality in the first place.

FATS WALLER (Bluebird)

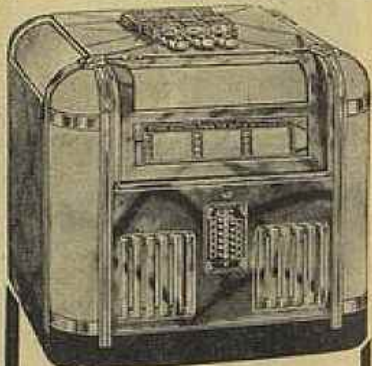
My Mommie Sent Me to the Store—FT; VC. *Dry Bones*—FT; VC.

Diversification is certainly present on this newest Waller double. Side A is an old European folk song in disguise, and the pattermate is a chain-gang number, but the typical Waller style is evident throughout. Mommie is kidding all the way, with chopstick and music-box piano and kid story lyrics. Swing comes thru on the reverse, and the whole business is good.

GENE KRUPA (Okeh)

Old, Old Castle in Scotland—FT; VC. *Rhumboogie*—FT; VC.

Howard Du Lany's vocal starts and ends the synthetic Scotch song, with the band coming in for a short tuning in-between. *Rhumboogie* is right up the Krupa alley and ought to be a lively seller. Irene Daye knows how to handle a jump lyric like this, and the ock is right behind her for one of the best versions of this number.



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The only job of its kind on the market today! High quality cabinet of dazzling beauty with fine marbled finish, brilliant lit-up plastics and gleaming chrome trim! Price includes speaker cabinet to match! Can be had complete with 12 or 16 record Rockola mechanisms, or install your own in a jiffy! Write now for very low prices on these hit-jobs!

Full line of remodeling parts and remodeled phonographs! Write for prices and details!

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The New
and Improved
4000
Play



**PEARL STEEL
NEEDLE**

NO BREAK IN PERIOD

A special high polish applied to the needle point gives the recordists added safety and longer playing life for 4 records. A further reduction in record wear.

NEEDLE MUST NEVER BE TURNED

One use of Pearl is purposely made not to prevent turning. Reduces time of turning.

ROUND POINT

Assures true tone with less record wear.

POINT WILL NOT BREAK OFF

The special Pearl alloy point won't break off even under the hardest service.

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Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 394 LIST PRICE 50c

- 26762 Special Delivery Stamp Keeple, Myself for You Arlie Shaw and His Gramercy 5
- 26768 Two Dreams Met Yesterday Keny Baker, Tenor, with Orchestra
- 26789 "Cuatro Perlas"—Guaracha French—Rumba Son Xavier Cugat
- 26770 "I'd Know You Anywhere You've Got Me This Way Tommy Dorsey

BLUEBIRD "POPULAR" RELEASE NO. 300 LIST PRICE 35c

- B-10887 "Autumn on the Campus Guitin' on the Glass Gray Gordon
- B-10898 You Made Me Love You If I Had You Una Mae Carlisle with Orchestra
- B-10899 A-La Bridges Please Don't Saubhille Harlan Leonard
- B-10900 "Shadows on the Sand *Five o'Clock Whistle Glenn Miller
- B-10901 "So You're the One Is It Love, or Is It Conspiration? Vaughn Monroe
- B-10902 "Let's Do It Ready, Get Set, Jump Tony Pastor
- B-10903 I'm a Ding Dang Diddy Dirty Head Benny Goodman Quartet

COIN MACHINE SPECIAL—LIST PRICE 35c

- B-8541 Twilight on the Prairie (Singing with guitar, bass & banjo) Guitar Blues (Guitars, bass and banjo) Carl Bolling and His Four Aces

*Vocal refrain
Order RCA Victor Permit Point Dealers from your RCA Victor Distributor Today, in Canada, RCA Victor, Ltd., Montreal, Canada.



Order from Your Distributor TODAY!

Radio Trade Paper Finds Phonographs Build Music Lovers

CHICAGO, Oct. 19.—Commenting on the release of classic and semi-classic phonograph records for use on automatic phonographs, Radio and Television Weekly, radio trade paper, declared: "Coin phonographs will unquestionably stimulate interest in this type of music in much the same way that they continue to boost popular (retail) sales."

The article was recognition of the fact that automatic phonographs are "sampling stations" for music. Prospective buyers often hear the tunes on automatic phonographs before purchasing them from their retail dealers. The story was headed with the headline: "Victor Red Seal Disks for Coin Phonographs To Create Music Lovers."

Hillbilly, College Tunes Top in Denver

DENVER, Oct. 19.—Frank Mazzone, who covers the city of Denver for Modern Music Company, reports he always keeps one hillbilly recording in each machine on his route and that the number is always a much played one. San Antonio Rose is currently going strong. Although he had this number in before, it never became a real draw until a new recording with a vocal was released. He also reports good play on several college songs, especially the Notre Dame Victory March and The Rambling Wreck From Georgia Tech.

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.

Practice Makes Perfect. Making a pretty decisive jump upwards this week, this song (the first put out by Broadcast Music, Inc., to land in this section of the Guide) now takes its place alongside the other blue-ribbon winners of the moment. It's not quite as strong as some of its companions in this category, but it's universally popular enough to be designated as one of the country's top phono items. **BOB CHESTER***, practically alone and unaided, has the disk that carried it up here.

- I'll Never Smile Again, (13th week) **TOMMY DORSEY***.
- Blueberry Hill, **GLENN MILLER***, **KAY KYSER***, **RUSS MORGAN***.
- I'm Nobody's Baby, (7th week) **JUDY GARLAND**, **TOMMY TUCKER***, **BENNY GOODMAN***.
- Trade Winds, (4th week) **BING CROSBY**.
- Maybe, (3d week) **INK SPOTS**.

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.

Ferryboat Serenade. A pretty potent contender for top honors is this lively entry in the phono sweepstakes. It hasn't shown enough as yet to push it above the "Coming Up" classification, but that shouldn't take long if it keeps going at the same pace it has set during the past couple of weeks. The **ANDREWS SISTERS'** disk is far in the lead now, with **GRAY GORDON*** and **KAY KYSER*** the runners-up.

Only Forever. Still traveling along at a nice clip is **BING CROSBY'S** recording of the major ballad from his current *Rhythm on the River* picture. It's a little doubtful whether it will make further progress enough to boost it higher, but at the moment it's acquitting itself admirably.

We Three. Coming out of comparative obscurity in one tremendous leap, this appealing ballad (a "Possibility" in this column for the past couple of weeks) now becomes the most promising new number to debut on the music machine horizon. Two records are carrying it to what presently looks like very imminent top-ranking success—the **INK SPOTS** and **TOMMY DORSEY***. No operator should be without this one.

Our Love Affair. Doing well enough is this hit tune from *Strike Up the Band*, the Mickey Rooney-Judy Garland MGM super-special production. The film is going to get more and more attention from the public as it plays around the nation's circuits, and a lot of that public is going to drop a lot of nickels in the boxes for this number. Many people are doing that right now, for the **DICK JURGENS*** recording in particular.

Crosstown. Good, but nothing to cause out-of-the-ordinary excitement at the moment, is this cute, romantic, rhythmic song, which, on merit alone, really deserves to be drawing more attention than it is. **GLENN MILLER*** and **GUY LOMBARDO*** are most in demand here.

Beat Me Daddy, Eight to a Bar. Climbing up the ladder with its eye on the topmost rung in this first boogie-woogie number to achieve as much favor with music machine patrons as this already has. The **ANDREWS SISTERS'** this week join **GLENN MILLER*** and **WILL BRADLEY*** as its standard-bearers. The margin of favor among these three disks is small, with each attracting an almost equal measure of attention.

The Call of the Canyon. After a fine start, and then a weak follow-thru, this Western-style ballad makes a fairly good comeback this week, with the reports received indicating it's in better health now than it had been for the past two weeks. **GLENN MILLER*** and **TOMMY DORSEY*** are the disks here.

That's for Me. But apparently it wasn't for the music-box patrons as much as it was expected it would be. **BING CROSBY'S** recording, the only one that has meant anything here, is on pretty shaky ground, and it's likely that it will head downward from now on.

Now I Lay Me Down to Dream. This failed to advance any farther after its initial appearance in this section last week. It's anybody's guess as to whether it will or not, inasmuch as it's one of those numbers that, while good, have no particular outstanding quality. **GUY LOMBARDO*** has this one.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

- Whispering Grass.** (8th week) Almost out, **INK SPOTS**.
- The Nearness of You.** (6th week) Not much longer for this one either, **GLENN MILLER***.

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.

Looking for Yesterday. Beginning to move a little bit, this is quite likely to go going under full steam soon. Don't be caught napping on what has all the earmarks of a future hit.

You're Breaking My Heart All Over Again. Many ops are meeting with great success via **INK SPOTS'** recordings lately, and here is another one by the foursome, already starting to be noticed, that contains the same apparently magic formula for making them drop the nickels.

Falling Leaves. **GLENN MILLER** has a record here that ought to go over nicely in the boxes, since it contains the best features of his hit *Sunrise Serenade* disk. The song, for that matter, was written by the composer of *Sunrise*. This has excellent potentialities.

A Million Dreams Ago. A ballad that has what it takes for music machine hitdom and one that is beginning to show a few signs of life under the needles. You may be needing it pretty soon.

* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.



A LUCKY SEVEN ON ANY COIN MACHINE WILL BRADLEY

- Featuring Ray McKinley
- 35743 **SCRAM ME, MAMA, WITH A BOOGIE HEAT THERE I GO**
 - 35707 **DOWN THE ROAD A PIECE (Will Bradley Trio) GILBERT STALKS AT MIDNIGHT**
 - 35530 **BEAT ME DADDY (Eight to a Bar) Parts I and II**
 - KAY KYSER (Ting-a-ling)**
 - 35761 **THE BAD HUMOR MAN I'D KNOW YOU ANYWHERE**
 - 35762 **YOU'VE GOT ME THIS WAY I'VE GOT A ONE TRACK MIND**
 - HORACE HEIDT**
 - 35709 **FALLING LEAVES (Frankie Carter's Latest Hit) CROSSTOWN**
 - BRITISH FUSILIERS MILITARY BAND**
 - 35742 **THERE'LL ALWAYS BE AN ENGLAND WINGS OVER THE NAVY**
- Order From Your Distributor Today

COLUMBIA RECORDS

ATTENTION—Phono Operators

Lawrence Duchow's
RED RAVEN POLKA Decca 2543
RED RAVEN WALTZ Decca 3022
 Booking Address: HILBERT, WISC.

Miraben Counter Cabinet Applauded

CHICAGO, Oct. 19.—Reports from the Miraben Company indicate that the firm's counter model phonograph cabinets have been an instant hit among operators. The cabinets are designed to accommodate 16-record mechanisms from out-of-date phonographs.

"There are many 16-record mechanisms not in use today because the cabinets in which they are housed have been eclipsed in beauty by current models," declared Ben Lutcke, head of the firm. "These phonographs are obsolete only insofar as the cabinets are concerned. For the most part, the mechanisms are in perfect working order."

"In order to allow operators to realize further profits from their original investments in these now out-of-date phonographs we have designed a counter model cabinet which takes perfectly the 16-record mechanisms.

"The cabinet is beautiful and marbled in two tones. It is lavishly decorated with the highest quality plastics which light up and are a sparkling attraction. A speaker cabinet to match the counter model is included with every cabinet. It is as beautiful as the cabinet itself."

HOME RUN

SCORES BIG PROFITS FOR OPERATORS EVERYWHERE



SPECIAL

Introductory Offer!

HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50. 1/3 Cash With Order, Balance C. O. D. Write for complete details on the Great Bulk Vending Machine. Inquire, Topper and Special.



Permy-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

SILVER KING
EACH \$5.50 (10 or More)
SAMPLES \$6.50

You can get your share of this easy money with a plan that brings big profits day and night. Full or part time. 7 models, low as \$3.95. Buy legal "Silver Kings." All information and complete working plans FREE. Write

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Imp
The Sensational Gum Vender
Your Choice of Fruit, Raisin, Cigarettes, Number Rings
\$12.50 Ea.
6 for \$67.50

TORR 2047 A-SO. 68 PHILA., PA.

Factory Distributors
HOME RUN — ESQUIRE
TOPPER — SPECIAL DELUXE
PEERLESS KING OPEN END COIN COUNTER
Penny 60c Nickel 75c Service
6c 8c 7c Prepaid
PEERLESS PRODUCTS MFG. CO.
2528 Joy Road, DETROIT, MICH.



Merchandise Machines Tooth Paste Firm To Use Venders To Counteract Sale Of Substitutes by Chains

ATLANTIC CITY, Oct. 19.—The new year promises to find the vending machine playing an increasingly important role in the merchandising of a wider variety of products.

The Sanitary Automatic Candy Corporation, primarily concerned with candy vending machines, is said to have a vending machine for tooth paste. The machine, however, will not be placed in an open market, but will be used by a tooth paste company and to be tested in selected drugstores.

It also marks an innovation for the product manufacturer, feeling that the vending machine is the surest way to make sure the item is placed within reach of the ultimate consumer. It is learned that a razor blade manufacturer is also planning a similar sales experiment, and if it gets results other manufacturers of drugs and sundries may utilize vending machines.

The turn to the machines is said to be the result of a serious sales problem facing many standard manufacturers. Established products in recent years have found the market increasingly swamped with competitive items not benefited by national sales campaigns, yet enjoying huge sales in drugstores, especially in chain stores. It is no dark secret that

some drug chains offer special bonuses to their store salesmen for pushing a similarly priced the lesser known item.

Even more important to the manufacturer is that he is continually being crowded out in store displays by competitive concerns. As a result such a concern is gravely concerned about the hundreds of thousands of dollars spent annually to create store traffic for its products only to have the consumer come into the store and not being able to see or even buy the highly advertised product.

As a result it is felt that the vending machine will not only make the product available to the consumer but also insure a popular display for the product. And when a customer walks into the drugstore, if there is a vending machine on location, there will be no mistaking that the particular item is in stock and available.

The location of the machines will not be restricted to drugstores alone, plans being to locate such machines in hotels and at railroad stations. Altho details haven't been worked out as yet, it is expected that just as the cigarette vending machine offers the choice of various brands, the drug machines will offer the buyer a choice of several non-competitive items. Thus a machine will carry tooth paste, razor blades, combs, and perhaps a toothbrush, ideas being to group related 10-cent items in a single machine.

Court Upholds Cig Fair Trade Price

COLUMBUS, O., Oct. 19.—A second Common Pleas Court injunction has been issued here, temporarily restraining sale of standard brand cigarettes below the 15-cent-a-package minimum fixed under the Fair Trade Act.

Judge Dana F. Reynolds ordered the restrainer against the Great Atlantic & Pacific Tea Company in Ohio at the request of Isadore R. Roth, Columbus cigar store operator.

Roth said the company was charging 15 cents for a package of 20 cigarettes or two for 30 cents. The minimum under the dealer-retailer contract arrangement is two packages for 31 cents.

CLEVELAND, Oct. 19.—Ohio's fair trade price of 16 cents per pack for popular brands of cigarettes, or two for 31 cents, are free today of Federal Court action. Federal Judge Robert N. Wilkin ruled the matter is not subject to federal jurisdiction.

The Lane Drug Company, operator of a chain of stores in Toledo, thus stands enjoined by Common Pleas Court from retailing at lower prices. The company appealed on the claim that price pegging by the Ohio fair trade committee's tobacco division interfered with interstate commerce.

Mints' Output Up; Demand Still Heavy

WASHINGTON, Oct. 19.—The three United States mints, working on a 24-hour basis, produced 155 per cent more coins in the September quarter than last year, and demand for coins shows no signs of letting up, the treasury department reports. The mints turned out 449,835,641 coins with a value of \$15,797,732, compared with 175,812,015 coins in the comparable 1939 period.

Anticipating the busiest year in its history, the bureau of the mint is adding new machinery and equipment at the Philadelphia, Denver, and San Francisco mints to cope with expected demands, it was said.

Milwaukee Firm Moves

MILWAUKEE, Oct. 19. — Wisconsin Confection Cabinet Corporation, distributor for candy vending machines, has leased space at 3614 West North Avenue for office and warehouse quarters. The company formerly had offices at 1824 West Wisconsin Avenue and warehouse space at 823 East Burleigh. The new quarters will permit the company to combine its operations under one roof.

CLOSEOUT—USED CIGARETTE MACHINES

9 Col. National Model 6-30, 15c or 20c Vending	\$42.50
8 Col. National Model 6-30, 20c Vending, Enc. Stand	32.50
8 Col. National Model 6-30, 15c Vending, Enc. Stand	17.50
8 Col. National Model 6-25, 20c Vending, Angle Iron Stand	13.50
8 Col. National Model 6-25, 15c Vending, Angle Iron Stand	10.00
8 Col. Uneda Pak, Late Model, 15c Vending	25.00
8 Col. Uneda Pak, Enclosed Stand, 15c Vending	15.00
8 Col. Uneda Pak, Enclosed Stand, 15c Vending	10.00
7 Col. Stewart-McGuire, 20c Vending	25.00
7 Col. Stewart-McGuire, 15c Vending	20.00
6 Col. Stewart-McGuire, 20c Vending, Angle Iron Stand	10.00
6 Col. Stewart-McGuire, 15c Vending, Angle Iron Stand	7.50
6 Col. Stewart-McGuire, 20c Vending, Angle Iron Stand	6.00
6 Col. Stewart-McGuire, 15c Vending, Angle Iron Stand	5.00
6 Col. Mills Dust, 15c or 20c Vending	15.00

(All Above Machines Equipped With Slug Ejectors)

7 Col. Goretta, Enclosed Stand, 20c Vending	14.00
7 Col. Goretta, Enclosed Stand, 15c Vending	11.50
6 Col. Goretta, 20c Vending (No Stand)	6.50
6 Col. Goretta, 15c Vending (No Stand)	5.00
6 Col. Masters, 20c Vending (No Stand)	5.50
6 Col. Masters, 15c Vending (No Stand)	4.00
6 Col. Uneda Pak, Round, 15c Vending	5.00
6 Col. Uneda Pak, Round, 15c Vending, Chrome Plated	5.00

1/3 Deposits—Balance C.O.D.—F.O.B. Cleveland. Be Sure To Specify 15c or 20c Vending.

NATIONAL VENDING MACHINE SALES CO.
2910 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.

IF YOU WANT THE BEST IN BULK VENDING—BUY

Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every purse and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

TRADE IN YOUR OLD MACHINES ON THESE NEW MONEY-MAKERS

Northwestern SPECIAL

Introductory Offer

One Vender, 6 Balls Ball Gum, 1 Box Prize Gum

ONLY \$7.30

Ball Gum Machines make money! Let us show you how. Free instructions with each machine. (Ball Gum at attractive prices.)

Model 33 Ball Gum

\$6.15 each
In Lots of 25 or More
SAMPLE \$6.40

SPECIAL

Introductory Offer One Vender, 9 lbs. of Candy, 1 Glass Charms, Free Counting Instructions

ONLY \$6.85

A route of Candy and Charms Machines will make you money. Order a Sample, Now!

\$5.20 each
In Lots of 25 or More
SAMPLE \$5.45

Send for literature and prices on complete list. One-Third Deposit With Order, Balance C. O. D.

RAKE 7 South 22nd St. PHILA., PA.

Rubber Suction Cups
For Counter Machines

ALL SIZES AND STYLES. Made of the finest live rubber with patented rim construction to insure powerful suction of lowest prices. Prompt delivery. Prices listed below are for the popular, standard 3/4" brass machine screw cups.

1 1/2" — 100, \$1.75; 1,000, \$15
LOWER PRICES IN QUANTITIES. Write for free illustrated catalog sheets and full information, 25c on C.O.D. Orders.

GORDON MFG. CO.
110 E. 23d St., New York City. Dept. RND.

USED MACHINES

Perfectly Reconditioned!

5 Ever-Ready 4 Col. 1c \$4.95
Hot Vendors, Each

25 Adams 1c 6 Col. Bulk Gum Vendors, Each \$6.50

10 A.B.T. Challenge 1c \$13.50
Pistol Machines, Ea. full capacity, slug proof \$18.50

10 Brown Aristocrat 6 Col. Cigarette Machines, 150 slug capacity, slug proof \$18.50
Each

Remits 1/3 Deposit, Bal. C.O.D.

D. ROBBINS & CO. 1141-B DENVER AVE. BROOKLYN, N.Y.



HERE'S THE NEW BLITZKRIEG SPOT in Atlanta equipped by Morris Hankin with eight Mutoscope Sky Fighters, two Photomatics, and a Wurlitzer phonograph.

YOU ARE INVITED

... to take advantage of Pan's new complete Merchandise Vending Machine Service, many operators have already put their stamp of approval on this service and our two new lines. They know the value of having to write only one order, **PAY ONE FREIGHT** for **QUALITY MERCHANDISE** and **SERVICE**.

- ★ **HARD SHELL CANDIES**
- ★ **SPECIAL FALL AND WINTER CANDIES**
- ★ **SALTED NUT MEATS**
- ★ **BALL GUM 5/8" Dia.**
- ★ **5c PACKAGE CANDIES**
- ★ **CHARMS**

We will continue to bring out new fast selling numbers from time to time to help all Merchandise Vending Machine Operators increase their profits.

ARE YOU ON OUR MAILING LIST?
R.S.V.P.

* Write for price list *

PAN CONFECTIONS-CHICAGO

342 W. 53rd St. Chicago, Illinois
Since 1911

RIGHT OFF LOCATION

USED CIGARETTE MACHINES — LOW PRICES

- FEATHER TOUCH—STEWART & McGUIRE—8 COLUMNS..... \$49.50
- MASTERS—5 COLUMNS—CHROMIUM FRONT (With Metal Stand)..... 19.50
- NATIONAL 6-25 (With Enclosed Stand)..... 19.50
- NATIONAL 9-30 (With Enclosed Stand)..... 49.50
- LOTS OF 10..... SINGLE — \$5.00 EXTRA
- 1/2 DEPOSIT, BALANCE, C. O. D.
- WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned, Low Prices. Write
- BABE KAUFMAN** 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

180 Billion Cigs Used by Smokers In '39; Cigars Up

WASHINGTON, Oct. 18.—The trend in 1939 was a bit more toward cigars, smoking and chewing tobacco, the United States Census Bureau figures showed today, but even so, American manufacturers turned out 180,575,000,000 cigarettes.

The value of the cigarettes was placed at \$940,741,105, an increase of 6 per cent over 1937. The cigars, smoking, and chewing tobaccos had a value of \$97,603,412, an increase of 18.8 per cent.

The Census Bureau offered these additional facts:

The cigarette production was equal to 167 packs, or six smoked a day, for every person 18 years of age or older.

The 34 manufacturers who produced them paid out \$20,007,032 in wages to 27,426 employees, which represented increases of 7.8 per cent and 4.9 per cent over the 1937 figures.

PROVEN Money Makers!



Experienced operators know the important thing is to get the **Wendell** into the restaurant. **Tom Thoms**'s got everything beat. Handmade, compact, it gets into taverns, waiting rooms, cafes and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. **Die cast precision machine**; 22 attachments. **Try it**—machine is great for others in the low priced field. Has 17 revolutionary features including **Magic Gum Selector**, **Yale Tumbler Lock**, adjustable dispenser. Vends candy, gum or pastries. 1 1/2 and 2-1/2 sizes. **Thom's** hands of **Tom Thoms**—now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 88, Jackson, Mich.

BARGAIN BUYS

100 Penny King Ball Gum, \$1.25 each in 25 lots; **Walter Penny King**, \$1.80; **Penny King**, \$1.50; **Penny King**, \$1.50; **Hardy Penny King** (Dumbell), \$1.00; **Nickel Selector** 60 cks., \$5.00; **Penny Snacks**, \$7.95; **DuGrenier Cigarette Machine**, 4-Column, \$8.95; **6-Column**, \$9.95; **Duckway**, 3-Column, \$12.00; **10-Column**, \$44.50. **Photo Ball Gum Vender** wanted, all types, cash waiting. Best quantity, condition and lowest price.

MIDWAY, 432 West 42d, New York City

Chew, Chew, Chew; '39 Gum Products Hit Sixty Millions

WASHINGTON, Oct. 19.—Manufacturers of chewing gum report the value of their products during 1939 as totaling \$60,745,985, according to preliminary figures compiled from returns of the Census Manufacturers for 1939 and released by Director William L. Austen, director of the census, Department of Commerce. This is an increase of 7.1 per cent over the \$56,721,746 reported for 1937.

The industry, as constituted for the census, includes establishments primarily engaged in the production of chewing gum from such materials as crude gum, chicla, paraffin, essential oils, flavoring extracts, etc.

Increases were also reported in employment and wages.

Candy Sales Gain 8.4% in 8 Months

WASHINGTON, Oct. 19.—Sales of confectionery and competitive chocolate products for the first eight months of this year were 8.4 per cent above those of the corresponding period of 1939, according to a report released by the



TYPICAL LOCATION OF WESTERN'S RECORDIT is the Plankinton Arcade in the Plankinton Hotel, Milwaukee. Remo Novelty Company, operator of the machine, declares that it has been extraordinarily dependable in profits and mechanical perfection.

FLASH!

OPERATORS AND JOBBERS IN VIRGINIA, WEST VIRGINIA AND NORTH CAROLINA, RUSH US YOUR ORDER FOR BALLY'S RAPID-FIRE ON DEFERRED PAYMENT PLAN.

Below are the slightly used machines we have to offer which are offered subject to price sale. 1/3 certified deposit with order, balance C. O. D.

5-BALL FREE PLAY	
1 Cross a Line, P.R.	\$62.50
3 Chicago Coin Pro	\$4.50
2 Chicago Coin Yaqui Club	\$4.50
2 Chicago Coin Navy	\$7.50
2 Chicago Coin City	\$7.50
1 Bally Gold Cup Game	\$5.00
1 Bally Beauty	\$9.50
2 Bally Olympian	\$7.50
1 Mr. O'Boy	\$4.50
1 Flagship	\$2.50
1 Commodore	\$6.00
1 O'Boy	\$9.50
1 Ocean Park	\$2.50
1 Hoodlum	\$8.50
1 Bookaroo	\$2.50

CONSOLE & AUTOMATIC PAY	
2 Paces Races, J.P. Model, Co, Cash, 30-1	\$107.50
2 Paces Races, Cash, Co, No. 032E-0022, 30-1	\$9.50
1 Bally's Paper, Co, Cash, 20-1	\$12.50
2 Bally Grand National	\$7.50
1 Mills Swimming Pool	\$7.50
1 Keeney 1938 Skills Time	\$9.50
2 Mills Saucer Race, Royal Reel	\$2.50
1 Pace Real Jr., Fruit Reel	\$7.50
2 Lucky Star, Re, Cash	\$7.50
2 Jennings Good Luck, Co, Cash	\$9.50
2 Mills 1-2-3, Late Model, Fruit Reels	\$4.50

The above prices are effective October 26, 1940. Write and ask us to put you on our mailing list. Also get our prices on any brand operated machine that has been released by the respective manufacturer, as we guarantee to meet any clean competitive prices.

MOSELEY VENDING MACHINE EXCHANGE, INC.

OO BROAD STREET Day Phone, 3-4011—Night Phone, 6-9328 RICHMOND, VA.



PAUL LAYMON AND MRS. LAYMON, in right and left foreground, with the crews of their West Coast office, inspect Fox Hunt, newest release of the Chicago Coin Machine Manufacturing Company.

PAYOUT TABLES

Grandstand	\$79.50
Man of War	49.50
Thrustdown	49.50
Gold Medal	44.50
Heartline	44.50
Sport Page	44.50
Handicapper	39.50
Mills Flasher	27.50
Keeney Pak Shot	27.50
Keeney Derby Champ	27.50
Hay Day	22.50
Feed Day	22.50
Across the Board	19.50
Quinnella Multiple	19.50
Fairground	19.50
Al Ber Ben	17.50
Double Header	17.50
Gateball Multiple	17.50
Stoner Champs	17.50
Fleetwood	17.50
Khondie	16.50
Big Race	15.50
Bally Entry	15.50
Arlington	12.50
Peakones	12.50
Grand Prize	12.50
Black Bird	12.50
Bally Derby	12.50
Golden Wheel	10.00

CONSOLES

Four Bells (Late Ser)	\$210.00
'39 Galloping Domino	115.00
Royal Show, P.R.	105.00
'38 Ballistic Jr.	95.00
'37 Galloping Domino	95.00
'38 Saratoga—non 8 P.	85.00

Mills	\$39.50
Mult. Racer	\$7.50
Mult. Liberty Bell	\$7.50
Jennings Good Luck	\$5.00
Saddle Club	\$7.50
Track Time (Red Cab.)	\$4.50
'38 Galloping Domino	\$4.50
Evans Roulette	\$4.50
Bally Favorite	\$7.50
Tampan	\$5.00
Shucklette (88 Cents)	\$5.00
Liberty Bell	\$2.50
Derby Day	\$2.50
Zulu	\$5.00
Domino	\$5.00
Deluxe Ball	\$5.00

PHONOGRAPHS

Seaburg Regal	\$129.50
Wurlitzer 23	\$9.50
Rockola Renard	\$9.50
Wurlitzer 718	\$4.50
Wurlitzer 618	\$4.50
Wurlitzer 81	\$9.00
Cinematons—Penny Phon	
(New)	\$8.00
Rockola No.	\$9.00
Mills Studio	\$2.50
Seaburg 12 Record	\$2.50
Mills Do Re Mi	\$2.00
Mills Boogie King	\$1.50
Mills Entertainer	\$1.50
Gabel Chorus	\$7.50
Gabel Junior	\$9.00

COUNTER GAMES

David Ex-Ray	\$12.00
Cloner	\$9.50
Wacrom	10.00
Whopperdoe	10.00
Empire	10.00
Jennings Grandstand	9.00
Jennings Peanut Vendor	7.50
Penny Pack	7.50
Mills Kauser King	7.00
Cent-a-Pack	9.50
Penny Pack	8.00
Bally Baby	6.00
Columbus Peanut Mach.	4.00
21 Vendor	5.00
Beer Barrel	5.00
Beer Barrel	5.00
Bill Skill	10.00
Bill Skill	10.00
Horse	10.00
Counter Domino	10.00

MISCELLANEOUS

Western Baseball—Free Play & Payoff	\$100.00
1/3 Deposit With Order, Balance C. O. D.	Five for \$15.00

MAYFLOWER NOVELTY COMPANY
2218 UNIVERSITY AVENUE ST. PAUL, MINNESOTA

SEE US FIRST FOR MOST CONVENIENT TIME PAYMENTS ON KEENEY'S

AIR RAIDER

JUST THE THING FOR LOCATIONS WITH LIMITED SPACE... REQUIRES NO MORE ROOM THAN A PINGAME!!

Exclusive Keeney Distributor for N. Y., N. J., and Conn. SIMON SALES, 437 West 42nd Street, N. Y. C.

You can ALWAYS depend on JOE ASH—ALL WAYS



Alford	\$12.50
Big Chief	12.50
C. O. D.	12.50
Drum Major	12.50
Red Hot	24.50
Score-a-Line	24.50
Super Six	19.50
Scop	19.50
Vacation	44.50

ACTIVE AMUSEMENT MACHINES CORP.
400 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Keep Minors From Games by Asking for Draft Registration

CHICAGO, Oct. 19.—With the registration of millions of Americans as prospective soldiers for Uncle Sam, coin machine operators gain a method to determine whether or not minors are playing their games. Signs have been placed on many games in sectors which require that minors shall not play games, stating that in question of whether or not the player is a minor, he may be asked to show his selective service registration card. Coin machine operators are not alone in this by-product use of registration cards. Tavern owners who are required by law to refuse beer and liquor to minors have often had trouble determining whether or not they could serve youthful-appearing persons. Now they, too, will ask that customers show their registration cards if a doubt exists in the tavern owner's mind as to the age of the customer. The feasibility of the plan is unquestionable, inasmuch as all registrants are required to have their cards on their persons at all times. The type of card used by operators is reproduced here:

MINORS MAY NOT PLAY THIS MACHINE

Should there be any question as to the age of the player, we reserve the right to request players to show

A Selective Service Registration Card

Jersey CMA Group Views Applications

NEWARK, N. J., Oct. 19.—A meeting of the membership committee of the New Jersey Cigarette Merchandisers' Association was held to take action on two applications recently filed. Members of the organization will vote on them at the Tuesday night session. According to James Cherry, manager, Joseph Kolodny, executive secretary of the National Association of Tobacco Dealers, will address the Tuesday meeting to be held in the Military Park Building. Members of other associations are expected to attend. Following the talk and business discussion a movie will be shown.

Colonel Comments Patriotic Tunes on Automatic Phonos

WILKES-BARRE, Pa., Oct. 19.—Col. Thomas H. Atherton, commander of the 109th Field Artillery in the 53d Pennsylvania Artillery Brigade, recently commended music from automatic phonographs for the inspiration of citizens. "From instrumental and vocal music the 500,000 population of Luzerne County has learned anew the pride in love of country," he said. "Impressed on the consciousness of child and adult alike are the national anthem, the stirring march tunes, and newly popular compositions such as I Am an American and God Bless America."

4 MAC GLASHAN AIR MACHINE GUNS
5 Feltman Pneumatic MACHINE GUNS,
\$100.00 Each.
Wesley Amusement Co.
643 Mattison Ave., Asbury Park, N. J.

FOR SALE

Mills War Eagle Slots, perfects	\$30.00 Each
A.S.T. Targets	8.50 Each
A.S.T. Challengers	13.50 Each
A.S.T. Gridders	4.50 Each
David Penny Packs, late models	8.50 Each
David Jiffy Cigarette Machines	10.00 Each
Zephyr 1c Cigarette Machines	8.50 Each
Hookers and Wagon Wheels	4.50 Each
RECONDITIONED FREE PLAY GAMES	
Double Features, Contacts	\$15.00 Each
Cowboys, Flasher, Avalons	17.50 Each
Superchargers, White Sails, Commandos	32.00 Each
Chi Johnnies	50.00 Each
Rockola World Series	50.00 Each

One-Third Deposit

L. H. HOOKER NOVELTY COMPANY
ARNOLDS PARK, IOWA

ARE YOU USING

The Billboard

'TRIPLE CHECK' EVERY WEEK

SPECIAL ORDER FORM

The Billboard
25 Opera Place
Cincinnati, Ohio

Please send The Billboard for 10 weeks, for which I enclose ONLY \$1.

Name

Address

CityState



YOU GET DAVAL'S AMERICAN EAGLE WORLD'S GREATEST MONEYMAKER FROM HARRY PAYNE ON 10 DAYS' FREE TRIAL 10 FOR \$275



Sample \$32.50 Gold Award Model \$1.50 Extra Ball Gum Model \$2.00 Extra With Order, Balance C. O. D.

H. G. PAYNE COMPANY 312-314 BROADWAY NASHVILLE, TENN.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

E-Z SMOKE

Pays for Itself in Two or Three Collections



BEAUTIFUL RED CRACKLE FINISH DURABLE MECHANISM SMALL IN SIZE 5-10 GET YOUR SAMPLE NOW \$9.95

L. & M. Manufacturing Co. 511 Stevenson St., FLINT, MICHIGAN

QUESTION: How can I increase my route in the next few weeks?

ANSWER: Tell us how many more machines you want to run. By return mail we will give you an amazing offer, along with all necessary information. Curiosity seekers, stay off. Legitimate operators, answer.

Box 434 The Billboard, Woods Bldg., CHICAGO

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.



ATTRACTIVE PENNY ARCADE owned and operated by Helen and Dick Johns, of Coshocton, O. The arcade, housing more than 60 machines of recent manufacture, has just concluded 12 weeks of Ohio county fairs. Johns has recently organized a "Learn To Shoot" concession, using a large number of anti-aircraft guns. Dick Johns is shown in the center.

U. S. Supreme Court Declines . . .

WASHINGTON, Oct. 19.—On October 15 the United States Supreme Court declined to review the decision of the Georgia State Supreme Court which had dismissed an appeal of 20 operators in Atlanta against an unfavorable city ordinance. The effect of the refusal of the highest court to review the case is to bring the whole issue back to Atlanta.

If the highest court had agreed to review the case it was anticipated that a momentous decision might be rendered on the subject of pinball games. Pinball games are now operating in Atlanta under a supersedeas issued by the Fulton Superior Court. The Georgia State Supreme Court did not pass directly upon the legality of pinball games

but declared that litigation on the ordinance had been started two days before the ordinance went into effect. Atlanta operators say that new legal plans will get under way as soon as the U. S. Supreme Court order is received.

Shelve Limitation Ordinance Directed At Chicago Taverns

CHICAGO, Oct. 19.—Proposed limitation of taverns in Chicago thru an ordinance which would allow one tavern to each 500 persons has been sidetracked by the city council. Recently the council heard tavern association officials declare that there are 1,500 too many taverns in Chicago and that their elimination would allow tavern owners to make a "satisfactory profit."

One reason for deferring the proposal was a rider which was attached to the proposed bill. This was a transfer provision which would allow a tavern owner to transfer his \$800 license to another person should he desire to sell his property. State law rules that the license is not personal property, therefore not salable.

Proposal to pass the limitation ordinance minus the transfer provision resulted in the bill being referred to subcommittee for study, the question to be placed before the council at a later date, probably early next year.

Farming, Livestock Promise Colorado A Prosperous Season

DENVER, Oct. 19.—Agriculture and livestock, Colorado's two most important income sources, indicate that this State will be fairly prosperous for the fall season and the ensuing months. Coin machines, therefore, should fare well in sharing in the general well-being of Colorado's citizens.

Colorado's crops showed a marked increase during September and the early part of October. Yields of most harvest crops and prospects for late-maturing crops are better than indicated earlier in the year.

Shipments of sheep and lambs to the Denver market during the week of October 12 marked the largest receipts of sheep so far this year. Cattle receipts, while not breaking records, were very satisfactory.

National of Kaycee Expands Business

KANSAS CITY, Mo., Oct. 19.—A. E. Sandhaus, National Sales & Distributing Company, reports that business is so heavy in the reconditioned free-play game line that he has had to add five additional mechanics to his original force of eight. Additional trucks are also said to have been added.

"About eight weeks ago," reports Sandhaus, "we started classes of instruction in modern operating. Weekly classes have numbered as high as 60 operators. We also have a printed course which we furnish to operators unable to attend the classes."

Sandhaus reports that he is working on an automatic store capable of selling 70 per cent of the staple items usually sold in chain drug stores.

Retail Sales Rise 3.7% in Sept.

ST. LOUIS, Oct. 19.—Total retail sales in 53 cities in the United States and Canada during September increased 3.7 per cent over the corresponding 1939 period, the National Credit Association reported.

The analysis, covering 11,087 retail stores, listed increases in 27 cities, the largest advance being 23 per cent at Frankfort, Ky.

Credit sales in all cities averaged 3.4 per cent higher and collections were up 1 per cent.

INDIAN SUMMER SPECIALS! Heap Big Wampum-Winners!

- Western's BASEBALL, DeLuxe Model, Walnut Cabinet, F.P. Payoff Bomb. \$ 99.50
Rebuilt Mills' BLUE FRONT Slots, 1c or 5c, Stipple Finish, Latest Serial Number. 47.50
Keeney's ANTI-AIRCRAFT, Black Cabinet. 99.50
Keeney's ANTI-AIRCRAFT, Brown Cabinet 119.50
Seeburg's CHICKEN SAM RAYOLITE. 62.50
Mills' SQUARE BELLS Console. 74.50
Jannings' CIGAROLA, 5c & 10c Combination 79.50
Evans' TEN STRIKE Bowling Game. 62.50

179 Brand new Free Play Games in original crates at money-saving close-out prices! They won't last long, so write for list NOW!

6 PAYTABLE BARGAINS! Pacemaker... \$92.50 Peasakee... 17.50 Turf Champ... 14.50

BEST BETS IN SLOTS! Mills' 5c Milton Bell... \$52.50 Mills' 5c Chrome Bell... \$84.50

- SEEBURG'S Model C-12 Records... \$32.50 950-1939, 20 Recs... 124.50 Royale-1939, 20 Recs... 84.50 Res-20 Records... 79.50 CIGAROLA 1939 Counter Model... \$89.50 Monarch-1939, 20 Rec... 99.50 Standard Luxury Lights... 43.50 Windsor-1939, 20 Rec... 84.50
WURLITZER'S P-19-12 Records... \$24.50 412-12 Records... 27.50 950-24 Rec... Keyward 147.50 860A-24 Rec... Stuproot 139.50 710-18 Records... 81.00
Danzonator-12 Rec... \$17.50 Deluxe Dictator... 21.50 Stud-1939, 20 Rec... 49.50

COMING SOON! The newest, most remarkable sensation in the coin machine industry! Write for advance inside information TODAY!

ATLAS NOVELTY CO. The House of Friendly Personal Service. 2200 N. WESTERN AVE., CHICAGO ASSOC. • Atlas Automatic Music Co., 2982 E. Jefferson, Detroit. OFFICES • Atlas Novelty Company, 1901 Fifth Ave., Pittsburgh.

COUNTER GAMES GALORE!

- Bell Slide... \$5.00 Booster... 5.00 Cabinet P. Bill... 16.50 Cabinet... 16.50 Gent-a-Pack... 9.50 Clearing House... 4.50 Cowal... 12.50 Dice-o-Matic... 5.00 Gent-a-Pack... 5.00 Lucky Pack... 9.50 Grandstand... 2.50 Taken Payoff... 12.50 Needs or Tails... 12.50 Most Bases... 6.50 July 1c... 5.00 Little Merchant... 4.50 Grandstand... 5.00 Watch-Km... 6.50 Mercury... 16.50 Howmany... 6.50 New Deal... 5.00 Old Age Pension... 9.50 Pack Dice... 5.00 Penny Draw... 6.50 Penny Play... 5.00 Rates... 4.50 Real Dice... 5.00 Real Spot... 5.00 Real 21... 5.00 Restore, Utility... 4.50 Royal's Mirror... 7.50 Skill Draw... 10.50 Sun Fun... 5.00 Tally... 2.50 Tavern... 4.50 Ticket, 6c... 4.50 Tally-Tee... 4.50 Teasite... 10.50 Tri-o-Pak... 7.50 Tally-Tee... 4.50 Vendo... 5.00 Vest Pocket Ball... 29.50 Wagon Wheels... 5.00

TERMS: 1/3 Dep., Bal. C.O.D.

OLIVE NOVELTY CO. 2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

This Week's Bargains in Reconditioned Equipment THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

- USED FREE PLAY 1 Big Six (A1 B) \$12.00 1 Big Leap 47.50 2 Big Show 35.50 1 Blackout Lights 25.50 5 Bokaroo 20.00 3 Chubbie 12.00 2 Camcoffers 42.50 1 Dandy 22.50 3 Pallies 42.50 1 Headgear 19.50 1 Held Tight 19.50 1 Lucky Strike Console 20.00 1 Merry-Go-Round 27.50 2 Ocean Park 27.50 4 Playmate 72.50 2 Pickem 22.50 4 Red Hot 40.00
2 Roller Derby \$37.50 6 Scoop 22.50 2 Score Champ 47.50 5 Brooks 15.00 2 Sports 27.50 2 Sportem 12.00 4 Super Six 35.00 1 Trap 75.00 6 Triumph 15.00 2 Twinkle 23.50 4 Variety 20.00 1 Vendo 20.00 2 Whole Sales 27.50
USED COUNTER GAMES 2 Puritan Ball Roll Game 5.50 2 Vendor (Fruit/Rolls) \$5.00 1 Gem Vendor Ball Roll (Cigarette Reels) 5.50 1 Dival Race 3.00
1 Real Face 33.00 1 Poker Face 5.50 1 Tally 5.00 1 Three Andy 2.00 1 Puritan Baby Vendor (Cigarette Reels) 4.50 5 Inco 1c Cigarette Reels with Meter 5.00 5 Inco 1c Cigarette Reels no Meter 7.00
USED LEGAL EQUIPMENT 3 Baby Andy \$15.00 3 Tee Strike 35.00 2 Shoe Ball 19.50 2 Anti-Aircraft Guns 125.00 2 Chicken Sams 47.50 2 Chicken Sams with Base 57.50 2 Mills Cigarette Vend. 35.00

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.

FOR SMOOTH SAILING IN YOUR
territory

Liberty SPORTS PARADE

Ahoy for treasure island! Chart a smooth course in your territory by operating Liberty Sports Parade! Everyone likes your cargo of colorful Sports Symbols, people gladly exchange shining Pennies & Nickels for Free Play Tokens—your Ship will come in loaded with heavy weekly profits. "If you want to be a Captain too"—operate Liberty Sports Parade.

Groetchen Tool Company
130 N. Union St., Chicago

Sebring Hails Game Financing

CHICAGO, Oct. 19.—"Easy payments on Rapid-Fire is the big news of the day," according to Al Sebring, head of Grand National Sales, Chicago. "This is further evidence of modern marketing methods now being employed by the coin machine industry. A payment plan on a record breaker is usually a sign of increased production and an optimistic forecast. When you stop to analyze it you can see the manufacturer's confidence in both the market and general business conditions as well as a sure knowledge that Rapid-Fire is a steady earner of the first class."

"One of our operators says that buying a Rapid-Fire on the payment plan is like buying a vacuum cleaner for his wife on time and then sending her down to sweep up the mint or the First National Bank."

Repeat Orders Tell Story, Says G&G

CHICAGO, Oct. 19.—Paul Gerber and Max Glass, heads of the Gerber & Glass Distributing Company, considered to be counter game specialists, are all smiles these days as business continues strong

on Imp and especially on Liberty Sports Parade.

"It's another winner," declared Glass as he waved a handful of orders for Liberty Sports Parade. "The counter game is going great everywhere and is gaining momentum in popularity each succeeding day," he continued.

"Coinmen who sent in sample orders for one or two machines are now coming in with quantity orders. I have never seen the orders come in so fast."

"Par excellence," he declared, "is one phrase to be used in describing the reaction to the game. To give an idea of what we think of it, we are offering a five-year guarantee with every machine purchased from us."

U. S. Wholesale Trade Up 5.7%

WASHINGTON, Oct. 19.—The dollar value of wholesale trade in August showed a 5.7 per cent gain over the total for the corresponding period last year, according to figures compiled by the Census Bureau from reports of 36 lines of business.

Wholesalers of tobacco and its products reported a decline of 1.2 per cent in August over the same month a year ago, while the figures for the month as compared with July of this year showed a 4.4 per cent gain.

THE BLITZKRIEG IS ON
Hitler Vs. Mussolini
BATTLE ROYAL

A complete conversion unit that makes a new gun out of your Chicken Sam or Convict.

Can be installed by anyone in a few minutes.

The two famous men travel up and down—you shoot at 'em—they drop—you hit 'em again, and up they go—each time registering a hit—its new, novel and fascinating. Fun, Sport and Practice—Lights—Motion—and Sound—a combination you can't beat.

SAMPLE \$19.75
1/3 Dep., Bal. C. O. D.

Now in our 13th week of production. Write for complete details.

VALLEY SPECIALTY COMPANY
1061 JOSEPH AVENUE ROCHESTER, NEW YORK

GUARANTEED FREE PLAY GAMES

Contacts . . . \$10.00	Score Champ . \$35.00
Davy Jones . . 15.00	Eurekas 35.00
Cowboy 15.00	Big Show 37.50
Big Six 17.50	Sports 45.00
Variety 19.50	Death Bay . . . 50.00
Champion . . . 22.50	Blondie 55.00
Lancer 22.50	On Deck 60.00
Pink Em 24.50	Gold Cups . . . 62.50
Lucky 29.50	1-2-3 64.50
Commodore . . 29.50	Grandstand . . 62.50

The Markepp Company
3328 Carnegie Ave. 1410 Central Parkway
CLEVELAND, O. CINCINNATI, O.

Write for Mills catalog and price list

Mills Vest Pocket
is the best and only Counter Machine ever to be equipped with complete automatic payout, only **\$44.50**

10-Day Free Trial American Eagles
or Marcell. Lots of 10 **\$275.00**
Sample \$32.50, Ball Gum Model, \$2.00 Extra.

COX'S SPECIALS

USED FREE PLAY NOVELTY PIN GAMES	MAJOR \$15.00
BLACK OUT \$17.50	USED CONSOLES
OCEAN PARK 27.50	PASTIME \$142.50
COWBOY 15.00	MELON BELLS 40.00
SPORTS 20.00	BLUE FRONTS 35.00
ROLLER DERBY 27.50	39 EVANS DOMINO 122.50
GOLDEN GATE 15.00	FACE RACE 60.00

DISTRIBUTORS IN NORTH CAROLINA FOR WURLITZER PHONOGRAPHS, WILL ACCEPT SLOTS, PIN GAMES OR CONSOLES AS DOWN PAYMENT ON ALL FOUR 1940 MODEL WURLITZER PHONOGRAPHS AND REMOTE CONTROL EQUIPMENT. WRITE OR WIRE FOR YOUR NEEDS. DEPOSIT REQUIRED.

COX VENDING MACHINE CO.
115 E. FISHER STREET SALISBURY, N. C.

THE WINNER and NEW CHAMPION!

GOLD AWARD AMERICAN EAGLE

SOLD TO YOU BY ATLAS ON 10 DAY MONEY BACK GUARANTEE! **10 FOR \$275**

Sample \$32.50, Ball Gum Model \$2.00 Extra, Gold Award Model \$1.50 Extra. **AND—50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!!!**

1/3 With Order—Balance C. O. D.

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES { ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

5 YEAR GUARANTEE

Liberty SPORTS PARADE

Sport, Fruit or Cigarette Reels
1c or 5c Play

Cum Vender \$2.00 Additional

10 for \$275.00 and Easily Worth Double **\$32.50**

MONEY BACK GUARANTEE



GERBER & GLASS 914 Diversey Blvd. Chicago, Illinois

Monarch NEW ADDRESS—
MONEY SAVING VALUES!

Special Free Play Knockout Lite Games

Longest	\$19.50	Scoop	\$27.50	Vogae	\$22.50
Lits-o-Card	37.50	Variety	18.50	Sportem	16.50
Fantasy	22.50	Pick 'Em	18.50	Lit o Fun	17.50
Davy Jones	15.50	Chevron	17.50	Hold Tight	14.50
Snooks	14.50	Chubbie	17.50	Liberty	12.50
Grand National	\$99.50	Hawthorn	\$57.50	Fairground	\$27.50
Grandstand	77.50	Santa Anita	144.50	Peckness	17.50
Thatsledown	64.50	Pacemaker	59.50	Stables	24.50

Bally One-Ball Multiple Payouts

Grand National	\$99.50	Hawthorn	\$57.50
Grandstand	77.50	Santa Anita	144.50
Thatsledown	64.50	Pacemaker	59.50

Automatic Consoles

KENEY TRACK TIME 1935 Model, Skill Feature, Perfect	\$59.50	JENNINGS MULTIPLE RACER	\$44.50
KENEY PASTIME	144.50	KENEY 1939 SUPER TRACK TIME	144.50
KENEY TRIPLE ENTRY	129.50	PACE SARATOGA, 1940 Mod., Chrome Rails	89.50

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

OUR NEW ADDRESS

MONARCH COIN MACHINE CO.

1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

SPECIALS! ALL FREE PLAY!

All Babe	\$20.00	Fellas	\$25.00	Sporty	\$47.50
Avaton	10.00	Follow Up	10.00	Speed Demon (New)	
Bally Alley	37.50	Jumbo Parade	127.50	WRITE FOR PRICE!	
Bally Supreme	10.00	(Used Only 2 Wks.)		Supershrout	\$30.00
Bang	12.50	Landed	22.50	Super Six	32.50
Big Six	32.50	Lead Off	22.50	Thriller	13.50
Big Town	30.00	Library	10.00	Tepper	15.00
Britia Spys	47.50	Lucky	22.50	Triumph	20.00
Chevron	10.00	Major	12.50	Up & Up	10.00
Charmion	20.00	Nippy	22.50	Variation	47.50
Chubbie	10.00	Ocean Park	17.50	White Salt	22.50
Cowboy	15.00	OH! Johnny	42.50	Yacht Club	42.50
Dandy	15.00	Punch	30.00	Zip	12.50
Demoboy	38.50	Red Hot	35.00	1/3 Deposit With All Orders	
Fantasy	15.00	Score & Line	10.00	We Ship Balance C.O.D.	
Flashtop	25.00	Score Champ	42.50	F.O.B. San Francisco, Cal.	
Flash	10.00	Snooks	10.00	Write for COMPLETE LIST!	

GOLDEN GATE NOVELTY CO.
540 TURK STREET SAN FRANCISCO, CALIF.

PAT'S BARGAIN BUYS

FREE PLAYS		Topper	\$14.50
Landlides	\$89.50	Mr. Chips	29.50
Powerhouse	47.50	Boating Alley	34.50
Rattles	37.50	Big Shoes	38.50
Super Stars	34.50	Demoboy	47.50
Varieties	22.50	Score Champ	32.50
Spotties	18.50	Pick 'Em	24.50
Side Kick	14.50	Big Sixes	17.50

All These Games Carry Our Reconditioned Used Game Guarantee. We Buy—Sell—and Trade. 1/3 Deposit—Balance C. O. D.
PAY'S AMUSEMENT SALES COMPANY, 3701 Euclid Ave., Cleveland, O. HENDERSON 1960.

We Have All the New Free Play Games in Stock
For immediate delivery. Will make liberal trade-in allowance on Used Machines. Write or wire for our rock-bottom prices on Free Play Games, Counter Games, Automatic Consoles, Slot Machines, Etc. We Ship Subject to Inspection Upon Receipt of 1/3 Deposit.
AUTOMATIC SALES CO.
416-A BROAD STREET, NASHVILLE, TENN.

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 19.—Ted Bush, head of Acme Novelty Company, feels like passing out new Wurlitzers to his friends these days. Instead he's passing out cigars. Theodore T. Bush Jr. was born Saturday, October 12.

Nick Lucas, the singing troubadour who is doing a turn at one local night spot, and Freddie (Schnickelfritz) Fischer, whose work is playing another local nitery, teamed up to visit the new Mayflower Novelty Company establishment in the Midway district, St. Paul, this week. Both men expressed great delight with the new Mayflower arrangement and listened to their recordings on Mills phonos.

Caseburg & Norberg, of St. Peter, Minn., have entered the operator business and are doing a very fine job of it, too.

With his brother, Bob, opening up a new men's shoe store here, M. M. (Doc) Berenson, of Minnesota Machines and executive secretary of the Minneapolis Amusement Games Association, has been spending a good deal of his time helping his kid brother get organized. "He's over at Bob's place," has been the retort proper given by Doc's secretary the past few days.

Out testing their eyes in search of ducks and pheasants during the past few days have been the following operators: Max Harrison, Ian Vangen, and Chester Case, all of Minneapolis.

Mrs. Ella Oberg came in from Grand Forks, N. D., to view the new merchandise at Silent Sales Company this week.

Another visitor at Silent Sales was P. K. Oimstead, of Fergus Falls, Minn.

Sam Taran, of Mayflower Novelty Company, has been spending most of the week in Chicago previewing new merchandise.

Ollie Cliff has returned to the coin machine business in Zumbro Falls, Minn., following a two-month layoff. Ollie is reported doing very well.

Ted Kleimer, of Hudson, Wis., came to the Twin Cities to look over the new merchandise this week.

Clyde Nowell, president of Amusement Games, St. Paul, back from a trip to North Dakota, stopped in the office long enough to get his mail and then headed for Rochester and Winona, Minn. Clyde reports business throughout the territory exceedingly bright for the coming season.

Tom Graby, of Faribault, Minn., president of the Minnesota Amusement Games Association, came to the Twin Cities to discuss current problems with his brother operators and association members.

Ernie Altman, of Altman Novelty Company, St. Paul, has loaded up on another bunch of Gottlieb's Gold Star five-ball games. Ernie says Gold Star is one of the hottest games of the year and that he is doing a big business with it.

Ted Hell, of Hell Premium Company, Gaylord, Minn., has placed another Seeburg phono location and is enthusiastic with the way Seeburg has caught on among his patrons.

G. Hanson, of St. Peter, Minn., came to town this week to view Mayflower Novelty's new merchandise.

Wisconsin colmen who traveled to the Twin Cities, coin machine headquarters of the Northwest, this week included Harry Galup, Milton Cayo, and Jim Rooney.

Marty Olson, of Winona, Minn., spent several days in this section viewing the 1940-'41 fall products.

Heavy purchases of 1940-'41 merchandise were made this week by H. Ginzberg, operator headquarters in Ottumwa, Ia. He reported the season's prospects very bright.

Hy Greenstein, of Hy-G Games Company, reports Seeburg phonos continuing to do a good job throughout the Twin Cities and environs. Gottlieb's Gold Star, he says, continues to be a big winner.

From Manny Levine, of Spin-O Sales

\$10.00 DOWN
Balance Monthly

30 INCHES
 25 INCHES
 18 INCHES WIDE

NEW GUESSING SCALE
Operates Automatically
Does Not Require Electricity
No Springs—Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1839—Tel. COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

Brilliantly Successful on Thousands of Locations

IMOP


Ball Gum Vender with Cigarette or Cherry Fruit Reels. 1c or 5c. Sample \$12.50, Six for \$67.50.

H. G. PAYNE CO.
312 Broadway, Nashville, Tenn.

Company, comes word that business has shown a definite upward trend, with the fall and winter season looking especially bright.

AS ALWAYS... DAVAL GIVES YOU
2 YEAR UNCONDITIONAL MECHANISM GUARANTEE

ON-AMERICAN EAGLE
WORLD'S GREATEST MONEY-MAKER



DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast Office - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.

CLEARANCE SALE

15 Mills Free Play 1-2-3, Animal Reels, Special, Each	\$40.00
8 Kenney Anti-Aircraft Guns, Brass Cabinet, Special	75.00
8 Double Feature, Late Model, Each	85.00
10 Seaburg Chicken Sam Ray-o-Lite Gun, Each	50.50
5 Rock-Ola Ten Pins	49.50
2 Evans P. P. Base Ball, 1940 Model, Special	65.50
2 Gottlieb F. P. Baseballs, Special	35.50
6 Triumph	\$17.50
6 Masoot	25.00
3 Red Cap	20.00
3 Short Stop	25.00
2 Charm	25.00
2 Big Six	10.00
2 Karny, F. P., 1' or 5' Balls	35.00
2 O. O. D.	20.00
2 Lead Off	45.00
2 Britz Soda	35.00
2 Score Cards	25.00
2 Top Natchez	35.00
1 Baker Doughboy	45.00
1 Home Run	35.00
2 Score Champs	25.00
2 Vacation	35.00
2 Scoop	17.50
1 Europa	25.00

1/2 White Ball \$22.50
1 Wings \$6.00
3 Thriller 10.00
1 Backarc 15.00
1 Tipper 17.50
3 Boston Baseball 15.00
2 Multi Free Reels 10.00
2 Triple Play 10.00
2 Hold Tight 12.50
2 Tinkie 10.00
2 Midway 10.00
2 Up & Up 10.00

2 Brooks 10.00
3 Spotted 10.00
2 Triple Threat 10.00
2 Chevron 10.00
2 Box Score 10.00
3 Contact 15.00
3 Baiting Champs 10.00
2 Majors 10.00
1 Gottlieb Keen-A-Ball 10.00
1 Rebound 10.00
2 Nippy 15.00
2 Lucky 15.00

CLOSE-OUTS! BRAND NEW IN CRATES! WRITE FOR PRICES NOW!

1/2 Deposit — Balance C. O. D.
419 MARKET ST., PHILADELPHIA, PA.

"The House of Proven Winners"

FREE PLAY GAMES

Kenney Big Six	\$17.50
Bally Roller Derby	20.50
Bally Scoop	21.50
Bally Spotted	17.50
Exhibit Flamingo	24.50
Kenney Supercharge	22.50
Exhibit Short Stop	35.00

NOVELTY GAMES

Bally Charm	\$48.50
Bally Champion	22.50
Exhibit Gemset	17.50
Bally Triumph	25.50
Exhibit Congo (1 or 5)	25.50
Bally Voice	22.50
Bally Pickem	17.50
Genco Pollies	10.50

One-Third Cash With Order, Balance C. O. D.

J. and J. NOVELTY COMPANY
4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN

Look Over These New Low Prices and Save \$\$\$

Rock-Ola 1930 De Luxe	\$145.00	Peac 1940 Serenata Jr.	\$95.00
Rock-Ola 1933 Standard	129.50	Amalgam Fast Times, 1940 Model	89.50
Seaburg 1938 Gems	119.50	Seaburg Chute-the-Chutes	114.50
Rock-Ola 1938 Windows	69.50	Bally Bull's Eye	59.50
Bally 1937 Rhythm King 10's	39.50	Seaburg Chicken Bams	59.50
Wurlitzer 4124	32.50	Exhibit Rotary Merchandisers	44.50
Rock-Ola 1937 Rhythm King 12's	24.50	Mills 1-2-3, Payoffs	39.50
Kenney Anti-Aircraft Guns	89.50	Mills 1-2-3, Free Plays	43.50
Western De Luxe Baseballs	50.50	Bally Allied Late Models	29.50
Rock-Ola Ten Pins	49.50	Rock-Ola World Series	39.50

All Reconditioned Ready To Operate, 1/3 Cash With Order, Balance C. O. D.

BADGER NOVELTY CO., Milwaukee, Wis.

Atlas Executives Salute Joe Green

CHICAGO, Oct. 19.—In saluting their mechanical force for proficiency in re-conditioning and refinishing coin machines, executives of the Atlas Novelty Company nominated Joe Green, head of the refinishing department, as man of the week.

"Green," officials said, "is one of the most efficient maintenance men in the industry. He is an expert carpenter, painter, and electrician. These are just a few of his strong points."

"He has been with Atlas for more than four years. Like a magician, he can take an old piece of equipment and transfer it into a beautiful, money-getting machine that is rivaled in appearance only by new equipment."

"Green is familiar with all of the latest types of spraying equipment which the refinishing shop uses. In addition to matching original colors he can mar-bigo phonograph cabinets to enhance beauty."

"One of the strongest men at Atlas, Joe Green can handle 250-pound games with the greatest of ease. Maybe those large muscles were developed in his hobby, which is farming."

"Green has five assistants whose speed and accuracy in refinishing make them valuable to Atlas in rendering the highest type of service to customers."

Spitfire New Scientific Game

BROOKLYN, Oct. 19.—Spitfire, a new counter game, has just been announced by the Scientific Machine Corporation. It is described by officials as being a flashy, colorful combination ball gum vander and amusement machine with an unusual skill feature.

When coin is inserted, it is explained, a ball of gum is vended into the cockpit of an aeroplane which may be maneuvered from side to side by the player. Underneath the aeroplane is a ship with two funnels. When player believes he has plane positioned properly he presses a lever and ball of gum drops like a bomb. If the player's aim is good and the ball drops into one of the funnels it is scored as a hit and remains there until released by the location owner.

Max D. Levine, president of the firm, says, "Spitfire has been location tested for the past month and it works like a charm. Operators who have seen the game have already placed substantial orders." Because the machine is so timely Max believes it should go over very big.

Scientific Machine Corporation is working on a number of other games which will be announced soon, Levine reports.

Bally Announces Time-Payment Plan

CHICAGO, Oct. 19. — Announcing a uniform time-payment plan for purchase of Rapid-Fire machine guns with diving submarine target, George Jenkins, general sales manager of Bally Manufacturing Company, stated that the plan is based on an extensive survey of machine-gun earnings and available locations.

"All the thousands of Rapid-Fires are already on location," Jenkins said, "our check-up, made in conjunction with distributors from Coast to Coast, reveals the fact that countless locations are still clamoring for this great gun. Our liberal time-payment plan, by permitting operators to expand their routes with a minimum investment, insures placement of Rapid-Fire on thousands of additional locations."

"We waited to prove Rapid-Fire beyond question before announcing a time-payment plan. We waited because we believe that a policy of 'be-sure-before-you-sign' is the only smart policy for operators purchasing equipment on a deferred payment basis. Today the earning power, long life, and mechanical performance have been proved by thousands of machines on location—some in continuous operation for three, four, and five months. Purchase of Rapid-Fire on a time-payment deal has been proved to be a safe, sure investment for quick profits today and steady profits for many months of tomorrow."

"In view of the demand for Rapid-Fire, operators are urged to lose no time in contacting their distributors, who will explain the details of our liberal time-payment plan. A small down pay-

GARDNERS AMAZING NEW SLOT SYMBOLS



BARS-BELLS

NOW!

Gardner packs brilliant color, artistry, and sensational eye appeal into the most tremendous wallop in a slot machine symbol ever produced!

NO. 1200 BARS AND BELLS, 5c PLAY, AVERAGE PROFIT \$27.55

combines these beautiful, special-thick slot symbols with a colorful board that moves off the counter at a furious pace and tosses a generous average profit. IT'S A RECORD BREAKER!

ORDER SOME OF THESE BOARDS TODAY AND WRITE FOR CIRCULARS DISPLAYING GARDNER'S NEW FALL LINE.

GARDNER & CO.
2107 S. ARCHER CHICAGO, ILL.

ROLL A STRIKE

Player bowls the coin played, aiming at slot in King Pin. PENNY, NICKEL OR DIME PLAY.

LATEST BOWLING COUNTER GAME

7 inches high
7 inches wide
15 inches long

WINNING COIN VISIBLE

WINNING COIN GOES INTO SEPARATE COMPARTMENT. This gives perfect check up on payouts. When winner it scored the word STRIKE lights up at top of machine. MOVABLE BOWLING MAN AND THE TEN PINS ARE MADE OF CAST ALUMINUM. BEAUTIFUL MARBLE FINISH. TROUBLE FREE AND CHEAT PROOF.

Sample \$14.50—Lots of 6 or more \$10.50 Each.

Order today and be the first in your territory to cash in. 1/2 Deposit, Balance C. O. D.

MODERN CABINET CO., Inc.
2115 California Ave., ST. LOUIS, MO. Prospect 7210

FREE PLAYS—RECONDITIONED

Landfill (Exhibit)	\$57.50
Double Feature (55cner)	67.50
All Baba	\$19.00
Blonde	42.50
Big Show	27.00
Brite Spot	48.00
Swelling Alley	22.50
Drum Majors	42.00
Flash	12.50
Pollies	19.50
Jelly	28.00
Lancer	14.00
Novelty	\$10.00

Novelty—\$10.00 Each: Buckaroo, Lucky and Sports, Novelty—\$8.00 Each: Double, Green, Contact, Double Feature (Bally), Exp-Atiles, Flats, Flight, Fifth Tening, Glimp Trotter, Green, Light, Handicap, Hit-or-Miss, Peachy, Sky High, Skooky, Brooks, Reedy, Spackman, Spinner, Stee and Go, St. Martin, Splitkick, Silver Flash, Topper, Varsity.

1/3 Cash Deposit, Under \$18.00 Full Cash. For Export Cable: "Goin'machin," N. Y.

MARC MUNYER, INC. 552 West 167th St. New York, N. Y.

ment gets the operator started; players pay the balance by pouring nickels into the chute for the biggest amusement bargain in history."

**Lazar Gives You
15 DAYS'
FREE TRIAL
MONEY BACK GUARANTEE
ON
Bally's
RAPID-FIRE
MACHINE GUN**



J. F. WEBB, Rook-Ola Manufacturing Corporation vice-president, indulges in a few sleight-of-hand tricks for district managers Bob Hunter and Hans Van Royat during a recent district managers' banquet.

Write Wire! Phone Today to

B. D. Lazar Co.

1635 FIFTH AVE., PITTSBURGH, PA.
1425 N. BROAD ST., PHILADELPHIA, PA.

GUY NOEL
Says—
The Last Word in Coupon Games Is Our New

ROL-N-PIN
It's Different and Extremely Fascinating. 1000 New Coupons—Not Numbers—Not Symbols. Excellent for Closed Territory. Write Me for Information.

WE ARE SOLE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL. Mfg. of Largest Variety Line of Jar Games—Wrestling Derby Games—Baseball Daily and Weekly Series—Tip & Jack Pot Games—Sales Cards.

WRITE US YOUR REQUIREMENTS.
GAY GAMES, INC.
Dist. RR-10A, MUNCIE, INDIANA

FOR SALE

Route of Skee Ball Alley consisting of 45 Machines located around Alton, Illinois. Also have 100 Skee Ball Alleys of different makes in first-class condition. Will sell reasonable.

RELIABLE SKEE BALL COMPANY
2512-14 Irving Park Blvd., Chicago, Ill.

OPERATORS, WRITE...
H. G. PAYNE COMPANY
315-316 Broadway, NASHVILLE, TENN.
For Weekly Bargain Lists. Most Complete Stock of New and Used Coin Machines in the South.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS, MO.
**IS THE PLACE TO BUY
AMERICAN EAGLE
ON 10 DAYS' FREE TRIAL**
10 For \$275—Sample \$32.50—Ball Gum Mod. \$2 Extra

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

**Keeney Rushed
On Air Raider**

CHICAGO, Oct. 19.—"We knew when we introduced Air Raider to the trade that we would have to expect a rush of business from wide-awake operators because Air Raider is the most fascinating gun machine that has been produced to date," states Bill Ryan, J. H. Keeney & Company sales manager.

"Our expectation, in the way of being rushed, has become a reality. Coinmen are bombarding us with orders for Air Raider. Our distributors in every section of the country report that operators are wild about Air Raider and that they are ordering them in larger numbers every day.

"There's plenty of reason why coinmen are so wholeheartedly in favor of Air Raider. It's packed with appeal that is unrivaled. Our original Anti-Aircraft Machine Gun rolled up the high earnings. We think that Air Raider is on its way to set even higher marks.

"Air Raider is totally new and different. A big feature of Air Raider is the fact that it is a completely self-contained unit. The new backboard offers more thrills than can be imagined. The action of the plane flying into the range of the machine gun appeals to all players. Hits are automatically recorded in lights on the backboard."

**Report Ohio Towns
Planning Licenses
On Pinball Games**

KILBUCK O., Oct. 19.—Kilbuck's council has approved an ordinance licensing pinball machines. The ordinance calls for a fee of \$1 a month on each machine. There is no State license on pinball games in Ohio.

A number of the pinball games have already been placed on location. Other villages near here are said to be considering similar legislation. Several types of coin-operated machines are now being operated throught Holmes County.

Southern Automatic
OFFERS VALUES THAT CAN'T BE BEAT!
CHOOSE FROM AMERICA'S LARGEST SELECTION OF AUTOMATIC MACHINES!

**Sensational, New Low Prices
ON HIGH-POWERED MONEY-MAKERS!**

Breakfast Pay Table	\$19.50	Jennings 5c Cigarette	\$59.50
Mills 1-2-3 Payout	27.50	Galloping Dominoes, Tick. Mod.	59.50
Liberty Bell	29.00	Keeney Triple Entry	109.50
Exhibit Console	29.50	Paces Races	109.50
Jennings Derby Day	29.50	Paces Races with Jackpots	139.50
Keeney Skill Time	37.50	Reconditioned Rags Track	75.00

YOU CAN'T LOSE ON THESE FREE PLAY GAME BUYS—

BUCKAROO, CONQUEST, CRUISE, CHAMPION, CHEVROK, HEADLINER, OCEAN PARK ONLY **\$19.50 EACH**

PICK 'EM, RINK, REBOUND, 3 N O O K S, TOPPER, VOGUE, FIFTH INNING

SLIGHTLY USED MARVELS, \$21.50 EACH

FREE PLAY SUPER-SPECIALS	WORTH MORE—EARN MORE!		
Blackout	\$22.50	Follies	\$20.50
Big Show	39.50	Formation	79.50
Bally Beauty	42.50	Jolly	42.50
Big Top	37.50	Lucky	29.50
Commodore	32.50	Lancer	32.50
Coop	39.50	Lone Star	67.50
Convention	34.50	Landslide	74.50
Doughboy	49.50	Mr. Chips	27.50
Dive Ranch	69.50	Mills 1-2-3	69.50
Dials	79.50		

Snack Vender, on Base \$15.00
Mills Vest Pocket Bell 29.50
Roxie's Libby Scale \$20.00
Bally Alley 22.50

Terms: 1/3 Deposit With Order, Balance Sight Draft.
TO AVOID DELAY, PLEASE STATE SECOND CHOICE WHEN ORDERING, AS EQUIPMENT MOVES RAPIDLY.
Write Today for New List of Used Photographs.
DISTRIBUTORS OF J. P. SEEBURG CORP. PRODUCTS IN KENTUCKY, OHIO, INDIANA and TENNESSEE.

Southern Automatic
MUSIC CO.
"The House that Confidence Built"
542 S. SECOND ST., LOUISVILLE, KY.
NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.
425 Broad St. 312 W. Seventh 620 Massachusetts

**A PROFIT WALLOP
IN SPINNING WHEEL
ACTION**

**HARLICH'S NEW
SENSATIONAL BOARD
WITH ACTUAL BUILT-IN
MECHANICAL UNIT**

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY
No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

PAYMENTS	FREE PLAY	FREE PLAY
Hawthorne \$65.00	Across the Board \$24.50	Alphabet \$17.50
Big Prize \$7.50	Triumph 23.00	Amaze 17.50
Brown Cab. Paces Races \$4.50	Scoco 22.50	4-in-6 17.50
1938 Trackline \$2.50	Vogue 22.50	Cherion 14.00
1938 Kentucky Club \$9.00	Bomb 17.50	Golden Gate 14.00
Derby Time 24.50	Big Six 17.50	Box Store 12.50
Doughboy \$34.50	Circus 17.50	Contact 12.50
Short Stop 34.00	Pet Shop 17.50	Stop & Go 12.50
Stoner's Baseball 24.50	Up & Up 17.50	Stock 10.00
Arlington 24.50	Gubbles 17.50	Stop & Go, Novelty 8.00
	Twinkle 17.50	Miami, Novelty 8.00
	1/3 Deposit With Order—Balance C. O.	

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVENUE. CLEVELAND, OHIO

SLIGHTLY USED EQUIPMENT FOR SALE

Brown Cabinet Paces Races	Practically New Baker's Paces	Galloping Dominoes	Bucky Track Odds	Square Bell	Keeney's Skill Time	Keeney's Triple Entry	Keeney's Game Track Time
Bangalls	Novelty Tables and All Type Free Games	Blue Fronts	Melon Bell	Jennings Good Luck	Multiple Races	Lucas Luck	Practically New Columbia Bell

ALL TYPES OF BALLY'S ONE BALL TABLES.
Write or Wire for Prices.
JONES SALES CO., 1330-32 TRADE AVE., HICKORY, N. C.

Give 'em
Chicago Coin's

FOX HUNT

when your locations
ask for something
that's really
DIFFERENT!

FREE PLAY GAMES

- Blondie \$42.50
- Drabble Feature 62.50
- Landlide 62.50
- Rotation 59.50
- Commodore 24.50

SPECIAL CLOSEOUT!

BALLY ALLEY...\$29.50
1/3 With Order, Balance Shipped C. O. D.

We're Now Delivering

CHICAGO COIN'S

"FOX HUNT"

PLACE YOUR ORDER NOW!

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

BANNER SPECIALTY COMPANY

1530-32 PARRISH STREET ● 1508 FIFTH AVENUE
PHILADELPHIA, PA. ● PITTSBURGH, PA.

GIVES YOU 10 DAYS' FREE TRIAL ON

AMERICAN EAGLE

10 FOR \$275



- Sample \$32.50
- Gold Award Model \$1.50 Extra
- Ball Gum Model \$2.00 Extra
- Ball Gum Model \$2.00 Extra
- Bell Fruit Token Payout Action
- 1/2 With Order, Balance C. O. D.

MARVEL

10 FOR \$275



- Sample \$32.50
- Ball Gum Model \$2.00 Extra
- Cigarette Token Payout Action
- 1/2 With Order, Balance C. O. D.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES



LEW WOLF, REX AMUSEMENT COMPANY, Buffalo, shows George Jenkins, general sales manager of Bally Manufacturing Company, how to sink submarines with Bally's Rapid-Fire machine gun.

Many Accept Mills Invitations to Big Premiere Showing

NEW YORK, Oct. 19.—As the time for the Eastern premiere showing of the Mills Panoram movie machine drew near, the list of celebrities who will be present at one time or another during the three days, October 20, 21, and 22, greatly increased. It was announced today that Miss America will attend the special party for the press on October 21.

Among the celebrities who had indicated they would be present were Abe Lyman, Eddy Duchin, Sonja Henie, Dan Topping, Gray Gordon, Sammy Kaye, Tony Pastor, Guy Lombardo, Carol Bruce, Benny Baker, Clint Lyon, Gene Krupa, Sophie Tucker, Adrienne Ames, Eddie Davis, Terry Lawler, Ella Logan, Judy Starr, James Farley, Franklin Roosevelt Jr., Fred Allen, Al Johnson, Lou Gehrig, Prince Serge Obolensky, Billy Rose, Eleanor Holm, Eddie Cantor, Lanny Ross, Yvette, Walter Kiernan.

Representing the press, recording firms, etc., will be Eli Oberstein, H. V. Kaitenborn, Abel Green, Sid Silverman, Joe Higgins, Dana Merriman, George

Skinner, Jack Lait, Carter Barron, and others. The Billboard will be represented by Elias E. Sugarman, Maynard Keuter, Daniel Richman, Joe Orleck, Joseph Caida, Sam Honigberg, and others.

Sixteen Rogers, the Panoram girl, will act as hostess on Sunday, October 20, at the Mills "open house" reception in the Empire Room, Hotel Waldorf-Astoria.

Allied Gets South American Orders

CHICAGO, Oct. 19.—"Recognition of the Allied Novelty Company is coming from faraway places," reports Samuel Kleiman, of the Chicago firm. "Orders are coming in from South America. And, of course, we are constantly receiving them from points throught the United States.

"Particularly gratifying to us are the complimentary letters that come to us praising the excellent shape in which Allied machines are received. Packing machines for shipment may be a minor detail, but it is just one of the many things that Allied tries to do better and thus insure greater all-round satisfaction to the customer who buys from Allied."

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAY GAMES

- Landlide \$62.50
- 1940 1-2-3s 89.50
- Blondie 49.50
- Drum Major 47.50
- Score Champ 28.00
- Super Six 19.50
- C. O. D. 15.00
- Short Stop 36.00
- Yacht Club 49.50
- Keen-a-Ball 12.50
- Score Card 27.50
- Big Six 12.00

- O'Boy \$25.00
- Fantasy 16.50
- Big Show 29.00
- Lucky 17.50
- Nippy 19.50
- Mascot 34.50
- Triumph 16.00
- Border Town 49.50

- Keeney Anti-Aircraft \$99.50
- Skee-Ballette 64.50
- Tom Strike 62.50
- Bally Alley 32.50

I Personally Recommend These Money Makers!



Gofflieb's **GOLD STAR** Stoner's **HOLD-OVER**

THESE ARE BUT A FEW SAMPLES OF THE BUYS YOU ALWAYS GET FROM PONSER! WRITE US FIRST BEFORE YOU BUY ANY GAME YOU WANT! Terms: 1/3 Deposit Required With All Orders, We Ship Bal. C. O. D.

GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.

If It's Coin Operated—We Have It—New or Used

- FREE PLAY GAMES**
- All-Balls \$17.50
 - Airport 17.50
 - Bangs 17.00
 - Champion 22.50
 - Chief 18.00
 - Drum Major 47.50
 - Duke Ranch 65.00
 - 4-6-6 27.50
 - Garden Gate 18.00
 - Headliner 22.00
 - Jumpo 25.00

- FREE PLAY GAMES**
- Love Star \$48.00
 - Lucky Strike 30.00
 - Majors 18.00
 - On Deck—Birds 65.00
 - On Deck—Shells 65.00
 - Pink-Em 25.00
 - Phonk, F.S. 58.00
 - Rebound 15.00
 - Short Six 37.50
 - Stoner's Baseball 27.50
 - Swoody 18.00

- FREE PLAY GAMES**
- Speed Demons \$74.00
 - Up and Up 47.00
 - Wings 55.00
- ONE BALL FREE PLAYS**
- Prezious \$25.00
 - Acces Board 25.00
 - Firekas 25.00
 - Congos 45.00
 - Arlingtons 25.00
 - 1-2-3 55.00

HALF DEPOSIT WITH ORDER. BALANCE C. O. D. WRITE FOR OUR LATEST LIST. CLEVELAND COIN MACHINE EXCHANGE, 2021 PROSPECT AVE., CLEVELAND, OHIO

Sphinx Cohen
Previews Games

MINNEAPOLIS, Oct. 19.—William (Sphinx) Cohen, of the Silent Sales Company, has returned from visits to Chicago, Milwaukee, and Indianapolis, where he previewed new games for 1941. Enthusiastic, Bill waxed eloquent as he recalled the many new additions to the coin machine business for the coming year.

From Indianapolis Cohen brought back news that the Capehart factory is making good progress with its products and is looking forward to a very fine season.

Pace's new miniature bowling alleys are a sensation, he said. A new 16-ally installation was made in Madison, Wis., and Cohen was present at the grand opening last Friday.

"You can say for me," the Sphinx said, "that operators will wind up their season with a big bang and start 1941 off like a skyrocket with Keene's new Sky Raider. It has everything, all enclosed in a one-piece unit that is the most attractive and realistic gun game I have witnessed."

As for Daval's Gold Medal counter game, the Sphinx believes operators will be very happy with it. Bill witnessed a preview of Daval's new counter game which has many features crammed into it. Cohen predicts this game will be a sensation.

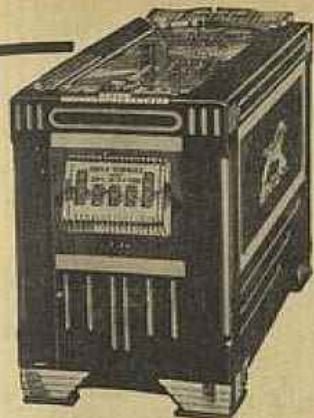
American Eagle
Production Grows

CHICAGO, Oct. 19.—"It is interesting," Al S. Douglas, the Daval Company, declares, "to note how our American Eagle has opened a new path for profits for many operators, jobbers, and distributors throughout the country.

"When we first introduced American Eagle there wasn't that enthusiasm for counter games as many of us have known it in the old days. The entrance of other products and the coming of many new men to the business caused a general apathy in the counter game business. Even old-timers among the operators have, so to speak, fallen asleep at the switch and forgotten all about the marvelous profits they had previously been making with counter games.

"However, when American Eagle was introduced, many turned to the machine because they felt it was just as good as anything else for a test. As soon as the first samples appeared on location, the game opened the eyes of every operator who quickly saw for himself the possible profits.

"The result is that we have for months been trying to make our greatly increasing production catch up with the continually increasing pile of orders."



BAKER'S PACERS

Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago.

THE BEST BUYS
ARE ALWAYS FOUND
IN AVON'S LISTS!

GET YOUR NAME ON OUR
MAILING SCHEDULE NOW AND
SAVE \$ \$ \$

AVON NOVELTY SALES CO., INC.
2923 Prospect Ave., CLEVELAND, OHIO

Reconditioned Payouts

- Dead Heat \$78.00
- Western Baseball 65.00
- Derby Time 48.00
- Sky Day 48.00
- Fred Bag 48.00
- Quincle 48.00
- Pacemaker 85.00

Phonographs

- Rockola Imperial 20 \$68.00
- Rockola Counter 12 with Wall Speaker 75.00

1/3 Deposit Required With Order

Automatic Coin
Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

In WISCONSIN It's
ROCK-OLA and BADGER
for the Greatest Profit
Producing Music Equip-
ment.

BADGER NOVELTY CO.
2546 North 30th Milwaukee

POOL BOWLING

Slightly Used Regular Models.

Write for Price.

CENTRAL COIN MACHINE EXCHANGE

2995 Grand River Ave., DETROIT, MICH.



JEAN MARTIN shows how easy it is to get direct "touch-to-touch" action music with the Buckley Bar Box. "It's a honey," says Jean, the Buckley Music System girl.

GIVE-AWAY PRICES! 707
VEMCO CLOSEOUTS
WHILE THEY LAST!

707 ONE BALLS, SLOTS, CONSOLES AND FREE PLAYS AT SACRIFICE PRICES—EVERY ONE GUARANTEED PERFECT—HURRY, HURRY! RUSH YOUR ORDER NOW!

ONE BALL TABLES

- 35 Bally Grand Nationals (single) \$89.50
- Lots of 5 84.50
- 6 Bally Thistle-downs 64.50
- 3 Bally Pace Makers 84.50
- 1 Bally Grandland 79.50
- 1 Bally Blue Ribbon 59.50
- 14 Bally Peckness 72.50
- 5 Bally Gold Medals 59.50
- 8 Bally Golden Wheels 8.50

- 5 Western Derby Times (6 coin multiple) \$17.50
- 1 Western Peek Peak 6.50
- 3 Western Ak-Sar-Ben 14.50
- 1 Western Feed Bag 16.50

- 48 Mills 5c Square Bells, single \$72.50
- Lots of Five 69.50
- 4 Bally Royal Flush 119.00
- 9 Keeney Pastimes 185.00
- 12 Keeney 1937 Red Head Track Times 42.50
- 9 Keeney Super Track Times 185.00
- 3 Keeney Kentucky Skill Times 45.00
- 15 Brown Cabinet Pacer Races 89.50
- 2 Mills Flashes 18.50

GUARANTEED SLOTS

- 89 Mills Chrome Bells, 1c, 5c, 10c and 25c play, used less than 30 days, lots of 5: \$82.50
- Sample or loss than 5 87.50
- 47 Mills Blue Front Mystery Bells, mechanically perfect and cabinets revamped to re-assemble new. 5c play 59.50
- 10c play 62.50
- 35 Mills Melon Bells, 5c play 69.50
- 10c play 72.50
- 41 Mills Cherry Bells, 5c play 69.50
- 10c play 72.50
- 5 Brand New Mills 5c Brown Front Bells with drill proof cab. (never unpacked) 87.50

CONSOLES

- 9 Pace 5c 1939 Saratogas \$69.50

Terms: 1/2 certified deposit with order; we ship bal. C.O.D.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FRATTEVILLE, N.C. Cable Address: COMSTON



IMP

LARGEST SELLING GUM VENDER EVER MADE
CIGARETTE OR FRUIT REELS

\$12.50 EACH—6 FOR \$67.50

LIBERTY BELL

Fastest Token Payout Game, Fruit or Cigarette Reels. Open or discreet payout of Cigarette or Free Play Tokens.

\$32.50 EACH—10 FOR \$275.00

Ball Gum Model \$2.00 Additional

WE CARRY LARGE STOCK GROETCHEN PRODUCTS.

AUTOMATIC AMUSEMENT CO. 883 Union Ave. MEMPHIS, TENN.



IT'S NEW

\$4.80 EXTRA
FOR YOU

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar)

jar 25c Extra
WISCONSIN
DE LUXE
CORPORATION

AMERICAN EAGLE JAR DEAL



IT'S NEW

96 Tickets Free. You got 1946 Tickets instead of the usual

—1850—

96 Extra Tickets, giving you \$4.80 more profit.

Takes in.....\$97.30

Pays Out.....\$72.00

Definite profit of \$25.30
EACH (in lots of 12) 90c

1902 N. 3d Street Milwaukee, Wis.

- Bango-Ocers \$65.00
- Chicken Saus 64.50
- Jail Birds 84.50
- Play-o-Lites 30.00
- Tom Mixes 30.00
- Black Cabinet Keeney Anti-Aircraft 84.00
- Superchargers 14.50
- 50 Four Compartment Revolving Peanut and Candy Venders, Each 5.00
- Bally Eagle Eyes \$34.50
- Bally Shoot the Bulls 69.50
- Vest Pockets, Beral 21000, Blue and Green Cabinet 84.50
- West Pockets, Green Cabinets 22.50
- A. B. T. Challengers 70.50
- Punch, Free Plays 12.50
- A. B. T. Model F, Streamlined 12.50

S & W COIN MACHINE EXCHANGE

3458 GRAND RIVER AVE.

(1/3 Deposit)

DETROIT, MICH.

TOWERING ABOVE ALL



SOUTHERN AUTOMATIC MUSIC COMPANY EMPLOYEES of the Louisville (Ky.) office gather in front of the firm's quarters for a picture. Southern Automatic distributes Seeburg equipment and games from its four offices in Louisville, Indianapolis, Cincinnati, and Nashville, Tenn.

Dallas

DALLAS, Oct. 19.—Good weather and a record attendance for the big State Fair of Texas has helped local coinmen to improve their business. Many types of coin-operated devices are in good demand, with marble tables continuing to hold the spotlight. Distributors for phonographs, remote-control equipment, free-play, and counter games are doing the best volume in several seasons. Sales on merchandise vendors has improved, with distributors getting more inquiries for new merchandisers.

Installation of Seeburg remote controls continue at a good pace with the Electro-Ball Company, Inc. says Ed Purlow, who has been in charge of the company's phonograph division, while Arthur Hughes was away on an extended business trip. Hughes visited the Electro-Ball offices at Memphis, Tenn., and Little Rock, Ark., the past week.

Harry Drollinger, one of the old-timers among Dallas coinmen, was in Dallas recently on an impromptu visit. Drollinger owns a fine home on the Northwest Highway, near Dallas, and has other local business interests which keep him in touch with the old home town.

Ed Stern, district manager for Rock-Ola, is on a swing of Southwestern and Southern key cities. He will visit New Orleans; Memphis, Tenn.; Little Rock, Ark., and points in Mississippi before returning to his Dallas headquarters.

Local coinmen are reporting a renewed demand for Glen Gray's No Name Jive. The Gray record, once a big-time hit in the phonographs, is staging a comeback.

New Monarch Coin Set-Up Ups Sales

CHICAGO, Oct. 19. — "Operators from every section of the country are sending in orders for equipment reconditioned under our new high-speed processes with our new equipment in our new quarters," reports Al Stern, of the Monarch Coin Machine Company.

"We've had many visitors in our new offices during the past two weeks, and they have all been most complimentary about our space and arrangements. With our offices on the main floor, we also have

display rooms set aside for each classification of coin-operated machine.

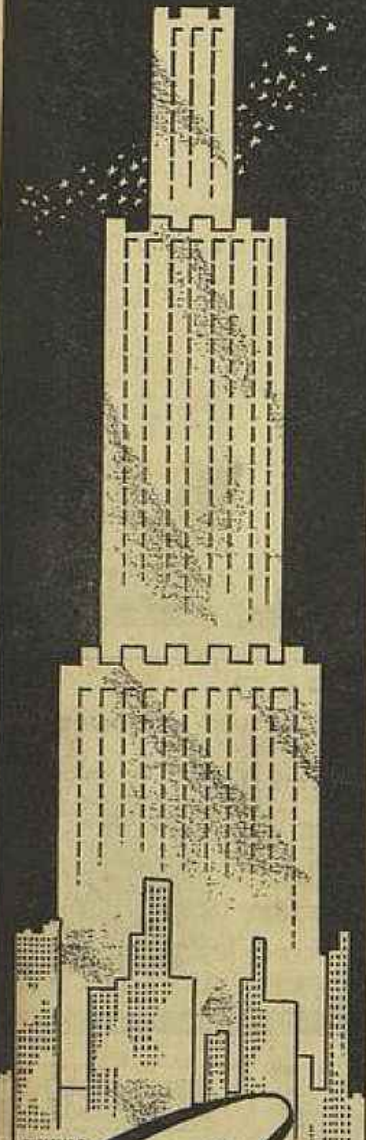
"This arrangement makes it much easier for operators to make their purchases in a minimum amount of time. Shipping facilities are much improved and for the convenience of our operator-customers we have made it possible for them to drive right into our three-story building. On the second floor as well as on the third floor are our reconditioning plants, completely modernized for the benefit of operators who purchase our dependable equipment."

Cleveland

CLEVELAND, Oct. 19.—Harry Golden, head of the U-Need-a-Pack Distributing Company, misses his son, Dan, who has returned to college at Madison, Wis. Dan took a lot of interest in his dad's business while home on vacation.

The regular monthly meeting of the Ohio State Automatic Electric Phonograph Owners' Association took place Thursday at headquarters in the Euclid-Windsor Building. Jack Colson, vice-president, presided. There were reports of standing committees, and it was brought out that the State is well organized and business is holding up well. Members present were from Cleveland, Akron, Canton, Warren, Youngstown, and other Ohio cities.

Peter Luckish, head of Luckish & Sons, and Leo Dickson, head of the Triangle Music Company, took a couple of days off from business and went fishing in Canada. They modestly refrained from boasting about their catch but acknowledged they were well pleased with it. Incidentally, Luckish has purchased a new home on Lake Avenue and expects to move into it within a week or two.



GENCO GAMES

EXEMPLIFIED BY THE YEAR'S BIGGEST HIT!

BIG CHIEF

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO



BERT LANE
Says:

TAKE MY TIP!

I've seen moneymakers before but NEVER one like Mutoscope's colossal legal hit

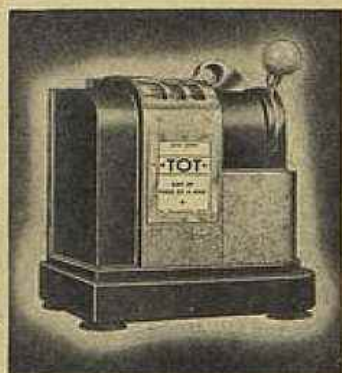
SKY FIGHTER

... averaging \$100 a week and more, week after week, in hundreds of spots. It's TOPS — RUSH YOUR ORDER NOW!

You'll find more GENCO **BIG CHIEFS** on location than all others. There must be a reason!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688



\$24.95 *Cum Vender \$2.00 Additional
F. O. B. CHICAGO

WESTERN Products, Inc.
925 W. North Ave.
Chicago, Ill.

This is the "Baby" that's making so much money

TOT
Available with Gum Vender

1 YEAR GUARANTEE
1c OR 5c PLAY • DEPENDABLE CLOCK MECHANISM • FREE PLAY TOKENS OR CIGARETTE REELS.

NEW GAME Announcement

SPITFIRE

New Counter-Game Sensation. NOVELTY BALL GUM VENDOR with AMAZING AMUSEMENT FEATURES.
THE PLANE ACTUALLY MOVES

Under Player Control
SAMPLE \$24.50
LOTS OF 5 22.50
10 OR MORE 19.50
½ Deposit With Order, Bal. C.O.D.

IMMEDIATE DELIVERIES ORDER TODAY

Scientific Machine Corp.
21 Steuben St., Brooklyn, N. Y.



ALLIED BARGAINS

FREE PLAY GAMES

Mills 1-2-3	\$64.50	Old Boy	\$37.50
Spooky	\$4.00	Lancer	\$7.50
Doughboy	\$4.50	Super Six	\$7.50
Masked	\$2.50	C. O. D.	\$2.50
Drum Major	\$3.50	Supercharger	\$9.50
Boytown	\$4.50	Vegete	\$7.50
Red Hat	\$2.50	Baseball
Score Card	\$1.50	(Stoner)	\$7.50
Big Town	\$9.50	Airport	\$1.50
Rocky	\$8.50	Big Six	\$1.50

SLIGHTLY USED MARVELS
1c or 5c Play.....\$19.50

AUTOMATIC PAYTABLES

Grand	\$99.50	Sport Page	\$57.50
National	\$92.50	Mills' Melon	\$4.50
Promaker	\$2.50	Bill	\$4.50
Grandstand	\$2.50	Stubbs	\$2.50
Hawthorne	\$2.50	Breakneck	\$7.50

PHONOGRAPHS

Rockola 1530	15 Records	\$139.50
Wurlitzer 500	Like New	\$49.50
Wurlitzer 24	Illuminated	\$9.50
Wurlitzer 55	Crescent (with Stand)	\$7.50
Wurlitzer 610	16 Records	\$4.50
Wurlitzer 716	16 Records	\$4.50
Wurlitzer 452	12 Records	\$4.50
Wurlitzer 512	12 Records	\$1.50

LEGAL EQUIPMENT

Kearney's Anti-Aircraft Gun (Black Cabinet)	\$107.50
Jet Bird (Seaburg)	\$7.50
Gettler's Skeeball	\$4.50
Evans' Ten Strike, Like New	\$9.50
Rockola's Ten Pin	\$2.50
A. B. T. Targets, Model F (Black Cabinet)	\$16.50
Target 1/2 Deposit, Balance C. O. D. F. O. B. Chicago

LIBERAL TRADE-IN ALLOWANCE. WRITE US

Allied

NOVELTY COMPANY

Phone: Capital 4747
3525 W. Fullerton Ave., CHICAGO

No Sky Fighters For Display Floor

LONG ISLAND CITY, Oct. 19.—An indication of the demand for Sky Fighter, anti-aircraft machine gun manufactured by International Mutoscope Reel Company, Long Island City, was given in the report that impatient distributors had demanded shipment of Mutoscope's show-room samples. "With the result that for the past four weeks we have not been able to keep a sample Sky Fighter on display in the factory," an official said.

Bill Rabkin, head of the Mutoscope organization, reports that Sky Fighter is its biggest hit in 44 years of manufacturing. "We've had some big winners in our nearly half a century of making coin machines," says Rabkin, "but it's Sky Fighter that tops them all. Sky Fighter is that rarity among coin machines, a game that takes in more and more money week after week.

"It's timely, thrilling, and fascinating. A legal machine based entirely on skill, it offers a constant challenge to players to better their scores.

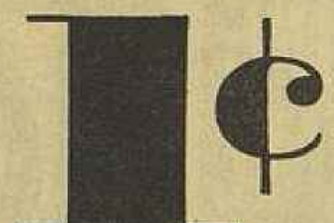
"Sky Fighter blitzkrieg sports arsenals are springing up in every territory. Started in the New York sector, on busy Broadway, this idea of setting up a location exclusively filled with a barrage of Sky Fighters has proved to be the hottest thing in years, and similar setups have been started on busy thoroughfares in Newark, Chicago, Philadelphia, and other cities.

"It doesn't take much to set up a blitzkrieg sports arsenal because the Sky Fighter, requiring a minimum of space and having a built-in target, can be placed flush along two walls with an aisle between—all with a narrow frontage."

MILLS VEST POCKET BELL AUTOMATIC PAYOUT MIDGET

BELL AUTOMATIC PAYOUT MIDGET MILLS VEST POCKET BELL AUTOMATIC

MILLS VEST POCKET BELL AUTOMATIC PAYOUT MIDGET MILLS VEST POCKET



PLAY

BELL AUTOMATIC PAYOUT MIDGET MILLS VEST POCKET

Chi Coin Fox Hunt Applauded

CHICAGO, Oct. 19.—"Operators and distributors have been flooding us with complimentary messages about Fox Hunt, our newest release," declare Sam Wolberg and Sam Gensburg, Chicago Coin Machine Manufacturing Company executives.

"Reports reaching us from column tell of the unusually high earnings of Fox Hunt. Players just flock to the Fox Hunt, like ducks to water. They like everything about this great new game. It has a world of appeal. It has new action that is different than that they've been accustomed to encountering.

"It has new light-up action on its backboard. It has new coloring on its playing field. Fox Hunt really has more features to talk about than any other one game. It's a combination of all these features that is making Fox Hunt a favorite of operators and players from one end of the country to the other."

OPERATORS!

Write for Our New COMPLETE PRICE LIST of NEW and USED MACHINES OF ALL MAKES! Special Low Prices! MILWAUKEE COIN MACHINE CO. 1455 W. Fond du Lac Ave. MILWAUKEE, WIS.

Join the Army

Of Successful Operators Who Get Big Weekly Profits From

IMP

Gum Venders with Cigarette or Fruit Symbols, 1c or 5c Play, \$67.50 Enlists 6 IMPs in Your Service.

H. G. PAYNE CO.
312 Broadway Nashville, Tenn.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.
15th & Huntingdon Bldg., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
155 Cathedral Bl., Baltimore, Md.

LIKE NEW, USED ONLY 2 MONTHS

4 Events Automatic Duck Pin Alley, \$600.00
24in or \$2200 for the 4 2 Chickens, Same, \$55.00; 5 Kearney Guns, black cabinet, \$150.00; 4 Ten Strikes, 150 score unit, \$80.00; 1 Western Baseball, F. B., \$65.00; 1 Beston, \$12.00; 1 Crescent, 3-hole Board, 4 for 10c and 3 for 25c; Size Pictures, \$75.00.

All above equipment in first class condition. Terms 1/3 with order, balance C. O. D.

TRI-STATE COIN AMUSEMENT CO.
P. O. Box 755, LANSING, MICH.



JIMMY VAN HEUSEN, successful member of the Pan-Alley younger generation, drops a nickel into a phonograph to hear one of the recordings of his latest compositions which was recently listed in *The Billboard's Record-Buying Guide*.

Gridiron's Greatest

ENCYCLOPEDIA OF OPPORTUNITY
THE INDUSTRY'S LATEST BOOKCOVER BOARD

You'll score with THE FAMOUS COACH — a revolutionary book-cover board, 150 holes with "Tommy Coach" symbols, 20 interesting scenes tell the story. Each winning scene repeats 6 times. Approximate average profit \$25.

Write for details on — THE FAMOUS COACH — and other sensational book-cover boards.

SUPERIOR PRODUCTS
1130 N. PULASKI ST. CHICAGO, ILLINOIS

BADGER SPECIALS

FIVE BALL FREE PLAY GAMES

Paramount	\$14.50	Score Champ	\$21.00
Comet	22.50	Short Step	24.00
Conquest	10.00	Mr. Chips	24.00
Follow Up	20.00	O'Boy	22.50
EP	14.00	Kearney Gun	32.50
Ocean Park	20.00	Merry-Go-Round	37.50
Golden Gate	14.00	Highlights	9.50
Flash	14.00	Thriller	10.00
Maze	24.50	Big Town	22.00
Rebound	16.00	Topper	17.50
Big Show	26.00	Bookies	9.50
Jumper	10.00	Clown	12.50
Double Feature	10.00	Airport	10.50
Champion	22.50	Top	12.50
Royal	20.00	Ten-Ten	11.50
Conquest	10.00	Headliner	13.50
Lancer	22.50	Artiller	10.00
Nippy	10.50	Up and Up	12.50
Bill's Ending	10.50	Big Six	17.50
Big League	28.00	Box Score	12.50

BADGER RAY COMPANY
1013 MAIN ST., GREEN BAY, WIS. 206 N. RICHMOND ST., APPLETON, WIS.

ONE BALL AUTOMATICS

Fair Grounds	\$17.50
Mills One-Two-Three	27.50
Breakneck	14.00
Gottlieb-Track Records	70.00

COUNTER GAMES

Liberty Bells, 10 for \$275.00

MISCELLANEOUS

Mills Blue Prints	\$35.00
Bean Bag (Legal Equipment)	11.00
1 Mutoscope Astroscope	15.00
10c	80.00
1 Throbbled Race	65.00
2 Skeeballsets, Gottlieb	65.00
2 Kearney Targets	90.00

Hold-Over



With The Biggest Come-On—
The New Carry-Over
Scoring System

Don't Miss It..



WRITE, WIRE, OR PHONE TODAY FOR
Stoner's HOLD OVER
WE ARE EXCLUSIVE DISTRIBUTORS!
BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone NE 3-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)



I. L. MITCHELL & CO.
CAN USE LARGE QUANTITY
OF USED PIN GAMES
WHAT HAVE YOU? WRITE—WIRE—PHONE.
Write for Our List of Used Pin Games
PHONE: GLENMORE 2-6480
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

SPECIAL!!! RED HOT SCORE CHAMP \$19.50 Ea.
SUPER SIX TRIUMPH
USED—Double Features \$59.50. Retain \$59.50. Bright Spot \$49.50.
Send Order and 1/2 Deposit. Prompt Delivery.
LEHIGH SPECIALTY CO.
2nd and Green Streets, PHILADELPHIA, PA.

Recordit Brings Order Avalanche

CHICAGO, Oct. 19. — "We've been working at top speed all this week in an attempt to fill the orders that have descended upon us for Recordit and Tot," commented Don Anderson, Western Products sales manager.

"Operators are enthusiastic about this great new voice recording machine. Installations are being made in various sections and reports indicate that the earnings in every case are far surpassing predictions.

"Recently an installation was made in the Plankinton Arcade of the Plankinton Hotel, Milwaukee. There is hardly a time when there isn't a crowd lined up in front of Recordit, each person waiting to make a record. This situation is duplicated in every location where a Recordit machine is installed.

"Tot, our great counter game, forges further and further ahead in profits in the counter game field. Operators are strong for Tot, not only because it is making money but also because it is perfect mechanically and is now equipped with a gum vender at slight extra cost."

General Seeks Larger Quarters

BALTIMORE, Md., Oct. 19. — General Vending Service Company, captained by Harry Hoffman, George Goldman, and Irv Blumenfeld, is seeking larger quarters.

The firm attributes its progress and its need for expansion to the fact that it is giving the operators in the territory the finest service and the best machines possible. "Every machine we recommend has been tested," said Harry Hoffman. "We know that only by our customers' gaining confidence in us will we continue to grow, and therefore we are doing everything in our power to make things easier for the operators here.

"At the present time we are distributors for D. Gottlieb & Company, Baker Novelty Company, and the Daval Company, Gottlieb's Gold Star is enjoying the greatest success that this area has ever seen. Baker's Pacers are well known to the operators here as great machines. And certainly there is very little more praise we can help on Daval's Marvel and American Eagle, as these two counter games are the greatest money-makers we have ever featured."

Salt Lake City Picture Bright

SALT LAKE CITY, Oct. 19.—Business in Utah is optimistic as far as the amusement field is concerned. Phonographs are again operating in taverns without interruption, the Salt Lake City commission having relaxed opposition to the music machines.

Games business is definitely moving upward. As cooler weather comes business on games picks up as people tend to gather indoors where machines are located.

For much the same reason business of cigarette vendors picks up at this time of the year. People are concentrated into a smaller area and machines in the city do a better business.

The used machine market is getting cleaned out here and few machines are on hand in distributors' warehouses. New machines are doing well, with a good proportion of machines on location being of recent release.

Bay guns are going over in a bigger way than any other type of machines due largely to patriotic interest of the populace as a whole.

Gold Star Demand Exceeds Production

CHICAGO, Oct. 19.—"Speaking of machine popularity," say enthusiastic officials of D. Gottlieb & Company, "why we've never seen anything that could approach the success of Gold Star. The fast-action money-maker is way ahead of any other Gottlieb machine for the year in orders.

"We can't get it out fast enough—distributors and operators are camped on the doorstep clamoring for more.

"It's no wonder," comments Dave Gottlieb, president of the company, "for operators know a good thing when they see it—and count the profits. Gold Star is taking in the money for the operators. Players are wild about the

GUARANTEED BARGAINS

WURLITZER 412.....	\$ 27.50
WURLITZER 500.....	149.50
ROCKOLA MONARCH 20	84.50
EVANS—10 STRIKE...	42.50
BUCKLEY DE LUXE DIGGER.....	49.50
WATLING ROL-A-TOP (25c).....	18.95
CAILLE (5c) Like New..	22.95
KEENEY ANTI-AIRCRAFT.	74.50
SEEBURG RAY-O-LITE...	39.50
PHOTOMATICS, Like New	545.00

Write for FREE Literature on all remodeling parts for Wurlitzer-Seeburg-Rockola, including Packard Keyboards.



\$12.50
6 For \$67.50
1c, 5c or 10c Play

1/2 Deposit

GERBER & GLASS

914 Diversey Blvd., Chicago



FIRST AND ONLY SUCCESSFUL "Wired Music Walkboxes"

TELOBOX

UNITED AMUSEMENT CO. San Antonio, Texas
210 S. Alamo
MARKEPP CO. Cleveland, Ohio
3328 Carnegie Ave.

WANT TO BUY
100 MILLS VEST POCKET BELLS
Also
FREE PLAY GAMES
SPORTY, O' JOHNNY, BALLY BEAUTY, AND BLONDIE
Wire or Write Best Price
2147 Locust St., St. Louis, Mo. **M. CRILL NOVELTY CO.**

game and operators are wild to get it into locations.

"We're busier than ever," he continued, "but we've got everything under control. Everybody in the organization is working together at top speed to make delivery on Gold Star in double-quick time."

PHONOGRAPH HEADQUARTERS

THE STAMPEDE IS ON!
OPERATORS AND DISTRIBUTORS ARE CLAMORING FOR

GOLD STAR

HOTTEST
THING SINCE THE CHICAGO FIRE!

8 WAYS TO WIN!

Plenty Skill Play!

- ★ New! Rainbow-Glow Backboard!
- ★ New! 4-Way Scoring Rollers!
- ★ New! Duo-Scoring Bumpers!

IMMEDIATE DELIVERY
See Your Distributor Today!



\$104.50

DE LUXE GRIP SCALE

3-WAY Strength Tester

Has Button Indicator Control for competitive play . . .
Tension Adjustment . . . Bell Adjustment . . . Non-Clug Dies . . . 6-Section-Cup Base! Metal Stand, \$2.00.



100%
LEGAL

\$19.50

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.

2736-42 North Pauline Street

Chicago, Illinois

AMERICAN EAGLE



World's Smallest Fruit Symbol Ball With Automatic Token Award

ON 10 DAYS' FREE TRIAL Samples \$32.50

10 for \$275
Gold Award Model \$1.50 Extra
Ball Gum Med. \$2 Extra
BALL GUM
160 per Box 100 Pieces
Case of 100 Boxes \$12.75

1/3 Dep., Bal. C. O. D.
SICKING, INC.

1401 Central Pkwy.
CINCINNATI, O.

Genco Big Chief Tops, Is Report

CHICAGO, Oct. 19.—"It's the talk of the industry the way Genco comes thru with one terrific hit after the other," said a prominent Eastern operator.

"The consensus of opinion among operators thruout the country seems to echo that sentiment," Dave Gensburg, Genco official, declares. "Genco's games are tops, operators report, and Genco's Big Chief is certainly the firm's greatest achievement to date. Big Chief has hung up new sales records and has made more money for operators than any novelty game in our history."

"The natural result of this barrage of hits is that Genco games command the greatest trade-in values—a fact which operators can verify by checking their own books," continues Gensburg. "In addition, the mechanical perfection of our games has made us many friends among America's top operators. I heard one operator say recently, 'If it's a Genco game, it's got to be good—they don't put out anything but.' We give every effort to maintain that wonderful feeling by constantly planning and scheming—and even dreaming—up new features that will make Genco games the big money-makers they have been."

"In this industry few periods have been recorded in which one manufacturer has built winner after winner as consistently as Genco," he concluded.

Big Gun Order By Mayflower

CHICAGO, Oct. 19.—Flying to Chicago for the purpose of speeding up shipments of Rapid-Fire machine guns, Sam Taran, head of Mayflower Novelty Company, St. Paul, placed an order for his third carload of guns.

As he handed over a five-figure check Taran stated that Rapid-Fire is the fastest moving machine he has ever sold. "Operators can't get Rapid-Fire fast enough," he said. "Earnings are actually on a par with pay tables, and every operator in my territory is scrambling to cover his route completely with Rapid-Fire guns."

2 GREAT GAMES WITH ULTRA-REFINEMENTS!

EVANS'

BANG TAILS

THE ORIGINAL CONSOLE AND STILL TOPS!



New Design Playing Top

New 2-Tone Cabinet

New Finish Coin Head

Super Jackpot, \$6.50 All Cash!

Machine-Gun Effect Payout

TEN STRIKE

Free Play or Cash Reserve!
Write for Details!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

LEADER

What a Sweetheart,
Ask Any Operator



FREE PLAY
104⁵⁰
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO



EXHIBIT'S LANDSLIDE
EXHIBIT'S LEADER
AND NEXT—EXHIBIT'S ?
SEE... **Tony Gasparro**
WESTON DISTRIBUTORS, Inc.
689 TENTH AVE., NEW YORK All Phones: Circle 6-6745

Seek To Limit Chi Tavern Licenses

CHICAGO, Oct. 19.—Tavern owner representatives are backing a proposed Chicago ordinance which would limit the number of liquor licenses to one for every 500 residents. A committee appointed to investigate the feasibility of the ordinance, heard the president of the Illinois Tavern Owners' Association state that there are 50 per cent too many taverns in Chicago.

City records show that 8,962 persons hold liquor licenses in Chicago. This is one for approximately every 370 persons. The association official declared that taverns were not profitable in Chicago and mentioned as one reason, the fact that city council raised the license from \$200 to \$800 a year in 1939.



"See Al First"

For Perfectly Reconditioned
Free Play Games

All Stars . . . \$12.50	Flagship . . . \$22.50
Bull Champ . . . 10.00	Golden Gate . . . 12.50
Bally Beauty . . . 22.50	Home Run . . . 27.50
Big Show . . . 27.50	Jolly . . . 32.50
Big Six . . . 14.50	O'Boy . . . 27.50
Box Score . . . 10.00	Stagline . . . 10.50
Bubble . . . 10.00	Rick . . . 10.00
Champion . . . 14.50	Score Champ . . . 29.50
Cowboy . . . 12.50	Stoner's . . .
Dixy Dances . . . 10.00	Buschall . . . 22.50
Eureka . . . 22.50	Thriller . . . 13.50
Fair . . . 10.00	Varsity . . . 17.50

1/3 Deposit, Balance C. O. D.

SPECIAL—Perfect Condition WHILE THEY LAST!
Keeney Anti-Aircraft Gun, Black Cabinet . . . \$ 89.50
Very High Serial Number . . . 114.50
Light Cabinet . . .

A KEENEY ANTI-AIRCRAFT	Black Cabinets	\$79.50	A
J BALLY BULL'S EYES	Brown Cabinets	99.50	J
A EXHIBIT BOWLING ALLEYS		29.50	A
A BALLY ALLEYS		24.50	A

1/3 Deposit With Order.
AJAX NOVELTY CO.
2707 WOODWARD AT SPROAT, DETROIT, MICH.

Found—A Head-Lopping Coin-Operated Machine

CHICAGO, Oct. 19.—From an exporter located in Laredo, Tex., comes a clipping from a Mexican magazine commenting satirically on the plight of the French today. The clipping is headed by a cartoon depicting a coin machine with a dime slot. A man appears to be peering into the mechanism of the machine.

However, the story is told by the captain which tells of a patent supposedly taken in France for the machine. Action of the machine is described: "The client inserts a 10-cent piece in the machine, introduces his head and a knife does the rest."

The clipping comes from E. J. Guernsey, of the Laredo Exporting Company, Laredo, Tex. This firm has been selling new and used phonographs in Mexico for the past five years. Guernsey adds the comment: "I believe this machine would go over very well here for those who are not satisfied with our form of government."

ARCO SALES CO.
AL RODSTEIN
1324 Spring Garden St., Philadelphia, Pa.

Look To The GENERAL For LEADERSHIP!
Exclusive Distributors for
Gottlieb's GOLD STAR
Dora's
AMERICAN EAGLE
Reg. and Gold Award

POLO	\$57.50
RED HOT	52.50
ROXY	35.00
SHORT STOP	42.50
SPORTS	25.00
ON DECK BIRDIE	69.50
Brand New	69.50
TEN STRIKE	48.50
WEST POCKET	27.50

All Games Expertly Reconditioned. WRITE FOR COMPLETE PRICE LIST!!
1/3 Cash Deposit With Orders — We Ship Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 2320 N. MONROE ST. BALTIMORE, MD.

BE WISE!
FAMILIARIZE YOURSELF WITH
COIN OPERATED

POOL BOWLING

Acclaimed the outstanding achievement of the industry
100% legal 5c or 10c Play

POOL BOWLING MFG. CORP., ST. GER, ILL.
Chicago, Phone: 412-0000 9700 (direct to factory)

OF INTEREST TO EVERY COIN MACHINE OPERATOR!

* * *

In January of 1940 the J. H. Keeney and Company introduced to the coin machine trade one of the greatest automatic devices ever made . . . the Keeney ANTI-AIRCRAFT Machine Gun.

Hundreds of operators made the major part of their income this year operating these guns.

NOW—Keeney presents an entirely new, entirely different Gun, AIR RAIDER, which will be as sensational as its predecessor. All in one unit—no screen—an unlimited number of shots and hits offered on each plane flight—reward for high score—and more, plenty more!

I sincerely believe that every operator owes it to himself to investigate AIR RAIDER today. I promise you something decidedly out of the ordinary.

Jack Keeney

J. H. KEENEY & CO., Not Inc.
"The House that Jack Built"
2001 CALUMET AVENUE, CHICAGO

YOUR KEENEY DISTRIBUTOR IS NOW TAKING ORDERS FOR AIR RAIDER FOR EARLIEST DELIVERY!

EXTRAORDINARY PROFITS—KEENEY'S AIR RAIDER

SELF CONTAINED MACHINE GUN
NO SCREEN—HIGH SCORE—FREE GAMES
See Full Description Above

SOLD ON EASY TERMS AND 20-DAY FREE TRIAL BASIS TO RESPONSIBLE OPERATORS. We take your old equipment in trade.

AUTOMATIC AMUSEMENT CO.
883 UNION AVE. MEMPHIS, TENN.

P.S.: There are more Keeney Wall Boxes OPERATING SATISFACTORY than all other kinds. We sell them in Tenn., Ark. and Miss.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at . \$3.65
- 1200 hole F-5275-Horses at 3.92
- 800 hole F-5270-Pocket Dice at . . 1.89
- 720 hole F-5255-Pocket Jack at . . 1.86
- 600 hole F-5305-Royal at 2.12

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

No detail is called unimportant at National. Our Used Games must be 100% before they are shipped.

WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:

- TEN STRIKE \$49.50
- 1940 MODEL 74.50
- TRIUMPH (F.P.) 19.50

Big Off for Full Cash With Order.

Just two things to do if you want CREDIT: 1. Send your order and 10% Dep. 2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.



PAY AS YOU EARN ON NEW TIME PAYMENT PLAN



MACHINE GUN—WITH SUBMARINE TARGET

Wire, write or phone for complete details
YOUR USED EQUIPMENT WILL BE ACCEPTED IN TRADE.

GRAND NATIONAL SALES COMPANY

ALL PHONES: HUMBOLD 3420

2300-09 ARMITAGE AVE., CHICAGO

NEW PRICE LIST NOW READY! WRITE!

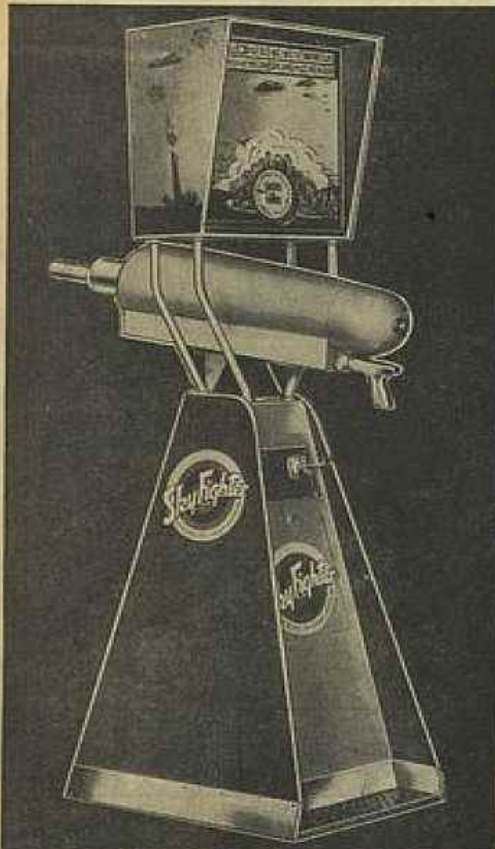
CONTAINS ALL THE LATEST AND BEST NEW AND USED MACHINES AT PRICES THAT GUARANTEE YOU BIGGER AND BETTER PROFITS!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

CAPTURE EVERY AMERICAN

THOSE WAR-TALK
NICKELS **NOW!**

WITH THE GREATEST
LEGAL MONEYMAKER
OF ALL TIME!



SKY FIGHTER

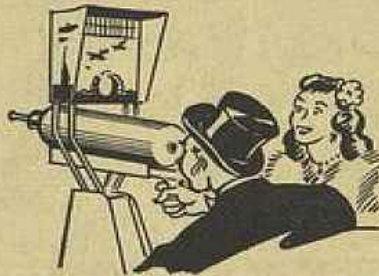
TRADE MARK
U.S. PATENT NO. 2,212,257, OTHER PATENTS PENDING

Manufactured by
**INTERNATIONAL MUTOSCOPE
REEL CO., INC.**
44-01 Eleventh St.,
Long Island City, New York

**RUSH YOUR ORDER
TO YOUR
DISTRIBUTOR TODAY!**

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



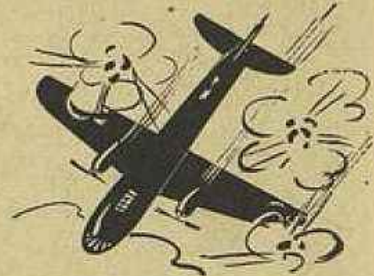
**EASY TO PLACE—GETS THE
CREAM OF LOCATIONS!**

GERBER & GLASS

914 Diversoy Blvd., Chicago, Ill.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**REALISTIC SCENES AND SOUND
EFFECTS NEVER BEFORE USED**

Carl Trippe, IDEAL NOVELTY CO.

1518 Market St., St. Louis, Mo.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**NEVER BEFORE SUCH
UNBELIEVABLY BIG PROFITS!**

HANKIN MUSIC CO.

258 Pryor St., S. W., Atlanta, Ga.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



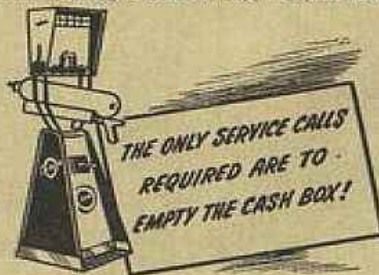
**GIVES 'EM THRILLS AND CHILLS
THAT FILLS THE CASHBOX!**

DENVER DISTRIBUTING CO.

1856-58 Arapahoe St.
Denver, Colo.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



TROUBLE-FREE OPERATION

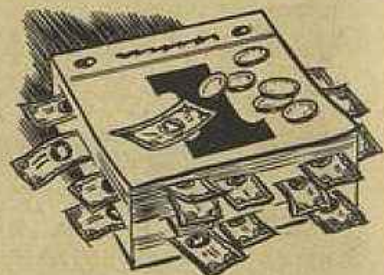
... PROVEN!

Bert Lane, SEABOARD SALES, INC.

619 Tenth Ave., New York
WISCONSIN 7-5688

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**MAKE MONEY FOR MONTHS
ON THE SAME LOCATIONS!**

A. P. SAUVE CO.

3002-3004 Grand River Ave.
Detroit, Mich.

WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . . FASTER & FASTER!

SHOULD LEARN TO SHOOT!

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH

MILLS SALES CO., LTD.

1491 W. Washington Blvd., Los Angeles, Calif.
1640 18th St., Oakland, Calif.
1325 S. W. Washington St., Portland, Ore.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!

STEWART NOVELTY CO.

136 E. 2d South St.
Salt Lake City, Utah

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



SQUARE AMUSEMENT CO.

88-90 Main St., Poughkeepsie, New York

SQUARE AMUSEMENTS OF ALBANY

707-709 Broadway, Albany, N. Y.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



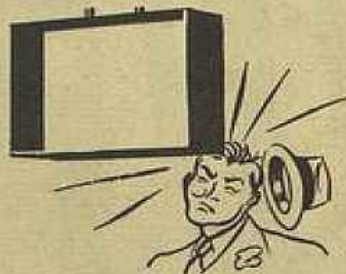
BUILT TO LAST—LIFETIME CONSTRUCTION! SOLD ON FINANCE

K. C. NOVELTY CO.

419 Market St., Philadelphia, Pa.
Phone: Market 4641—Market 9953

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



NO "HANG-OUT" SCREEN... HAS LARGE BUILT-IN TARGET!

A. M. AMUSEMENT CO., INC.

1000 Poydras St.
New Orleans, La.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



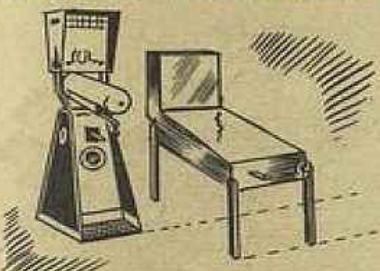
NO PHOTO ELECTRIC CELLS!

THE MARKEPP CO.

3828 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



LESS FLOOR SPACE THAN A PIN GAME!

UNITED AMUSEMENT CO.

3410 Main St., Kansas City, Mo.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



300 THRILLING SHOTS IN 30 SECONDS!

DONALD FIELDING & CO.

1106 Hall Avenue
Windsor, Ontario, Canada
Distributors for Ontario

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



300 POSSIBLE HITS!

JONES ELECTRIC SUPPLY CO., Ltd.

96 King St., Saint John, N. B., Canada
Distributors for the Maritime Provinces

GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!

TIME PAYMENT

Operators! Let cash-box income build a year-round big-money business for you!

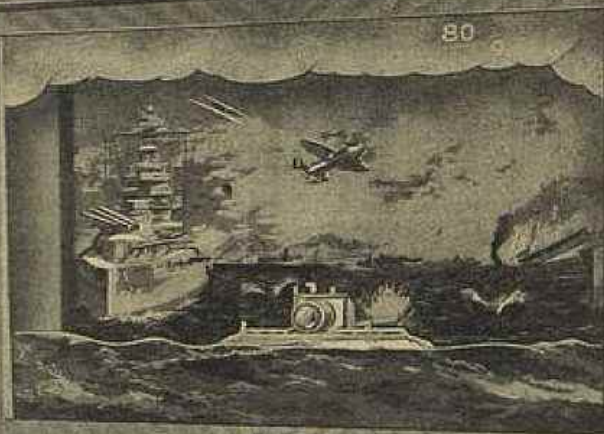
PLAN NOW READY ON BALLY'S RECORD-SMASHING MACHINE-GUN

RAPID-FIRE

SMALL DOWN PAYMENT Players pay the balance for you!

We wanted to prove RAPID-FIRE earning power before announcing a time-payment plan. Now thousands of RAPID-FIRE machine guns on location—many in continuous operation for three, four and five months—positively prove that RAPID-FIRE is a safe, sure investment for quick profit and steady all-year income. Act now! Thousands of locations are clamoring for RAPID-FIRE! See your distributor or write or wire factory—today!

SEE YOUR DISTRIBUTOR TODAY!



Bally **RAPID-FIRE**
100 SHOTS 5¢



ALSO IN PRODUCTION: DARK HORSE • LONG SHOT • SANTA ANITA • ROYAL DRAW • HIGH HAND

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

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Seeburg Stability—Seeburg Integrity—Seeburg
Pioneering guarantee the soundness of an invest-
ment in Seeburg Equipment. Forty years of planning,
creating and producing in the best interests of oper-
ating—without a single "orphan" to mar the record!
—forty years of loyal service to operators . . . that's
proof to an evergrowing host of music men that
Seeburg Leadership is their operating Security! Why
take chances with others?

**SEEBURG
LEADERSHIP
Secures Your
Future!**

**GO AHEAD WITH MUSIC'S STRONGEST
NATIONAL SERVICE NETWORK!**
PROGRESSIVE, MONEY-MAKING FIRSTS!

A COMPLETE LINE . . . for all phases of operating!

- Seeburg Symphonolas • Wireless Remote Control with the Pushbutton Wall-O-Matic Selector, the Portable Play Boy Selector, the Deluxe SpeakOrgan
- Wired Remote Control with the Pushbutton Select-O-Matic • The Seeburg Central Station, A Complete Broadcast Music System for 10 or More Locations.



Fine
Musical Instruments
Since 1902

TO GO AHEAD—GO



HOME OF THE MOST ADVANCED IDEAS IN AUTOMATIC MUSIC

Seeburg

DON'T BE FOOLED

**DEADHEAD
PHONOGRAPHS**

*Don't Pay Their
Way!*



COST RECORDS PROVE THAT

NEW WURLITZERS PAY BIG PROFITS

Cost records prove many locations do not pay a profit. Invariably the loss can be traced to an old phonograph that has lost its earning power. Don't forget that an old phonograph costs you just as much for the records, for collections and probably more for service, than a new one. Only when these costs are paid do you make a profit. That's why an increase in gross earnings produces a big increase in net profits.

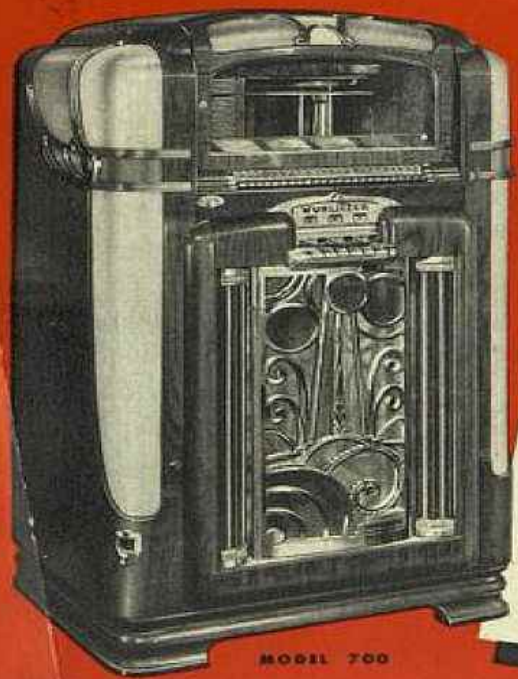
You Can't Hold A Location WITH A "MADE-OVER" PHONOGRAPH

Don't be fooled. Deadhead phonographs are a liability—never an asset. Location owners can detect a "Made-Over" phonograph a mile away—won't be satisfied with a dolled-up phonograph that has outlived its usefulness. Don't make a foolish investment by trying to accomplish the impossible.

Replace your old phonographs now with new Wurlitzers. Keep your business modern and you'll make more money than you ever did before!

The Rudolph Wurlitzer Company, North Tonawanda, New York.
Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS



MODEL 700

SOLD ONLY TO MUSIC MERCHANTS