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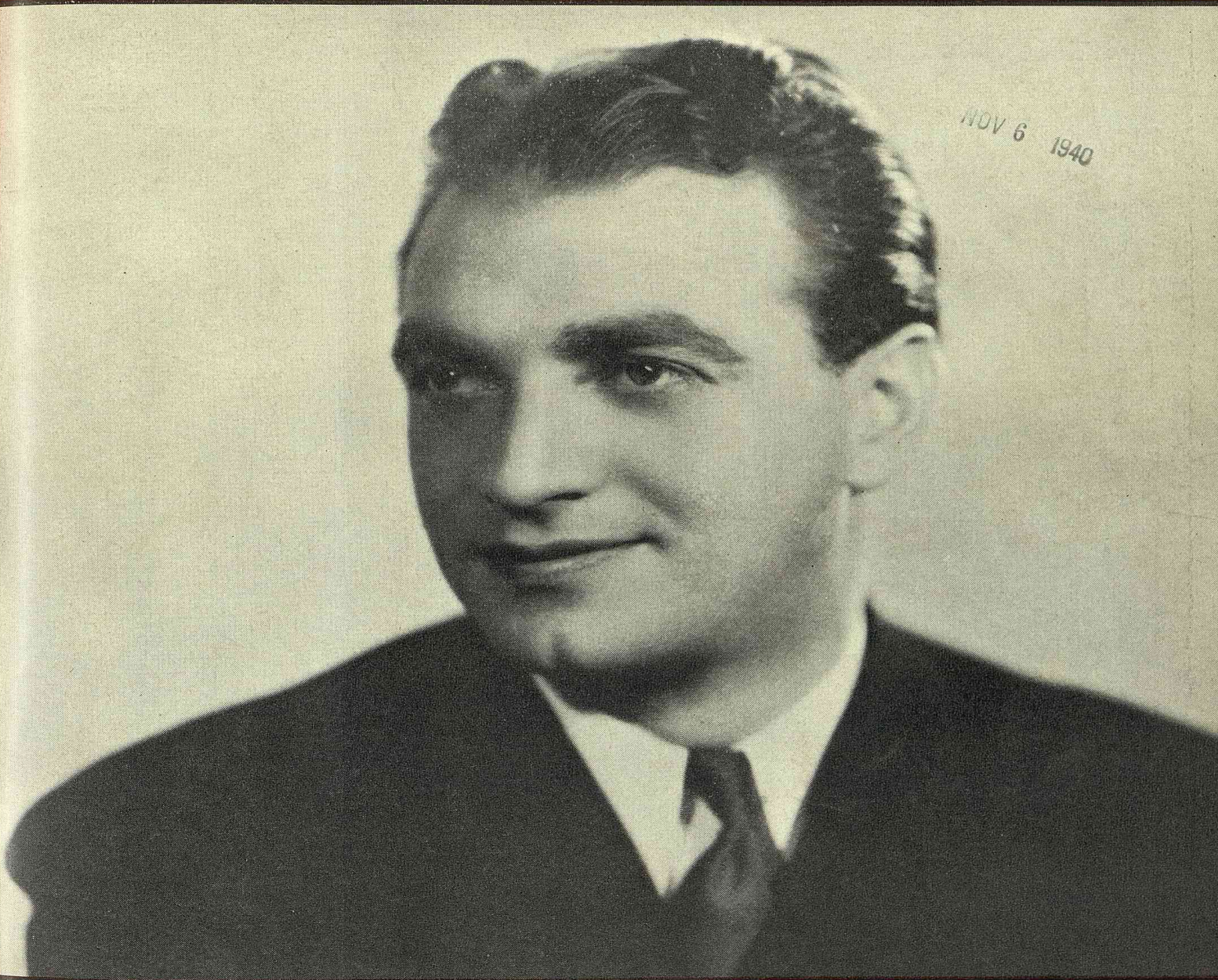
The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 9, 1940

15 Cents

Vol. 52. No. 45



NOV 6 1940

—Murray Korman Photo

"Fashions in Music"

By
MITCHELL AYRES
And His Orchestra

Currently Playing Leading Colleges Thruout the Country
BLUEBIRD RECORDS
Direction: Music Corporation of America



Frankie Carle's

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Already Recorded by



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Dorsey*
ON
DECCA

*Horace
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ON
COLUMBIA



*Wayne
King*
ON
VICTOR



*Glenn
Miller*
ON
BLUEBIRD



*Frankie
Masters*
ON
OKEH



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DRAFT AFFECTS SHOW BIZ

Few Top Show Figures Among Those Up First

NEW YORK, Nov. 2.—Generally speaking, few important draft-age men in the amusement industry will face an army service call within the next few months. The serial numbers of most of them are not among the first drawn from the Washington fish bowl this week.

A number of musicians have serial numbers that will probably be called in the first or second draft, but the percentage is reportedly small. Fred Whiting, base player in John Scott Trotter's band, is a holder of No. 158, which is the first in the draw.

In Hollywood, only 16 important players and 13 technicians are listed among those with early call numbers. The players include Wayne Morris, Richard Carlson, James Stewart, Sterling Holloway, Ray Milland, and William Holden. Hollywood executives indicated that not all players eligible for army service will be freed of all assignments. Work is currently being rushed on all productions involving men who may be called in the first draft.

Not a single name in vaudeville or night clubs is reported to hold an early serial number.

Few men in the stagehands' union will be affected by the draft. Most of the members have passed the 35-year draft age limit. The American Federation of Musicians, however, has a good percentage of its members in the draft age classes. This is particularly true of traveling bands, which have many youthful musicians. The older members, formerly of the pit crews, foresee new demands for their services.

Jack Rosenberg, president of the New York local of AFM, is a member of one of the local draft boards.

Outdoor performers will not be more (See *Few Top Show Figures* on page 29)

Sunday Shows Finally Okeh; Equity Membership Says Yes

Starting date of Sabbath legitters on Stem to be set by council—two shows ready to take advantage of the change—most of the others are still undecided

NEW YORK, Nov. 2.—Sunday shows without extra pay will be permitted on Broadway for the first time as soon as the council of Actors' Equity Association sets the starting date at its special meeting Monday (4). Permission became final yesterday, when the senior members of Actors' Equity Association, in a national referendum, voted five and a half to one will permit producers to shift their work may be given at the regular weekly rate had consented to the trial last July.

Up to press time only two producers with shows on the boards at present contemplated taking advantage of the concession. Most of the producers were unable to commit themselves at this time, having heard of the Equity disposition for the first time when canvassed by *The Billboard*. Decisions will be made by next Wednesday, however, when the council will have informed the producers the official starting time. Any attempt to inaugurate Sunday shows before the council's official action on Monday, however, will be subject to the union's discipline via the two-eighths rule.

Breakdown of the Equity membership (See *Sunday Shows Okeh* on page 29)

Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue.

Bruce Fine May Go to Equity Members' Vote

NEW YORK, Nov. 2.—Reverberations from the disagreement between legit producer B. G. DeSylva and Carol Bruce, featured singer in his *Louisiana Purchase*, in the course of which Actors' Equity slapped a \$500 fine on the singer earlier in the week, may reach an appeal to the membership of Equity. Performer reactions thus far favor Miss Bruce.

Legal department of Actors' Equity ruled that Miss Bruce could have no recourse to arbitration on her fine, since it was based on charges preferred against her by DeSylva, and his contractual rights were admitted by Equity. DeSylva charged that Miss Bruce had violated her contract, under which the producer had exclusive use of her services, when she appeared in the Bert Room of the Waldorf-Astoria and on NBC's Ben Bernie radio show. Clause is included in the Equity rules and regulations for conduct of members but is one that has been invoked but few times by producers. Equity found the singer guilty after refusing to allow her manager and attorney, Martin W. Spector, to appear in her defense. He was permitted to attend merely as a witness. Union ordered the \$500 fine, one of the highest impositions levied against an erring member, despite the fact that she gets only \$150 a week in the DeSylva show, and required her to withdraw from (See *Bruce Fine* on page 29)

Bookers Make Plans for Shows To Service Growing Army Camps

NEW YORK, Nov. 2.—The ever-searching eyes of the nation's talent bookers are currently focused on Uncle Sam's network of army camps, which by June of next year will have at least 675,000 men, including the regular United States army of 375,000 and 300,000 draftees. Considerable entertainment activity is forecast in the neighborhood of the major camps. At the local United States Army office it was estimated that the 11 camps with most man power located in various sections of the country will have an estimated 352,000. These localities will see an increase in theater and night club business with a probable boom by the end of the final draft period.

Following are the major camps and their estimated man power: Klatskanie National Forest near Camp Beauregard, La., 64,000; Camp Shelby near Hattiesburg, Miss., 52,000; Camp Landing, Fla., 50,000; Camp Jackson, N. C., 40,000; Massachusetts Military Reservation, Palmyra, Mass., 28,000; Camp Robinson, Ark., 25,000; camp at Fort Dix, N. J., 25,000 (including the 44th division); camp at Indian Town Gap, Pa., 20,000; camp at San Luis Obispo, Calif., 20,000; camp at Tusahoma, Tenn., 18,000; and camp at Yaphank, L. I., N. Y., 10,000.

Above figures are based on the capacities of new construction projects passed by the War Department September 19.

The first booker to take advantage of this new activity in and around army camps appears to be Jack E. Lewis of San Francisco, who closed his office to devote his full time to the entertainment demands of U. S. camps. Lewis stages and produces vaude units of six to eight acts in the huge arena tent of the U. S. fort, six miles out of Salinas, Calif. Tent seats 3,500 and has a stage with a 44-

foot opening and 30-foot depth. Performances are given afternoons and evenings.

Lewis says he will also produce 10-act shows at the Moffett Field air base at Sausalito and Hamilton Field at San Rafael, both in California, and at four additional army camps in Arizona, Texas, and Montana. All bookings have been set thru the Bert Levey Circuit.

Thomas H. Martell, head of the U. S. Army Motion Picture Service here, said that the government is planning the construction of many mobilization theaters in army camps, with a seating capacity of 1,000 persons each. Their operation, Martell added, will not be in competition with near-by civilian amusement enterprises. The production of war films will be centered in Asbury Park, N. J. Current plans call for the production of 3,000 reels by next July and, while actual shooting will take place in many sections of the country, all of the editing will be in Asbury Park, under the supervision of Col. Melvin E. Gillette and Maj. Robert Shaw. Men engaged in the technical field will greatly benefit by this activity.

A bright spot in this general defense program is the vast sum of money being spent on wages and materials which is reaching men, directly or indirectly, in all walks of life. The government is spending \$7,900,000 for defense, and a share of it will, in turn, be spent by its earners for entertainment.

An expansion in the working program of the navy and army air corps is also (See *Draft Affects Shows* on page 29)

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Donahue Kicks At \$400 Holdout On Brandt Dates

NEW YORK, Nov. 2.—Squawks by Al Donahue against the William Brandt office are being adjusted outside the trial board of Musicians' Local 802. A settlement is expected to be made shortly.

The tiff revolved about the non-appearance of Donahue in front of his band after suffering a wrenched back while clowning on stage of the Flatbush Theater with Carr Brothers, an acro act. Donahue acted as bottom man while supporting one of the Carrs. In doing so, he hurt his back to the extent that he was unable to appear at the supper show Tuesday (15) and remained out the remainder of the week at the Flatbush and all week at the Windsor. The band was temporarily fronted by Phil Brito, Donahue vocalist.

At pay-off time, at the Windsor, \$400 was deducted by Brandt for Donahue's non-appearance. Brandt claims that because of the failure of Donahue to appear, cashiers were forced to refund many admissions. He cited the fact that his contract with Donahue reads Al Donahue and band and says that the contract stipulates Donahue's services. Brandt also said he put \$400 in escrow at Local 802 with the consent of the union.

Brandt said that Donahue was paid in full for his services at the Flatbush despite his being out since the Tuesday's supper performance.

Al Donahue, now on tour, could not be reached.

Three Florida Fairs To Floridian Expo.

JACKSONVILLE, Fla., Nov. 2.—Floridian Exposition Shows have been contracted to furnish the midway attractions at Bradford County Fair, Starke, Fla.; Clay County Fair, Green Cove Springs, Fla.; and Putnam County Fair, Palatka, Fla., this winter and spring. It was revealed here this week.

All are under management of W. V. Allsopp, who also will direct the Volusia County Fair, De Land, and Halifax District Fair, Daytona Beach, Fla.

HUB CLUBS USING VAUDE

Novelty Turns Dominating Boston Night Spots in 10-Year Trend as Sweet Bands Still Top All Else

BOSTON, Nov. 2.—The predominance of novelty acts this year is a result of a trend in night club entertainment that has changed the entire local talent policy the past 10 years. Currently most local clubs weave the acts together in floor-shows which may include dance teams, singles, jugglers, skaters, acrobats, trapeze artists, singers, comedians, imitators, pantomimists, and similar turns which once were considered vaude ma-

terial only. The change in type of act used is only one of many changes made in type of night club talent used here the past decade. The type of music has changed too, and also the type of singing and dancing acts.

Entertainment in Boston's hot spots during the prohibition era consisted, in the main, of a band, a dance team, possibly a sister team, and a rhythm team (two boys who played the piano and sang). The band, for the most part, was a small sweet combo. In some cases the small band proved to be the nucleus of one of the larger sweet bands which later achieved national prominence. Dancing, then as now, was supposed to end at midnight Saturdays, the big night, (See 10-YEAR TREND on page 17)

AFM Gets Appeal From MCA on T. Wilson Commissions

NEW YORK, Nov. 2.—In one of the few instances where a major band booking office has appealed to the musicians' union to collect commissions from one of its leaders, Music Corporation of America filed charges with the American Federation of Musicians last week, in an effort to get Teddy Wilson to fork over \$284, which, they allege, is due them over a period of the last four years.

MCA submitted an itemized statement to the AFM showing the alleged indebtedness of the maestro, including commissions, advances, and other expenses dating back to Wilson's preppy Goodman days, which, they said, they hadn't been able to collect after repeated demands for payment. Wilson recently voided his contract with MCA, claiming the agency hadn't secured any work for him six weeks running.

The colored maestro, now playing at the Uptown Cafe Society, asked for an extension of time to answer the charges so that an accountant could go over the list.

MITCHELL AYRES

(This Week's Cover Subject)

MITCHELL AYRES, Milwaukee born and New York bred, was a violin prodigy while still in his early teens—a career that was interrupted because of the necessity of getting an education. After leaving Columbia University as an all-around athlete he went back to his fiddle and obtained a job in the Roxy Theater (New York) pit band. Later he joined the St. Louis Symphony Orchestra.

He entered the dance field as a member of Jimmy Carr's orchestra, then at Ben Marden's Riviera, and played with various orchestras following Carr. His story for the past four years, however, has been one of backbreaking work and struggle to enjoy the measure of success his band has achieved. Mitch, as he is known among the boys, became leader of his present band after Little Jack Little dropped the reins and the group turned co-operative, electing Mitch president and leader.

With each man in the band owning an equal interest, the "Fashions in Music" tag line became its stylization, with the going very tough for a new band and a new style. Its first big date was at the old Hollywood Restaurant, New York, which engagement was extended from four weeks to seven months.

In the past year, tho, Ayres and His Fashions in Music, thru recordings on the Bluebird label and an abundance of national network time from the Hotel St. George, Brooklyn, have come into their own with a string of successful dates and the acceptance by the trade and public as a coming band sure to arrive.

Mary Ann Mercer is the songstress with the oik, and Tommy Taylor handles the male vocals.

Andrews Sisters Signed For Second Universal Film

NEW YORK, Nov. 2.—Andrews Sisters were signed Thursday (31) to make their second picture for Universal, with the trio scheduled to report on the lot December 3 for immediate shooting. Co-starred with them will be Abbott and Costello, comedy team.

The trio, Patty, Maxene, and Laverne, have been on a theater tour since their last picture, *Argentine Nights*, which was completed last July. They had to cancel out their last four theater weeks in Buffalo, Chicago, St. Louis, and Minneapolis for the picture date. Lou Levy, mentor of the singers, will accompany

Posterity Lingers

NEW YORK, Nov. 2.—Joseph Robotti, accordion teacher, has been tinkering with invention plans for the perfect accordion and has finally succeeded. The way his instrument stands now it can simulate violin, viola, cello, flute, and piccolo.

But the music world will have to wait until a later date to see it on the market, because manufacturing it necessitates the use of Swedish steel and English felts, and it has to be made by Italian craftsmen.

Berkeley Rink's Ice Show Opener

BERKELEY, Calif., Nov. 2.—Financed thru sale of stock at \$100 a share, a \$350,000 ice rink opened here yesterday with a two-day ice extravaganza sponsored by the Junior League and Berkeley Chamber of Commerce. Spot is to be known as East Bay Iceland. Two hundred investors, the majority Berkeley residents, are said to be backing the project.

Rink has a 100 by 200-foot skating surface and a seating capacity of 4,100. Maribel Vinson and Guy Owen, champion figure skaters, head the revue, and will remain on to give exhibitions and teach. Talent was recruited from professional and amateur performers in this locality.

Norris Nash is general manager, with George Keeney handling tickets and Richard Marshall press agent. Box-office top opening night was \$2.50.

them to Hollywood, and his music firm, Leeds Music, will publish the musical score from the picture.

The Broadway Beat

By GEORGE SPELVIN

THEM theaters and radio stations will let loose a sigh of relief with the end of the political campaign. Political speeches pushed regular programs all around the airwaves, and political interest ran so high among listeners that even some of the top entertainments, on the evenings when they were forced to run opposite a major speech, felt as tho they were just going thru the motions. As for the pic houses, they felt the pinch heavily, particularly in the babes. Major spiefests were marked by wholesale lack of customers in almost all spots. Legit and night clubs were affected less, with clubs gaining, if anything, because of the pressure and excitement of pre-election life. . . . Sidelight: At the NBC press room last Tuesday (29) the boys were trying to get up a pool based on the numbers drawn in the draft. . . . Eleanor Whitney, the former movie starlet who quit to marry, is brushing up on her routines again at the Carlos Studios. Her husband has been ill, and she plans a comeback. . . . Dave Kleckner opened his new edition of Dave's Blue Room last week, sending out the press invitations himself, putting up the photo montage wall murals in the barroom himself, and doing some of the wall decorations himself. . . . One of the messages of sympathy sent to band leader Bobby Byrne during his recent recuperation from a separation from his appendix read: "At least it was one opening without song pluggers!"

BLACKIE SCHACKNER's off-stage harmonica playing in *The Time of Your Life* has been recorded, in case the show goes on the road and he can't go with it. It's difficult Oriental music, and can't be duplicated easily. . . . Robert Gilmore, of Southern Music Company, attends the annual employees' party of Standard Phonograph Company each year, and, when feeling especially gay, can usually be persuaded to do a comedy strip. He did it this year, too—only this time Standard's president, Tetos Demetriades, had a burly stripper sneak up behind him and do a real strip while he was going thru his comedy number. It brought down the house. . . . The fellow in make-up dashing madly out of the Strand stage door is Art Whitson, of the Whitson Brothers, on his way to the Rhodes School on 42d Street, hurrying to catch up on his college entrance credits. . . . A bunch of the boys and girls (including Dick Watts, John Mason Brown, Irving Berlin, Aline Bernstein, and others) will hold a luncheon Thursday (8) at Sardi's as a benefit for theater people waiting in Marseille for a chance to cross the Atlantic.

KAISER, 23-year-old carrier pigeon who achieved fame toting messages during the first World War, will be done in plaster by Sculptor Breeding Furst and displayed in the mezzanine of the Strand during the run of *Dispatch From Reuters*. Paul Reuter, founder of the news service, started the use of carrier pigeons for the transmission of news dispatches. . . . On the Ben Bernie show over WJZ and the Blue network last Tuesday night a gent identified a tune on the musical quiz and got credited despite somewhat exotic grammar. He called the tune *Have You Ever Seen a Dream Walking?* . . . Lynne Kay Wasserman, newly born daughter of Lew Wasserman, MCA exec, was named after Kay Kyser. Wasserman is one of Kyser's closest friends.

Thru Sugar's Domino

Actors' Unions Should Not Be Led by Actors!

SEVERAL days ago there came to our desk a memorandum from a colleague in the news department that one of the important actors' unions is being hindered in its efforts to make progress with employer negotiations because actors more interested in getting work than the welfare of the union are holding the reins in check. The memorandum further stated that the accusation was made by an important official of the union. We decided without hesitation that this information is not usable in the news columns because the informant refused to be quoted in connection with the publication of a story on the subject. This is routine procedure, because *The Billboard* is not minded to be a patsy for anybody who for one reason or another cannot permit his name to appear on statements that are not otherwise printable, at least according to this paper's way of doing things.

The interesting and rather discouraging condition alleged to exist in the union under discussion here is not usable as news, but it is eminently worthy of discussion in a more general vein here. We have every reason to believe that the union is being hindered in its negotiations with employers because active professionals refuse to part with the simoleans that will give them food and lodging in order to help their fellow unionists who will more than likely condemn them in proportion to the amount of sacrifices the leaders make in behalf of their confreres. This is nothing new in theatrical unionism. It is too bad that actors have to be so dependent on the good will of their employers in order to achieve professional success. Too bad, but there is nothing that can be done about it. No matter how eager an actor might be to help his union while serving in an elected office, so long as he finds it necessary to work in order to pay for the things he needs he cannot be a good union official. This applies as well to the star who is not worrying about where his next meal is coming from as it does to the actor who is always two steps ahead of a landlady with a short temper.

Of course, actors should be conspicuous in the inner councils of their unions. (See SUGAR'S DOMINO on page 55)

Bon Bon Will Front Eddie Durham's Ork

NEW YORK, Nov. 2.—Bon Bon, colored vocalist who left Jan Savitt a few weeks ago, is coming out as a maestro in front of Eddie Durham's band in the next few weeks, under the direction of Charlie Green, proxy of Consolidated Radio Artists, who holds personal management contracts on both.

Durham, former arranger for Glenn Miller and others, has only had a band for about six months. After Bon Bon left Savitt, Green brought Durham together with the singer, who had been built up as a personality while with Savitt, for collaboration as one unit.

While Bon Bon fronts the band, Durham will have charge of the musical end, doing all the arranging and direction. Band will go into immediate rehearsal, but until it actually starts working Bon Bon will work as a single entertainer in the Hotel Lincoln Blue Room, where he opened yesterday (31).

Another GV Tryout

NEW YORK, No. 2. — *Karabash*, by Booth Tarkington, will be presented by the Garrick Players November 20 at the Cherry Lane Theater, Greenwich Village, with Harry Townes in the title role. Show had a summer tryout at Kennebunk Port, Me. Script is a comedy satire on Isms.

PHILADELPHIA, Nov. 2.—Jim Vaughn will be featured at the Arena's ice skating sessions, which open a 20th season this week. Arena, operated by Pete Tyrrell, was started by George Pawling.

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Election Night Bookings Boom

NEW YORK, Nov. 2.—New Year's Eve frivolity will prevail through the nation Election Night, and night clubs, hotels, and theaters are preparing to reap the profits. For example, most of the Broadway legit attractions will stage special Election Day matinees Tuesday (5). Heavy reservations are reported by local nightclubs and hotel dining rooms for Election Night. Most leading spots will up their usual minimums.

Locally, the Savoy Plaza will have a \$3.50 minimum in the Cafe Lounge and reopen the Savoy Room for a dinner dance Election Night at \$5 per person. The Astor will have the Grand Ballroom open and will feature Ina Ray Hutton's band, charging \$3.50 for dinner and dance music. In both spots election results will be flashed. Night club show openings include the Club Cuba, where Nick Long Jr. and Bunio Healy will double from their Broadway musicals, and the Plaza Hotel's Persian Room, featuring Paul Haskon at dinner and the DeMarcos at supper.

Network radio stations will keep active all night, with late returns to be announced as soon as available. NBC will stage a press party all evening. The Town Hall Tonight program will entertain the cast and studio guests after the radio show, and also announce election returns. Dorothy Sands and John Hoydrat, among other entertainers, will perform between news flashes.

Club dates will be plentiful for that night, as many private affairs will be staged by political and charitable organizations. Some local bookers claim they have been having trouble lining up good acts for that night.

Tyson "Ice-Capades" G. M.

PITTSBURGH, Nov. 2.—George D. Tyson has taken a leave of absence from the Harris Amusement Company to become general manager of Ice-Capades of 1941 for its road tour, which starts here Monday (4) at the Gardens. Tyson had been publicity director for HAC for eight years, and for five years managed the Atlantic City annual "Miss America" beauty contest. Tyson purchased an interest in the ice show in behalf of a Philadelphia syndicate, it is understood. He will be succeeded in his local job by Ken Hoel.

Possibilities

TRADE SHOWS 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 LEGIT MUSICAL

WHITSON BROTHERS — Risley quartet specializing in sock acrobatics and comedy that cops plenty of laughs. Caught at the Strand, New York, where they are going over extremely well. They work hard and fast, and their slight routine should fit in as an excellent comedy-novelty for a legit revue.

ROSARIO AND ANTONIO — two youngsters fresh from Spain (formerly billed as Los Chavallitos Sevillanos) who interpret native routines like accomplished veterans. They work with color, flash, and wild verve that give their numbers spontaneous freshness and real Latin flavor. Are scoring show-stops at the Sert Room, Waldorf-Astoria, New York, and should do equally well in a revue.

For NIGHT CLUBS

DUKE ART — clay worker caught recently in the Benny Davis unit at Loew's State, New York. Works rapidly, using a bit of chatter, and with dexterous manipulation changes the clay from one form to another. A distinct novelty, he should go well in night spots, particularly if he plays up his chatter further and injects intimate-style comedy.

"Royal Ice" Clicks In Chattanooga

CHATTANOOGA, Tenn., Nov. 2.—Nicely costumed and neatly presented, Royal Ice Classic played two days (29-30) at the Memorial Auditorium as a third engagement in the Deep South. Show carries its own portable (muck) rink.

Revue consists of four production and six specialty numbers, all of which were warmly received. Two 30-minute shows were given nightly, with dancing between halves.

Manager Tommy Thompson, of the Memorial Auditorium, estimated the first night crowd at 1,800, paying 40, 55, and 75 cents plus tax. Rain, lightning, and thunder cut in on grosses. Attendance reached 2,500 the second night, Manager Thompson said.

Program included traditional ice ballets, military drills, waltzes, acrobatics, and comedy mixed with a bit of ice-cutting. Dainty Dorothy Boeskov exhibited much grace and charm in a fancy skating number, as did Charlotte Stempniak in a waltz with Harry Douglas, and in her solo numbers. Douglas came back in a clown act. The violent antics of Red Sisley tickled the audience. Joan Walters got a hand with her Beer Barrel Polka.

Chorus, trained by Joan Walters, went thru intricate numbers with ease. Costumes were fresh and pleasing.

Herbie Reynolds, who last week closed at the New York World's Fair, emceed and later offered a clog and tap number (skateless). Nick Nichols' eight Swinging Icemen added much to show. Nick doubled at the electrical organ.

Entire performance had an informal supper club atmosphere that pleased.

Pat Purcell, former general manager of Jimmie Lynch's Death Dodgers, bought an interest in the RIC, and, with Jimmy Edgar, plans to tour the company in the South where ice shows have never been presented. Show opened in Montgomery, Ala., October 26, and played Columbus, Ga., October 28.

Murray Wyche.

Yiddish Houses Switch to Vaude; Using Some American Performers

NEW YORK, Nov. 2.—For the first time since the foreign language theater field cracked up, due largely to restricted immigration quotas, the remaining Yiddish theater impresarios here have thrown their standard practices to the winds and have experimented with new policies to keep their houses open through the season. Faced with a dearth of new talent and the demands of loyal customers for a change of diet from stock plays (usually of a religious nature), three Yiddish legit houses have switched to vaude policies using both Yiddish and American acts.

Vaude experiment was introduced last year by the Steiner and Levitsky Corporation at the Clinton Street Theater and proved so successful that the idea has been adopted this year by the National Theater on Second Avenue, operated by Rovinger & Goldman, and by the McKinley Theater in the Bronx, managed by Schechter & Friedman. Prices run anywhere from 25 cents to \$1.10, depending on the drawing power of the attraction. Second and third-run pictures are played, but are used only to give the actors a rest, since only the flesh bill is expected to draw.

The Hebrew Actors' Union, which had those three houses when they operated with straight Jewish legit, has signed them up under new agreements, calling for a minimum of nine union performers on each bill. (Recently, the Clinton could make use of only seven performers in its show. The other two were used to perform minor duties; one announced next week's bill.)

These vaude houses, like most of the straight Yiddish legit theaters, operate only on Fridays, Saturdays, Sundays, and on Jewish and American holidays. Yiddish stage stars who have been seen in many plays are featured on each bill. They do either a skit popular in one of their plays or combine with other members of the cast to stage an original playlet with songs and dances.

Booking of Yiddish and American talent is independent. Indie agents submit American acts. Novelties are preferred. The available Yiddish talent is known to the operators of the theaters and, as a rule, is contacted direct.

The houses also serve as outlets for the new Jewish pictures.

Of the 20 some legit houses that used to present Yiddish plays in New York during the season in the 1920s and 1930s, only a few remain. Major credit for

success of remaining spots goes to the numerous organizations which reserve performances for benefits.

Molly Picon, one of the two remaining Yiddish stars with a following among Americans (the other is Maurice Schwartz), has made no plans this year to appear in a Yiddish production. She was on Broadway last season in *Moving Star* and is planning another American play following her current run at Maxm's, Bronx night club.



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AFRA-KSFO Pact Soon

SAN FRANCISCO, Nov. 2.—American Federation of Radio Artists expects to ink a union contract with KSFO next week, leaving KYA and KSN as the only independents not yet signed. Salary scale is said to be holding up complete agreement.

KYA management has referred union negotiators to the Hearst Radio Service headquarters in New York. KSN negotiations were only recently begun.

BUFFALO, Nov. 2.—Lou J. Giffels, former manager of the Olympia Auditorium, Detroit, will become manager of the Buffalo Hockey Club and not of the Stadium and Memorial Auditorium here, as reported two weeks ago.

Appointment of a new director for the S&M has not yet been made.

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LOW AIR DOUGH IN CHICAGO

Few Windy City Shows With Large Budgets; Like Names, Won't Pay

CHICAGO, Nov. 2.—Design for Happiness, CBS's Libby-Owens-Ford program which is laying out heavy cash for guest concert artists, has the heaviest talent budget of all Chicago-originated programs. Setting talent thru Columbia Artists, Inc., show, which will feature Nino Martini on tomorrow's spot, followed by Hope Manning, Oscar Levant, Lily Pons, Paul Robeson, Frank Glaser, and Albert Spalding, spends from \$500 to \$5,000 on guest artists, as well as a gigantic nut on Teler Solomon and the 65-piece Women's Symphony Orchestra.

Outside of Design the only Chi show which approaches big-league outlay is Alice Templeton Time, with budget of \$5,000, greater than last year when Templeton received only \$750 per week instead of \$1,500 as he does now. Pat O'Malley's cut was around half of his present \$600, and a scale orchestra was used instead of Ray Noble.

A Big-Time Piker

Comparison of prices paid radio talent in Chicago and New York reveals the Windy City as a big-time piker. Directors who earn \$75 a week here could draw at least \$125 in Gotham, it is felt. Agencies rarely pay more than scale to strip show thespians here, whereas in New York many regularly command a bonus above AFRA rates.

Network half hours from Chicago are strictly scale payers, agencies working on theory that a good job can be done with the small outlay and practically no name talent or semi-names. In this category is the Russel M. Seeds agency, which puts on the Brown & Williamson tobacco shows, Show Boat, Plantation Party, Uncle Walter's Dog House, and Wings of Destiny. The only name of relative magnitude of B. & W. aliers is Virginia Verrill, who formerly played in flickers and gets occasional bookings in Chi night clubs. Policy is to give a build-up to featured performers. This happened in the case of Red Skelton, who, after a successful build-up on B. & W. show, left to become a sock in vaudeville; and in the case of Cliff Arquette, who left Arlon Time for the movies. Current recipients of this technique are White Ford, vaude comic on Plantation Party; Marlin Hurt on Show Boat, and Bob Strong, ark leader, used on Seeds programs.

Aubrey Moore, & Wallace followed a similar policy on First Nighter and Grand Hotel (when it was on), plugging the names of lead actors until they acquired a certain amount of prestige value. Magnified by this treatment were Don Ameche, Jim Ameche, Les Tremayne, Barbara Luddy, Ann Seymour, and Betty Lou Gerson. Another Chi-originated dramatic vehicle not spending big coin on name talent is Kestor's Knickerbocker Playhouse.

Like Names, Won't Pay

Talent agents find two conflicting tendencies evident in the attitude of Chicago buyers. One is that agencies are big-name conscious. Non-name shows, unless they have a terrific underlying idea, find agency men and clients apathetic. But when offered a package deal of the stature of Fred Allen or Eddie Cantor, they exhibit the other tendency: that is, they are appalled by the price. For this reason the Chi office of Columbia Artists, Inc., which has been trying to peddle costly New York-built package shows such as many of the Forecast series, has thus far scored no runs and only a few hits.

Lord & Thomas, which has the Armour account, has been unable to promote anything more spectacular than a 15-minute transcribed show for Luxor, starring Eddy Howard, altho a half-hour live-talent program with the same singer is in the throes of addition. James Whipple, radio director of this agency, attributes the fact that Chi advertisers do not go in for name shows to the desire to maintain close contact with their radio activities. Name talent, which prefers to anchor either in the movie mecca or near the Great White Way, requires absentee direction and continuous inter-city air travel or the transfer of supervi-

sion to branch offices. As a rule, when big shows are sold here they are generally not produced here.

Idea shows, which have taken the country by storm, cannot be considered in the big-budget class. Chicago has its share of them. Spending no more than minimum rates for talent, the greater part of the budget devoted to participants, listeners, and the agency selling the package. Idea shows work upon the assumption that a greater number of listeners can be attracted per dollar spent than thru big talent splashes. Chi shows included in this class are Speak Up, America!; Quid Kids, Beat the Band, Dr. I. Q., and Your Dream Has Come True. Last named, sponsored by Quaker Oats (Ruthrauff & Ryan), may hit the higher money bracket if philanthropies take on a more sensational character than those on initial broadcast.

WJBK's Non-Sports Trend

DETROIT, Nov. 2.—After a surfeit of sports programs over local stations for the past several months, WJBK is going out to capture the attention of non-sports-minded listeners Saturday afternoons in direct competition with football games. New program is Saturday Matinee, a musical show, running two hours, 3 to 5 p. m., and sponsored by Good Housekeeping Shops, local appliance sales organization.

Broadcast Confab Set

CHICAGO, Nov. 2.—Fourth Annual School Broadcast Conference will be held here December 4-6 at the Congress Hotel. Sponsored by the Radio Council of the Chicago Board of Education, the conference will present to radio men and educators radio-teaching procedures. Both NBC and CBS will conduct national programs from the meeting.

KFOR's 25G Transmitter

LINCOLN, Neb., Nov. 2.—Central States Broadcasting Company will spend \$25,000 for a new transmitter for KFOR. It will be ready for operation around January 1. News was broached when FCC granted 250 watts for both day and night operation after nights had been chopped to 100 watts for many years.

AFRA Extends License Deadline As Agents Pile Up Opposition

NEW YORK, Nov. 2.—Negotiations between the American Federation of Radio Artists and talent agencies have not progressed as rapidly as the union had originally calculated, with the result that the AFRA national board has empowered the executive secretary to extend the original November 5 deadline for filing license applications. Excess of the largest talent agencies this week chorused that operation under the proposed regulations would be impossible, and criticized the agreement as being "arbitrary, impractical, and discriminating."

Mrs. Emily Holt, union's executive secretary, explained that the alleged arbitrary minimums were inserted as a working basis, and that before next week ended, she hoped to have all complaints ironed out. Agents are asking for alternatives for the several minimum guarantee clauses. Mrs. Holt said that there would be no extension of the November 15 deadline, by which time all agents will have to be licensed.

Agents and AFRA execs will meet again Wednesday (6) to continue deliberations. Meeting held Thursday (31) disclosed some indignant and embittered agents who pointed out the following alleged impractical phases of the regulations:

Stipulation of a minimum of 15 days' work within each 90-day period lacks consideration of the trade's standard

ASCAP-BMI News

Radio-Music Developments will be found in the Music Department.

WQXR Sales Up 500% Since '37

NEW YORK, Nov. 2.—Since 1937 WQXR, high fidelity station specializing in classical recordings, has increased its sales 500 per cent, achieving the point where sales for the first nine months of this year hit the six-digit category. Number of contracts on hand as of last month represents an approximate increase of 83 per cent over the corresponding period last year. In the period from January to September the station enjoyed substantial increases based on 100 per cent for 1937; 236 per cent for 1938; 250 per cent for 1939, and 500 per cent for 1940.

Analysis of sales figures for approximately the same given week (early in October) over the past five years shows that trend is now toward commercial programs, whereas up to 1938 spots comprised the station's greater source of income. For the week ending October 12 of this year, 15.2 per cent of the station's broadcast hours were commercial. As compared with last year, station's live talent sales spurred, while sales of classical recording programs dropped 7 per cent.

KYW-NAPA Case Delay

PHILADELPHIA, Nov. 2.—KYW's answer to the bill of complaint filed against the station by the National Association of Performing Artists, seeking an injunction to restrain the station from playing phonograph records, has been set back. William E. Mikell Jr., counsel for KYW disclosed that, due to an arrangement with Maurice J. Spelzer, NAPA attorney, the required answer to the filed bill, expected last week, will be made at a later date. NAPA filed suit against KYW late in September in Common Pleas Court here and the court allows the defendant only 30 days in which to file an answer unless an extension is asked or agreed upon, as in this instance, between the agencies.

Chi Percenters Hit AFRA Rules

CHICAGO, Nov. 2.—Talent bureaus and artists' representatives here are resentful of the new AFRA regulations and commissions. Clause denying agents commissions on minimums was regarded less favorably than the one which lays artists' contracts at the mercy and discretion of an arbitration committee. Latter regulation, which in essence permits a performer to break his contract with an agent by proving before a tribunal that agent has not done well by Little Nell, is objected to on the grounds that it is difficult to prove what an agent has done during the period of building the artist's reputation.

Jim Stirton, head of the Artists' Bureau of NBC Central Division, declared that the new regulations make it a hopelessly speculative enterprise to undertake building a contracted artist, because all the effort, money, and time spent may be thrown out the window in one moment by union intervention. "It takes two years to build an artist," said Stirton, "during which time actual money rewards may not stack up with union requirements. The artist could very easily prove that the agent had not done a job, and the contract which safeguards the agent's investment, could be voided by the decision of the arbitration committee. Thereupon another agent could take advantage of the groundwork done by the first."

Biggie Levin, 10 percentor who handles mostly radio talent, objected to AFRA's regulation of agents because it violated democratic principles by dictating in detail just how they should run their business. Inclined to believe that AFRA would be fair in its execution of the new code, he was nevertheless up in arms against the unwarranted interference in his business.

Clause restricting agents' cut to above-minimum payments will eat a hole out of the profits of talent bureaus, but in most cases not a very big one. Most agents try to get above-scale for their talent, and therefore will not be affected. It will, however, reduce NBC Artists Bureau's take to the tune of \$200 to \$300 per week. Columbia Artists will be hurt, but in a much smaller way, because most deals involve package shows and above-scale name performers. The new WGN Talent Division is still too young to be affected, but it is understood that this organization was planned with an eye on possible union regulation.

Local agents are depending upon the Artists' Representatives Association on either coast to watch closely AFRA's regulation of talent peddlers and perhaps step in if unfair discrimination results.

WBZ Election Comedy

BOSTON, Nov. 2.—WBZ will set up microphones on the stage of the Plymouth Theater November 5 for some special election night shenanigans. Joe E. Brown, currently appearing at the Plymouth in Elmer the Great, and John McNamara, WBZ program director, will indulge in some comedy dialog regarding the election. The dialog is being especially written into the show for Tuesday night.

Nets Trail Chinese

CHICAGO, Nov. 2.—Competition between the special events departments of NBC and CBS on lottery day last Tuesday was reminiscent of the era of hot dog journalism. CBS was the first to contact Chicago's No. 1 draftee, Eric Seong Hong, Chinese refugee, who drew No. 158. But NBC was the first to get to him, coaxed him up to its studios for the Club Matinee broadcast, and kept close guard on him until he had told the world how eager and honored he was to do his duty to his adopted country. In the meantime CBS trailed prospective private Hong to the rival threshold and proceeded to bombard NBC with requests to borrow back its scoop. But NBC had stuffed its ears with sound-proof plush cut from the drapes of an old studio.

Program Reviews

EDST Unless Otherwise Indicated

"Dollars to Donuts"

Reviewed Thursday, 8:30-9 p.m.
Style—Quiz. Sustaining on WIP (Philadelphia).

This time the usual *In/o Please* pattern gets a reverse twist and the novelty element entailed in the execution of this scholarly weekly stanza makes it acceptable dialing fodder. Four pupils are selected from an invited studio audience and each contestant is given \$5.

Chief question-asker is Fred Wood. In this instance, with each question asked Wood makes a dollar-to-doughnut wager with the contestant. Should the query, for most part based on book-of-knowledge lore, be answered incorrectly, the quizzer collects one of the five dollars and the contestant gets a freshly baked doughnut. It's up to the contestant whether he leaves the studio with doughnuts or dollars.

Orodenker.

"La Conga"

Reviewed Monday, 5:15-5:30 p.m.
Style—South American musical. Sustaining on WIP (Philadelphia).

Considering all the interest evidenced at the local after-dark spots in the South American way and swing, it's about time one of the local program directors fashioned a stanza steeped in south of the border stuff. This one makes for all the one-to-three-boom persuasion desired.

Joe Frassetto, station's maestro, gets a Mexico pronunciation for his moniker as he dishes out the rumbas, congas, boleros, and tango in typical native style. Pepita and Lucia, Mexican duo, harmonize with Enrico Madriguera's orchestra on the hot tomale tunes, and Adele Norella sings the more seductive South American ballad songs. John Pacenda brightens the musical offerings with announcements in his best Brazilian accent. It all adds up to a tasty and tuneful morsel, and a most timely one.

Orodenker.

"Boake Carter"

Reviewed Wednesday, 8:30-8:45 p.m. Style—News comments. Sponsor—United Air Lines. Agency—N. W. Ayer & Son, Inc. Station—WOR, Mutual Network.

After an absence of two years from network radio, Boake Carter is back on the air, hardly the pugnacious, crusading, and analytical columnist he used to be. Of course, under the sponsorship of an air line which exists by courtesy of a government franchise, Carter is hamstrung even before he comes to the mike.

His program material consisted of innocuous, run-of-the-mill news reports. Absent was the old Carter insight or headlong tear which provided fire and tang to his former programs. So tempered and impersonal an approach will make it difficult for the former favorite to return to a high ranking position of aerial prestige against the odds of the good crop of commentators who have had a headstart for audience patronage. He is a good man and should not be wasted.

Weiss.

Heads! He Loses!

CHICAGO, Nov. 2.—The WBBM transmitter was host to a family of mice, which came in the packing cases that brought the new bantam 50-kilowatt transmitter. Assorted grumblings from the engineering staff prompted Joe Novy, assistant chief engineer, to bellow: "If any of you don't like our little pals, go get yourself a B-B gun and start hunting. I'm offering a nickel a head, paid in hand, for every mouse shot."

Next day Novy received a bill for 30 cents. Pinned to it was a card on which were pasted six pair of mouse ears, neatly decorating an equal number of cartooned mouse heads. To date Novy has been unable to locate the hunter to whom the reward is due.

"The Unseen Advisor"

Reviewed Tuesday, 5:30-5:45 p.m.
Style—Personal advice. Sustaining on WIBG (Glenside, Pa.).

Long a feature on small stations throughout the country, *The Unseen Advisor* comes to this Philadelphia suburban station, heard daily, with early evening spots added on Tuesdays and Thursdays. Using the anonymous billing for the air audience, it's Dr. J. A. Meyers reading letters from listeners on their love, home, (See PROGRAM REVIEWS on page 63)

NBC Southernaires Dates

NEW YORK, Nov. 2.—NBC Artists Service has set The Southernaires for engagements at Dunbar High School, Little Rock, Ark., tomorrow (3); Coatesville Lions' Club, Coatesville, Pa., November 13; James M. Kearney Corporation, St. Louis, Mo., December 6; Mt. Carmel Baptist Church, Canton, Ill., December 12.

Philly Sheets Scoop Radio On Draft Numbers; Double-X Beef

PHILADELPHIA, Nov. 2.—Local newspapers, which have long buried the hatchet with the local radio stations, allegedly pulled the well-known double-cross Tuesday (29) in connection with the calling of numbers for the nation's selective service. And instead of local radio scooping the newspapers with the names, radio itself was hit below the belt. As a result, radio had to be content with the general numbers pulled, as they came over the wires, and had to wait until the newspaper editions came out on the streets before being able to tell listeners about the localities affected.

It was a terrific scoop and is likely to result in repercussions. However, stations are keeping tight upper lips until after the election broadcasts on Tuesday (5). Since only a single sheet listing the numbers called was available to the press, the five local newspapers—*Bulletin*, *Record*, *Inquirer*, *Daily News*,

Plan Talk for Election

CHICAGO, Nov. 2.—WIND will use more than the ether content of the air in its election coverage Tuesday. An airplane will circle the city throughout the night equipped with red and white lights, and will flash the different colors depending on whether Roosevelt or Willkie lead in the compiled returns. A flickering light will mean one or the other is ahead, while a steady light will be shown when the final results are known. Instructions will be broadcast to the pilot direct from the editorial rooms of *The Chicago Times*, which will have a wire to WIND.

AFRA's WNEW Pact

NEW YORK, Nov. 2.—Increases in the commercial scale for announcers, actors, and singers on WNEW were incorporated in the renewal of the station's contract with the American Federation of Radio Actors, as signed Thursday (31) for an 18-month run. Since station's own staff frequently mans the commercials, renewal actually effects increase for sustaining scale. Contract winds up local independent stations. WOV, only indie outside AFRA, is still considered foreign language.

and Evening Ledger—decided to gang up on radio. It worked most effectively.

It was learned that one local station made an attractive offer to *The Daily News* for first information of the local boys called, station having the all-day flashes sponsored. But the other papers turned thumbs down, deciding that all should stick together. Besides, the sponsor could just as well advertise in the newspapers. In order to make up for the shortcomings, stations offered cash prizes to localities calling in if their numbers are called first. Other stations had taxicabs cruising around the city streets at strategic points hoping to pick up a Philadelphia holder of the first number, WIP having some luck in finding one "188" early in the day, rushing him to the studio for an interview. In short, it was a Roman holiday for the newspapers, all of whom have a multiplicity of time for space swaps with the local stations.

Advertisers, Agencies, Stations

NEW YORK: . . . Peggy Hill airing three times weekly over WWL for New Orleans' largest chain grocery. . . WSON, Birmingham, again sponsoring annual Variety Show in co-operation with Lyric Theater, with Sunday afternoon airings from stage program in fourth year. . . Produced by Bob McManey. . . Charles Godwin, production manager for WOR, Newark, in New Orleans for vacation with homefolk. Brother Al Godwin is member of announcing staff of WWL. . . Robert L. Greymburg from engineering staff of WDSU to WWL, Crescent City. . . Ruth Sprague (Suzie Q), of the KGO-KPO (San Francisco) staff, appeared with Bob Hope when the comedian did last week's broadcast from San Francisco's Community Playhouse. . . Pete de Lima, formerly of the CBS Artists' Bureau, now free lancing, is in San Francisco auditioning a radio show for junior college students. . . Jack Gregson, KSFO (San Francisco) announcer, is in receipt of a check from CBS in payment for an idea submitted for Kids Quizaroo. . . New addition to the sales staff of CJRM, Regina, is Fred Luce, singing salesman with CJRC, Winnipeg, for the past six years. Jim Horton, CJRM news editor, has left for Calgary and to date has not been replaced.

PHILADELPHIA: . . . Joe Dillon back at WPEN after an absence of a year, again handling the *Night Club of the Air*. . . Roger W. Clipp, WFIL general manager, named head of the broadcasting committee for the annual Poor Richard Club banquet, ad agency frolic, on January 18. . . One of the few remaining "cross-the-board" spots open on KYW was filled by the orchestral Rhythmaires, featuring Arthur Hinett's swingology at the organ. . . Marie Dixon moves up as secretary to Leslie Joy, KYW general manager. . . WFIL's Alston Stevens now splicing the news minus an appendix. . . Dorothy Thompson, co-op on Mutual, gets Chrysler dealers' backing on WFIL here. . . Herbert R. Doak retires from the ad agency field after 29 years as secretary-treasurer of Ward Wheelock Co. . . Jack Randall, former WIP singer, touring Midwest theaters and clubs. . . J. M. Korn agency gets the M. C. Schrank pajama account.

FROM ALL AROUND: . . . RAY McNAMARA at studio work and Don Lewis, reading, new combo bi-weekly program over WWL, New Orleans.

WENR Does Job for WENR

CHICAGO, Nov. 2.—The land and buildings which housed the old WENR transmitter have at last been sold. NBC tried every means to dispose of the property, then suddenly decided to try its own medium of advertising, radio. The honor went to WENR itself. A series of three programs were sketched, with an emcee providing miscellaneous entertainment from a portable transmitter. Only one program was needed. The station did a job for itself, disposing of the old home that had been considered a liability and doing so at a neat profit.

"Wuthering" on Wheatena

NEW YORK, Nov. 2.—*Wuthering Heights*, second in the series of dramas presented by Wheatena Playhouse, will open a four-week run Monday (4) on NBC's Red, at noon, five a week. In the evening of the same day, *Luz Radio Theater* is scheduled to do the same story in its one hour.

Lead roles on the daytime show are set for Frances Oliver, Arnold Moss, Sidney Lumet, and Janice Gilbert. Secondary roles are listed for Irene Hubbard, William Podmore, John Brewster, Ted Reed, Jackie Gordon, and Ian Martin. Narration and continuity comment will be done by Jill Esmond, who will impersonate the author, Emily Bronte.

Third show in the series will be Booth Tarkington's *Alice Adams*.

CHAB Goes 1,000 Watts

MOOSE JAW, Sask., Nov. 2.—Canadian Department of Transport, Ottawa, acting on a recommendation of the Canadian Broadcasting Corporation, has granted permission to CHAB, Moose Jaw, to increase its power from 250 watts to 1,000 watts. Work has already started on a new transmitter, seven miles out of the city, and the station expects to be operating on the new power early in January, 1941. Station owned and operated by CHAB, Ltd., composed entirely of Moose Jaw citizens.

Jackson in CBS Chi Post

CHICAGO, Nov. 2.—From the post of sales manager of the San Francisco office, Henry M. Jackson has been named sales manager of the Chicago office of the Radio Sales Division of CBS. Announcement of the appointment, effective October 28, was made by J. Kelly Smith, general sales manager of the CBS Radio Sales Division. Jackson was transferred to the Chi office on September 15 after four years as head of sales for the Northern Division of the Pacific Network. Until recently Paul Wilson occupied the post now held by Jackson.

Commercial FM Gets Okeh

WASHINGTON, Nov. 2.—Federal Communications Commission this week oked commercial Frequency-Modulation operation to 15 applicants. Broadcasters are authorized to go ahead commercially "as soon as they are able to." Fifteen stations include four in metropolitan New York, with others in Chicago, Detroit, Los Angeles, Milwaukee, Salt Lake City, Columbus, and Schenectady. Estimated these will serve some 27,500 potential listeners.

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PLAN CO-OP E. T. FIRM

"Utopian" Set-Up Gets AFM Okeh; Petrillo Warns; Meetings Set

NEW YORK, Nov. 2.—Group of members of Local 802, American Federation of Musicians, is setting up a co-operative transcription company, understood to be the first venture of its kind. Plan of operation would provide for the members to hold shares in the company, and for the company to control property rights in the waxes.

"Titled Musicians' Affiliated Transcription Company, group held a meeting this week at the Ed Strong Studios and mulled over plans to get up a capital of \$20,000 by banding together 100 musicians with \$200 each. According to an exec who attended the meeting, musicians would be paid scale and would perhaps reinvest this money in the company. In addition, musicians would receive slips crediting them with hours they worked and would be given a dividend at the end of the year.

American Federation of Musicians is understood to have given the group its blessing, but James C. Petrillo, AFM prxy, indicated that company must have enough money to pay off the men. Stated Petrillo, "If they pay scale, okeh, and the capital must be there to pay with or they (MATO) will suffer the consequences." Other union and transcription company execs indicated their belief that the venture would not succeed because an investment of \$20,000, even if obtained, would only be a drop in the bucket. AFM, too, has never regarded co-op ventures with much enthusiasm—Petrillo stating that they have allowed such ventures among bands simply to prove to the members that they do not work.

According to members present at MATO's meeting, however, group showed much enthusiasm and feel they might be able to begin cutting wax in three or four weeks. Plans branch out in all directions. Among them are these: (1) Thru musician ownership, profits to musicians will be continuous. (2) In addition to cutting regular c. t. disks, company intends to cut a 10-inch master in order to be able to make phonograph recordings in event outfit expands enough to permit such operations. (3) According to men at the meeting, non-name bands will be used. (4) Books of the organization will not be closed to a limited number. (5) Vocalists will be hired, but not allowed to take shares. (6) Org might attempt to collect fees for mechanical royalties on members' original tunes. (7) Estimate that nucleus of a library, a few hundred tunes, might be available in three or four months. (8) Record

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On the face of the envelope write your signature, your permanent address and any other information you deem necessary.
Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Eliza E. Sugarman, The Billboard's Material Protection Bureau, 8th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name. The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

much Public Domain music to take advantage of the ASCAP-BMI fight.

Another meeting scheduled for Thursday.

One transcription company exec stated that MATO move was a means whereby malcontented musicians were trying to insure jobs for the future for a couple of hundred dollars.

Another note was interjected by one union exec who said, "How could anyone find 100 musicians with \$200 each?"

Broza Sets Another Kid Show in Phila.

PHILADELPHIA, Nov. 2.—New variety program designed to give budding talent in the teen age its chance was launched today (2) on WCAU by Stan Lee Broza, station's program director. For the weekly stanza, to be known as *The Intenseers*, Broza has corralled the grads of his *Horn & Hardart Kiddies' Hour*, many of them with as much as seven or eight years of mike experience as child stars to their credit.

H. & H. show, renewed by the H. & H. Baking Company for the 12th consecutive year, thru Clements Advertising Agency, is first full-hour kiddies' show and has been on the air without interruption 52 weeks a year for the past 11 years. It is the oldest full-hour commercial program on the Philadelphia airwaves.

Musette's Script Series

NEW YORK, Nov. 2.—Musette Publishers yesterday issued a series of fairy tale musical radio scripts, to be sold thru music shops, by Madge Tucker, *The Lady Next Door* on the National Broadcasting Company's children's program. Series includes *Cinderella*, *Gingerbread Boy*, *Little Red Riding Hood*, and *Sleeping Beauty*. Patriotic series, starting with *Molly Pitcher*, will be released November 15. Each book contains the full text of one of Miss Tucker's radio plays, stage directions, production notes, piano score, and recording as waxed by the children on the air program. Miss Tucker wrote the adaptations and lyrics. Molly Donaldson wrote the music. Milton Cross, NBC announcer, is narrator.

Radio Talent

New York By JERRY LESSER

JAMES TRANTER has reconsidered and will not leave for the Coast as planned. . . . ANNE HEATH, who appeared with the TOSCANINI chorus last year, will appear on Metropolitan Auditions Sunday (9). . . . FRANK LOVEJOY and AL RINKER will do an original musical satire entitled *Reveurs Give Me the Blues* on the CBS Workshop Sunday, November 17. . . . MARTIN GOSCH is back in town at CBS. . . . One of the best Gulf shows to date was Jesebel, with JEAN ARTHUR, GEOFFREY LYNN, and MARY NASH.

ETHEL OWENS created a new character on the CANTOR show last week that should be good for many a laugh.

PETER DONALD has joined the cast of *When a Girl Marries*. Plays Donald King. . . . JOHN RAVOLD has returned to New York after a trip to the West Coast. . . . ADRIAN SAMISH, director of *Helen Heys Theater*, has decided it really is a small world. He was engaging the cast for the presentation of *Let the Hurricane Roar* and needed two people with Swedish accents for the parts of the Swenson couple, prairie pioneers. Following separate auditions he cast NEIL O'MALLEY and JEAN DAHL in the roles, and then felt it only proper that the two should be introduced. "Oh, don't bother," said NEIL. "I know the lady. She's my wife." . . . MILTON BERLE is critically ill with pneumonia.

They say that the networks will reduce the price of air time to appease the sponsors of musical programs who will be forced to play BMI tunes after November 15. . . . CARLTON BRICKERT will desert the cast of *Showboat* because of too strenuous a daytime schedule. . . . BING CROSBY is fighting for a half-hour variety show. . . . What's this about *The Shadow* forming a permanent stock company? . . . Watch for JERRY COLONNA to guest on the RUDY VALLEE show. . . . Campbell's will yank its *Short Short Story*, a thrice-a-week daytime, for a half-hour night show. . . . Don't be surprised if a new radio series titled *With Ernest Hemingway* comes out of the grab-bag.

THEY say that EVERETT SLOAN is wearing a black patch over his right eye, having had a minor operation. . . . that DOROTHY GOODMAN is adding social publicity to that of radio. . . . that not to be outdone by NBC and CBS, Mutual is now lining up symphonic groups to match the classical music being offered by the rival networks. MBS has just signed up the Chicago Opera Company for a new series of six night opera performances, and a deal is on to air the Friday afternoon concerts of the Philadelphia Orchestra. . . . KAYVELI ALIKI has been added to the cast of *Big Sister* on CBS.

Chicago

By NORMAN MODELL

TOMMY BARTLETT, who was the first in Chi radio to be conscripted, doesn't mind leaving his 25G per annum job. He says he was getting too fat anyway. Oh, yeah! . . . SCATTERGOOD BAINES was awarded a contract renewal for the fifth consecutive year. Movie version of the Kelland yarn is being screened (in a series of six) by Pyramid Pictures for release thru RKO. . . . DAN SUTTER is new to the WAYNE KING dramatic skits. . . . SHARON GRANGER, in private life Mrs. Seymour Ellison, became the mother of a six-

pound girl last Monday (28). . . . FORD PEARSON upset the old saying that experts can never bet on their own selections. He won on a card lottery by picking 15 grid winners recently. . . . IAN KEITH is now doing the role of Humphrey Manners on *Kitty Keene*. . . . DOROTHY SHIDLER is new to *Road of Life*. . . . AFRA made a splendid promotional tie-up this week with the Roller Derby at the Coliseum, which is plugging AFRA-ANTICS. . . . A new WGN quiz show, *Sing for Your Money*, is airing every Monday night from the Blackhawk, featuring RAYMOND SCOTT and PIERRE ANDRE.



CAPITOL THEATER'S (Wheeling, W. Va.) stage crew, which helps put on *Wheeling Steel's Musical Steelmakers'* program Sunday afternoons over Mutual Broadcasting System. At extreme left is Elmer Teicher, stagehand, who takes the baton from maestro Tommy Whitley and leads the orchestra in *Kitchie's "Billboard March"* for program's sendoff. Teicher brags he hasn't missed a copy of *The Billboard* in 30 years, and *Wheeling Steel Company* writes that the March goes over big with the Capitol audiences and cast. Ranging to the right of Teicher are "Pop" Warner, chief stagehand; Stuart Brooks, Bob Day, and Eddie (Mason) Goodwin, who is *Steelmakers'* stage manager.

BESS McCAMMON was confined to her home for several days because of an eye ailment. . . . KIRSTEN FLAGSTAD started in Chicago's 1940 debut of grand opera Monday (4) in Wagner's *Tristan and Isolde*. . . . PAUL BARNES has sent out a call for ocarina players whom he hopes to organize into a band. . . . Fifth-column activities in the Caribbean, as they will be represented in *Thunder Over Paradise*, will be the results of BILL HODAPP's trip to Washington this week to contact the F. B. I. for authentic information. . . . JOHN TYSON is the early bird announcer on WGN's new 5:30 a.m. schedule. . . . CORNIE CROWDER took over the role of Mother Moynihan on *Painted Dreams*. JANE GREEN had played it for over 30 weeks. . . . WALTER HAGEN JR., son of the pro golfer, joined the NBC announcing staff last week. . . . PAT CRUSHIN-BERRY, daughter of the Mary Marlin scripter, has joined the cast of her mother's show.

KYW's Additional Time

PHILADELPHIA, Nov. 2.—Trend in local broadcasting tends toward a 24-hour operation goal. Latest station to exceed its airing schedule is KYW, teeing off now a half hour earlier at 5:30 a.m. and continuing until 1 a.m. Additional time due to return on station of the Consolidated Drug Trade Products, Inc. A fortnight ago WCAU added an hour to make it 21 hours daily, going from 5 to 2 a.m. the next morning. Only station on a full 24-hour schedule here is WIP.

EARLY ASCAP DEADLINE

Dual Role

PHILADELPHIA, Nov. 2.—Signing contracts to appear at two different dances on the same night put Sidney Bechet, whose soprano sax playing is idolized by the swineophiles. In plenty of hot water. However, it was fortunate that the conflicting dates were in the same town and near each other.

Last Saturday (26) Bechet was billed both at the Council of Jewish Juniors' dance at the Ritz-Carlton Hotel here and less than a half mile down the same street for the Newspaper Guild dance at Town Hall. Since neither group would give him a release, Bechet was busier than the proverbial one-armed paperhanger that night. As a result of a musicians' union ruling, Bechet played at the Ritz from 10 to 12 and for the fourth-esters from midnight to 2.

Musicians-CBS Network Remote Strike Settled

NEW YORK, Nov. 2.—Strike pulled on Columbia Broadcasting System's band remotes October 14 was settled Wednesday (30), with both stations involved (WGBI, Scranton, Pa., and WABC, Akron, O.), coming to terms with the American Federation of Musicians, whose president, James C. Petrillo, yanked the bands off the air.

Stations weren't too willing to sign, but understood that pressure from the home office brought about the decision to employ the number of studio musicians designated by the AFM. CBS, however, indicated that less time would be available to bands and that it would sign off at 1 a. m. instead of running dance music until 2.

Bands affected during the ban included Teddy Powell, Guy Lombardo, Sammy Kaye, Henry Busse, Bobby Day, Terry Shand, Ray Herbeck, Everett Hoagland, Maurice Spittain, Paul Pendarvis, Sammy Watkins, and Claude Thornhill.

One of the ironic notes of the strike was the fact that Petrillo's brother, Caesar, musical director of Station WBBM, Chicago, served as one of the substitute bands during the strike which Petrillo had pulled.

New Promotions To Boost Classic Disks

PHILADELPHIA, Nov. 2.—Philadelphia Committee for Music Appreciation, sponsoring the buying of phonograph recordings of classical music in package lots to make for a lower price, applied for a charter of incorporation in Common Pleas Court here last week. Group peddles platters to the public on a weekly subscription rate basis.

Along the same lines, RCA-Victor at Camden, N. J., will extend nationwide on November 15 a Library Builder Promotion for the better music recordings, offering a group of six pre-selected recordings at a figure lower than if the records were bought individually. In addition, Victor, which is currently testing the idea, throws in an album to package the records and an explanatory booklet. There is no choosing, album to be sold in package lot only, all items pre-selected.

Hite Does Best Sunday Biz At Tromar in Des Moines

DES MOINES, Ia., Nov. 2.—Les Hite hit the jackpot for Sunday night business at the Tromar Ballroom here October 20 with 1,560 customers, the best Sunday turnout of the fall season.

"Beat-the-clock" prices added the gate, with more than 1,000 getting in before the 9 o'clock deadline at 20 and 30 cents on ladies' and gents' admissions. The remainder had out a straight 40 cents plus taxes to net a gross of \$474.

Wit Thomas, playing the Saturday night stand, had 1,000 customers at 45 cents plus taxes.

Nets Not Waiting Until Jan. To Ban ASCAP on Sustainers

NEW YORK, Nov. 2.—Latest orders from both National Broadcasting Company and Columbia Broadcasting System to eliminate completely ASCAP music from their sustainers November 15 and December 1 respectively brought a wave of protests and appeals from John G. Paine, general manager of ASCAP, to band leaders wherein he claimed they will be "beggars for music" if Broadcast Music, Inc., becomes the controlling force.

Most recent communique from the band leader-ASCAP-BMI front was one sent to all orchestra leaders who have sustaining time on the CBS network, announcing that after December 1 they will be precluded from programming any ASCAP songs. Letter was sent by Lawrence Lowman, vice-president of CBS, who again outlined the situation to the leading maestri and explained that the crux of the fight was centered around ASCAP's attempt to raise the cost of music 500 per cent.

At the same time orders went around to all NBC-owned stations that all studio-built programs will have to change their theme songs by November 15 and replace all ASCAP songs with BMI and public domain tunes. Idea behind both, as explained by network officials, is to accustom studio bands and others playing on the networks to the thought of using non-ASCAP stuff exclusively and, more important, to attempt to show sponsors that musical programs can be produced without ASCAP music.

At press time Paine's answer to the Columbia edict was not fully prepared, but it was learned that his chief argument to the band leaders centers around the possible harm this move would do to leaders' libraries.

Paine's argument is that under existing conditions leaders can pick their music from any publishers, whereas under the new set-up, if BMI should have an exclusive on radio music, music will be available from only one source, which he said would possibly be restricted, the good tunes, that is, to a few "office pets."

In answer to Lowman's charge that advertisers are behind the broadcaster's fight against ASCAP, Paine argued that public sentiment is against what he described as a "declining quality of sustaining musical programs," and that "some sponsors have appealed to ASCAP for suggestions."

The BMI has acquired rights to publish the score of its first Broadway musical, *All for Fun*, with Phil Baker, which is coming into New York soon. Writers of the show are non-ASCAP.

Sidney N. Strots, newly appointed vice-president of NBC in charge of programs, interviewed during a visit to Chicago over the week-end, stated, in reference to the theory that James C. Petrillo, president of the American Federation of Musicians, because of the band leaders' complaints that they would have to scrap their libraries, would step in and pull a last-minute coup on the broadcasters, that Petrillo wouldn't touch the situation.

"Petrillo will maintain a hands-off policy," said Strots.

Kyser Show Tested

Kay Kyser program was tested this week apropos of use of non-ASCAP music. The show played to studio audience only, and reactions to the session were various. Lord & Thomas, the agency, stated the agency reaction was that the program went off "quite well," with results "rather encouraging." Lord & Thomas execs stated agency was still studying records of show and was preparing more scripts. Queried if result indicated that both American Tobacco shows, Kay Kyser and *Hit Parade* would be continued in event of no settlement in ASCAP-BMI fight, agency stated, "We hope to continue both shows."

Talent agency execs handling Kyser band were enthusiastic over the studio audience reaction to program. Same execs also pointed out that bands would now begin to use more non-ASCAP music, theory being that a maestro will not rehearse his outfit on songs that he is not certain he can play.

ASCAP Reaction

Execs at ASCAP, however, told a different story. An ASCAP man attended the broadcast, and pointed out that "reaction and recognition" of non-ASCAP tunes were below average. Claimed also

that Kyser had to indulge in excessive clowning to keep the audience alive, and that such tactics would be of no use to an air audience. Claimed also that some ASCAP tunes were sung or played in full by the orchestra, including *I'm Nobody's Baby*, *World Is Waiting for the Sunrise*, *Maude*, *Get That Moon Out of Your Eyes*, *That's for Me*, and *Say Si Si*. Claimed that ASCAP tune, *That's for Me*, drew most applause. ASCAP claimed program used much Public Domain, not much BMI music.

ASCAP report concluded that if sponsor George Washington Hill wants to use this program as a test, "the results are very inconclusive." Lord & Thomas, incidentally, has a new theme, *Lucky Strike Time* for both the Kyser show and *Hit Parade*.

BMI Tune Program

Another commercial program test, altho this time in the nature of an audition, whose format is based upon the use of non-ASCAP material generally, and BMI tunes specifically, took place at NBC Thursday (31) when Bobby Byrne's orchestra auditioned for the new Raleigh-Kool cigger show.

Program, which would star Byrne and utilize guests weekly, follows the "title-a-tune" pattern, with audience participation involved in the set-up. Byrne band, if selected for the show, will play an unpublished song without lyrics, with the audience endeavoring to select the best title for the opus. Person contributing the winning title will receive a \$250 cash prize and 10 per cent of the royalties on the number when it is published.

Publication is guaranteed under the BMI imprint, according to the plan, and the actual program scripts will contain mention of that fact. Lyrics will be written around the winning titles, apparently by BMI staff writers.

NAB Wax Brochure

National Association of Broadcasters is preparing a brochure which will explain to broadcasters exactly where they stand in the matter of mechanicals.

One wax company exec indicated that in event ASCAP-BMI fight is not settled at end of year, loss to publishers from four major wax libraries alone (based on charge of \$15 per tune for permission to record) would come to about \$120,000. Figured this on basis of libraries having 12,000 tunes, of which 8,000 were ASCAP. This estimate is exclusive of losses which might result from non-use on commercial wax.

Double Licenses

Execs of both BMI and ASCAP this week stated they realized possibility that independent stations in many instances would secure ASCAP licenses while going along with BMI. Angle of competition will be paramount here, one station forcing others into line. This, it is pointed out, would also solve infringement problem of some stations.

Re infringement, some trade opinion feels this is a bugaboo which is not as frightening as some believe. The networks, it is pointed out, have found that infringement suits can be drawn out for years in courts. NBC has had this experience. An infringement strategy, it is pointed out, might be to infringe, leave ASCAP dangling with a batch of suits on its hands, and then, when radio-

music settlement is finally made, insert in agreement a clause wiping the slate clean.

Indie Societies

Just how golden an opportunity is presented to indie performing rights societies as a result of the radio-music fight is indicated by the claim of SESAC. With a catalog of 55,000 copyrights and 124 catalogs, two-thirds of which are American, SESAC finds that performance of its music has increased more than twenty-fold on the major networks. All this increase has not been due to the ASCAP-BMI fight, some increase being traceable to additional repertory; but SESAC feels that the greatest part of this increase has occurred during the last year.

Company is now preparing an extensive listing of repertory designed to service the broadcasters, agencies, and program builders. Associated Music Publishers, a smaller independent, has already sent out to broadcasters a promotional brochure.

Ricordi Copyrights

Check of Ricordi of Milan's copyright entries in Washington indicates the following entries since 1900 (date of Copyright Act): From 1900 thru 1927, 4,520 entries; these include a small number of entries of Ricordi of Paris and London, but 90 per cent are Ricordi of Milan. A small number, tho, are claimed to have expired or not been renewed. From 1927 thru 1937, 1,750 entries, and 400 entries from 1937 thru 1940.

Some of the transcription libraries have claimed they cannot obtain permission to record the Ricordi tunes without paying the usual \$15. One company was under the impression that this amount did not have to be paid, and ash-canned a series of recording dates when it couldn't clear to its satisfaction.

BMI Latin Catalog

Broadcast Music, Inc., now claims to control performance rights of 90 per cent of Latin American copyrighted music playable after January 1. BMI intends making very extensive use of this material, and will tie in with political angle of good neighbor relations with South America. Terrific amount of Latin American material acquired from Ralph Peer has been abetted to some degree by acquisition of rights to copyrights of Ricordi's Buenos Aires office.

Other small acquisitions this week were Alpha Music and Coast-to-Coast Music Company.

SESAC Acquisition

Society of European Stage Authors and Composers this week snared a catalog from under the nose of Broadcast Music, Inc. Catalog is that of Whitney Blake, of New York, which BMI had been after.

Going to SESAC, as a result of the deal is a library ranging from diverse pop tunes to symphonies. About 1,000 copyrights are involved, altho no definite accurate check of the exact number has been made.

Thornhill's 500 in Utah

SALT LAKE CITY, Nov. 2.—Claude Thornhill played a one-night engagement at Jerry Jones's Rainbow Rendezvous here Monday (28), with price at \$1.32 a couple. Monday night is usually a dead dance night, and in addition a Democratic free dance at the Coconut Grove cut down attendance to 500 at the Rendezvous.

Earl Hines in for a one-nighter Friday (8).

The Professional Touch

LINCOLN, Neb., Nov. 2.—B. H. Pauley, manager of the Turnpike Casino, was commissioned this week with the job of buying the band for the social season's big moment here this year—the Military Ball December 7.

Previous handling of the band buying has been by a student committee, but it has been bungled so often Pauley was asked to do the job by Major Walter Gardner, in charge of the affair.

Playing Safe

CAMDEN, N. J., Nov. 2.—Victor A. A. social organization of employees at the Victor-Bluebird factory here, is taking no chances on boosting the competition again at its Thanksgiving dance at Convention Hall November 15. Halloween Hop a fortnight ago found Will Bradley, a Columbia recording band, on the stand.

For this dance plant employees will fly their own colors and have selected a Bluebird recording maestro. Bid went to Blue Barron.

Sue Pa. Firm Using Song Sheet Giveaway

PHILADELPHIA, Nov. 2.—There is no let-up on the part of the music publishers in their campaign to stamp out the song-sheet racket in this territory, which has all but crippled the sale of legitimate sheet music at the music stores in the area. On top of all the lawsuits filed in United States District Court here against drug, candy, and other stores selling the words-without-music pamphlets without benefit of the copyrighters' permission, attention is now directed against industrial and business concerns using the lyrical song sheets as giveaways.

Suit was filed this week against the Pennsylvania Independent Oil Company, which has been distributing the sheets at gas stations free. Case was entered in the name of Irving Berlin, Inc., in United States District Court here, Zachary T. Wobensmith II, local attorney, handling the action for Wattenberg & Wattenberg, New York attorneys for the music publisher.

Teagarden Pulls \$4,100 At Philly Newsmen Dance

PHILADELPHIA, Nov. 2.—Local Newspaper Guild promoted its most successful dance last Saturday (28) at Town Hall here, collecting 3,400 tickets priced at \$1 at the door, with Jack Teagarden top-billed. Total gross hit \$4,100. Teagarden played in the main ballroom, with the relief ballroom featuring Sidney Bechet, soprano sax swing idol, fronting Buddy Depenschnitt's local palace crew.

Gene Krupa, in town for a theater date, sat in with both bands for jam feats, and Kitty Kallen, former Teagarden canary, in town for her sister's wedding, rejoined the band for several vocal choruses.

Orchestra Notes

By DANIEL RICHMAN

New York Nocturne

WORD is going the rounds that despite the announced plans of TEDDY WILSON to join the new Benny Goodman band, and also despite his playing some one-nighters in town with Benny, he will definitely not go with him as a permanent fixture. . . . LES BROWN believes in the old adage of the show going on, and with a vengeance. . . . he was operated on last Wednesday night for five abscesses on his eyes and he was back on the stand at Glen Island Casino in New Rochelle, N. Y., the next evening. . . . DEL CASINO, the singer, is reported to be forming a band. . . . The SPIRITS OF RHYTHM have been signed by Gordon & Williamson for a personal management pact and are set to take their first location here at the Hickory House November 6. . . . TEDDY POWELL gets the nod from Leonard Joy, Victor-Bluebird recording major domo, for four Bluebird sides. . . . JOHNNY GRAFF brings his new orchestra into the Cafe Sutton of the Hotel Sutton. . . . SPUD MURPHY began a series of one-night engagements at the Famous Door Saturday (2), with other dates set for the 4th, the 8th, and Monday (11). . . . the band will then go back for a steady six-week stay November 15. . . . dates are the result of Spud's clicking on a single stand at 52d Street's famed swing spot last month.

Midwestern Murmurs

BILL BARDO draws a two-week hold-over at the Hotel Lowry, St. Paul, following which he treks to New York for a couple of theater weeks. . . . STUFF SMITH goes into Blatz Palm Gardens, Milwaukee, November 5. . . . FREDDIE FISHER'S Schnickelfritzers leave the Happy Hour Cafe, Minneapolis, November 18 after 20 weeks, and the next day follow Smith into the Milwaukee spot. . . . It marks the fourth Fisher engagement there in a year. . . . outfit now has PETE DAILY on trumpet, replacing DOC DIBERT, who left October 28 to join Ted Lewis. . . . KEN HARRIS winds up a nine-month stand at the French Lick (Ind.) Hotel and opens in November in Richmond, Va., under the direction of the Holt-Pumphrey office. . . . JOHNNY RODRIGUEZ, bongo player and rumba expert, joined Eric Madruguera's band at the Statler Hotel, Detroit. . . . DON PEDRO opened Thursday (31) at Joe Miller's 885 Club, Chicago. . . . BEA VERA and Her Caballeros are new at the

Hi Hat, Chi, where EDDIE PEN also holds forth. . . . JACK CHAPMAN started an indef stay at the Chapman Hotel, Indianapolis, October 30, the date set by the Kennaway Corporation, which has also booked HENRY SENNE into the Hotel Lowry, St. Paul, following Bill Bardo's leave-taking there.

Penn-Jersey Patter

EDDY MORGAN gets the nod for the Ritz-Carlton Hotel, Atlantic City, after a steady parade of MCA bands. . . . JACK SURREL takes over at Murray's Rhythm Bar, Philadelphia. . . . JACK GROVES gets the Saturday night assignment at Hotel Brodhead, Beaver Falls, Pa. . . . CATS AND THE FIDDLE first Philly stand at 20th Century Tavern. . . . EDDY LAYTON opens at Herman's Continental Room, Atlantic City. . . . TEAKE KERNS brings his Blue Boys to Lenape Inn near West Chester, Pa. . . . Majestic Hotel, Philadelphia, brings in TEVA GORODETSKY for the romany rhythms. . . . BILLY VAN moves his Kings to Penn-Atlantic Hotel, Atlantic City. . . . Germantown Tavern, Philadelphia, gets the BILL HYDE harmonies. . . . CATHARINE SLICHTER and her all-girl band at Wallo's Cafe, West Chester, Pa. . . . BILLY LEEDS and his lads at LaJune's Chester Inn near Atlantic City. . . . LOU WEST, featuring RAY ALLEN at the console of a "solo-box," at Tom Kenney's emporium, Camden, N. J. . . . NICK NICKERSON new at Herman's Music Bar, Atlantic City. . . . Midwinter reopening of Phil Barr's 500 Club, Atlantic City, brings FREDDIE YAHN for the bandstand. . . . FRANK LANGONE, Philly's sax ace, replacing Gabe Gellinas, who prefers to return to this town instead of making a cross-country jaunt with JAN SAVITT. . . . DON DONSON tees off at Egg Harbor (N. J.) Dancing Hall. . . . BEN BERNIE, but sabs band, selected to emcee the Philadelphia Variety Club annual on December 12. . . . MOE FREEMAN, Philly saxer just recovered from three serious operations, joins with EDDIE MORGAN'S music crew at Atlantic City's Ritz-Carlton Hotel. . . . LEW EDWARDS at Ward Orlie, Chester, Pa., with BENNY MCGABE in the same town at Cocchi Cafe. . . . DICK WHARTON, former Jan Savitt guitarist-singer, blossoms forth as maestro, Hotel Philadelphia in that city his first stand. . . . BILL MCCUNE gets six airshots out of Philly's Ben Franklin Hotel, four locals and two CBS shots. . . . CARLTON ORCHESTRA into the Glenside Sho-Boat near Reading, Pa. . . . HOWARD BRYANT brings his band to Arcadia Hotel, Eddystone, Pa.

Of Maestri and Men

JIMMY DORSEY makes his Meadowbrook, Cedar Grove, N. J., return November 13, his third repeat there. . . . MILT HERTH goes into the Neptune Room, Washington, December 7 for 12 weeks. . . . EDDIE BRANDT signed a 10-year management contract with Consolidated Radio Artists, and is set to open at the George Washington Hotel, Jacksonville, Fla., November 12 indef. . . . CHUCK POSTER does his first recording this week, cutting four sides for Columbia in Chicago. . . . TED LEWIS picks up a location at the Casa Manana Cafe, Culver City, Calif., December 5 for a month. . . . CARL RAVAZZA into the Plantation, Houston, Monday (4) for a week, and then to its sister spot of the same name in Dallas for another week. . . . following that comes a month at the Nicolet Hotel, Minneapolis, as of November 20. . . . RALPH BARLOW makes it the Dellowood Ballroom, Buffalo, December 1, for an indef stay. . . . EMIL COLEMAN set for Ciro's in Hollywood January 8, indef. . . . MARCIA NEIL is joining Sonny James' orchestra as vocalist at the Wardman Park Hotel in Washington.

CRA Cracks Edgewater Beach

CHICAGO, Nov. 2.—Consolidated Radio Artists, for the first time, cracked the Edgewater Beach Hotel here with the booking of Richard Himber, beginning December 21. While Edgewater Beach hasn't been exclusive to any one agency, CRA hadn't been able to crack the ice before.

Himber follows Ben Cutler, who was placed by the William Morris Agency, starting November 23.

Maestri Vs. Canaries

NEW YORK, Nov. 2.—Six band leaders are scheduled to match wits with an equal number of girl singers on NBC's True or False program Monday (4) night.

Maestri include Woody Herman, Ted Straeter, Sonny Burke, Joe Sullivan, Teddy Wilson, and Eddie South. Gal brainbusters will be Dinah Shore, Hazel Scott, Katherine Judah, Dorothy Baker, Carrol Glenn, and Carol Dice.

None of the leaders is having his own vocalist vie with him in the mental torture because if the girls prove to be smarter it might give them ideas.

Scranton Disk Co. Allowed To Hold Plant Until Jan. 7

SCRANTON, Pa., Nov. 2.—Bankruptcy Referee William K. Goldstein, special master in the bankruptcy action of the Scranton Record Manufacturing Company in its attempt to reorganize under the bankruptcy laws, this week handed down an order allowing the debtor corporation to remain in possession of its plant until January 7.

Officials of the corporation were directed to file a reorganization plan before that time or to submit to the appointment of a trustee.

S. V. Quacquarelli, president; Thomas Allen, secretary-treasurer, and other company officials were questioned by Goldstein on the business prospects of the company, which had been pressing U. S. Record disks. They disclosed that profits for September, the first month of the plant's operation since its attempt to reorganize, were \$40. Profits for October jumped to \$2,000, and indications point to a similar amount for November, they said.

Quintones and Ram Settle for \$1,200

NEW YORK, Nov. 2.—Buck Ram, songwriter, and the Quintones, singers, settled their squabble as to who owns whom, with the five harmonists shelling out \$1,200 to Ram to liquidate his claims against the quintet that he owns their name, and that he arranged music for them on a percentage-of-earnings basis. Quintes formerly claimed that their title was registered many years before they knew Ram, but that he had secured some recording dates for them—not, however, under his asserted arrangement, they said. Upshot, according to one of the group, was that whenever the team secured a night club job Ram notified the owner of the place that the name was being used illegally and that the spot operator would be responsible.

Singers began rehearsal this week in a legit musical, *H'ya Gentlemen*, and came to the \$1,200 settlement with Ram, who still insisted that the name was his.


Long's \$1,755 at Totem Pole; Spot Open All Year

AUBURNDALE, Mass., Nov. 2.—New heating equipment built into the Totem Pole Ballroom here is expected to be ready for use within a few days, and name band will be booked into the spot all winter. Marked the first time hall has remained open despite chilly weather, 2,600 dancers paid \$1.35 per couple to dance to Johnny Long's music. Dancers were warmed by their coats, which they wore on the floor. Brought \$1,755 into the till.

Last week, despite the first time hall was warmed by their coats, which they wore on the floor. Brought \$1,755 into the till.

Howard White-Paul Spor Form New Booking Agency

TOLEDO, O., Nov. 2.—Howard White, Midwest agent, and Paul Spor, band leader and theater emcee, have combined forces and opened an agency here, to be known as Spor-White Attractions, Inc. White operates an agency in his own name in Omaha, Neb. Spor also operates in Omaha and surrounding territory. Firm will handle band bookings primarily, with Henry Durst, an associate of White, taking over the management of the new office. Agency will start off by routing territorial bands, including Nat Towles, Dick Mills, Sternie Sternberg, and Spors units.



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WEEK ENDING
OCTOBER 31, 1940

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

- I'LL NEVER SMILE AGAIN. (15th Week) Tommy Dorsey.
- BLUEBERRY HILL. (9th Week) Glenn Miller, Kay Kyser, Russ Morgan.
- TRADE WINDS. (6th Week) Bing Crosby.
- MAYBE. (5th Week) Ink Spots.
- PRACTICE MAKES PERFECT. (3d Week) Bob Chester.
- ONLY FOREVER. (2d Week) Bing Crosby.
- FERRYBOAT SERENADE. (2d Week) Andrews Sisters, Gray Gordon, Kay Kyser.

COMING UP

- WE THREE. (1st Week) Ink Spots, Tommy Dorsey.
- BEAT ME DADDY, EIGHT TO A BAR. Andrews Sisters, Glenn Miller, Will Bradley.
- OUR LOVE AFFAIR. Glenn Miller, Tommy Dorsey.
- NOW I LAY ME DOWN TO DREAM. Bob Chester, Guy Lombardo.
- THE FIVE O'CLOCK WHISTLE. Glenn Miller, Erskine Hawkins.
- FALLING LEAVES. Glenn Miller.
- THERE I GO. Tommy Tucker.
- LOOKING FOR YESTERDAY. Glenn Miller, Kay Kyser, Woody Herman, Tommy Dorsey.
- A MILLION DREAMS AGO. Dick Jurgens.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomsfield Music Shop; Liberty Music Shop; Vesey Music Shop; Gasey Music Shop; Boston: Boston Music Co.; The Melody Shop; Musical Music Co., Inc. Buffalo: Whittman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc.; Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier and Frank Co., J. K. Gill Co. Los Angeles: Birbel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Top and Kelly; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co.; Birmingham: Nolan's Radio Service Shop; E. S. Forbes & Co.; Louis Monarch Sales Co.; Louis Patis Dry Goods Co. Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Bardine's, Inc. New Orleans: Louis Grunwald Co., Inc.; O. Schirmer, Inc. Port Worth, Tex.: McCarty's; Kemble Bros. Furniture Co. San Antonio: Thomas Acema; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER —BING CROSBY	1	1. Only Forever —Bing Crosby	4	1. Only Forever —Bing Crosby
2	2. MAYBE —INK SPOTS	3	2. Trade Winds —Bing Crosby	7	2. Trade Winds —Bing Crosby
3	3. TRADE WINDS —BING CROSBY	2	3. Maybe —Ink Spots	1	3. Maybe—Ink Spots
4	4. BEAT ME DADDY (Eight to a Bar) —WILL BRADLEY	5	4. We Three —Ink Spots	—	4. A MILLION DREAMS AGO —Dick Jurgens
5	5. WE THREE —INK SPOTS	8	5. Our Love Affair —Tommy Dorsey	2	5. Practice Makes Perfect —Bob Chester
6	6. PRACTICE MAKES PER- FECT —BOB CHESTER	7	6. Blueberry Hill —Glenn Miller	10	6. Blueberry Hill —Glenn Miller
7	7. BLUEBERRY HILL —GLENN MILLER	—	7. Trade Winds —Tommy Dorsey	8	7. Beat Me Daddy (Eight to a Bar) —Will Bradley
8	8. OUR LOVE AFFAIR —TOMMY DORSEY	6	8. Practice Makes Perfect —Bob Chester	—	8. Our Love Affair —Tommy Dorsey
9	9. OUR LOVE AFFAIR —GLENN MILLER	—	9. There I Go —Vaughn Monroe	6	9. We Three —Ink Spots
10	10. CALL OF THE CANYON —GLENN MILLER	—	10. Only Forever —Tommy Dorsey	9	10. There I Go —Vaughn Monroe
		MIDWEST		SOUTH	
		1	1. Only Forever —Bing Crosby	1	1. Only Forever —Bing Crosby
		—	2. Our Love Affair —Glenn Miller	2	2. Maybe —Ink Spots
		3	3. Maybe —Ink Spots	6	3. Beat Me Daddy (Eight to a Bar) —Will Bradley
		4	4. Beat Me Daddy (Eight to a Bar) —Will Bradley	—	4. We Three —Tommy Dorsey
		2	5. Pomphon Turnpike —Charlie Barnet	—	5. Ferryboat Serenade —Andrews Sisters
		6	6. Trade Winds —Bing Crosby	—	6. Five o'Clock Whistle —Erskine Hawkins
		—	7. Call of the Canyon —Glenn Miller	5	7. We Three —Ink Spots
		5	8. Ferryboat Serenade —Frankie Masters	8	8. Practice Makes Perfect —Bob Chester
		—	9. Fernat —Artie Shaw	—	9. Trade Winds —Bing Crosby
		—	10. Ferryboat Serenade —Kay Kyser	—	10. Call of the Canyon —Glenn Miller

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
3	1. ONLY FOREVER	1	1. Only Forever	1	1. Blueberry Hill
2	2. MAYBE	2	2. Ferryboat Serenade	4	2. Only Forever
5	3. FERRYBOAT SERENADE	3	3. Maybe	2	3. Maybe
1	4. BLUEBERRY HILL	4	4. Blueberry Hill	8	4. Ferryboat Serenade
4	5. TRADE WINDS	5	5. Our Love Affair	5	5. Practice Makes Perfect
11	6. OUR LOVE AFFAIR	6	6. Trade Winds	7	6. I Am an American
8	7. I AM AN AMERICAN	7	7. God Bless America	9	7. When the Swallows Come Back to Capis- trano
6	8. GOD BLESS AMERICA	8	8. I Am an American	3	8. Trade Winds
10	9. WHEN THE SWALLOWS COME BACK TO CAPIS- TRANO	9	9. There I Go	10	9. I'll Never Smile Again
9	10. PRACTICE MAKES PER- FECT	10	10. We Three	12	10. Call of the Canyon
14	11. THERE I GO	11	11. Practice Makes Perfect	15	11. There I Go
7	12. I'LL NEVER SMILE AGAIN	12	12. When the Swallows Come Back to Capis- trano	11	12. Our Love Affair
12	13. CALL OF THE CANYON	13	13. I'll Never Smile Again	14	13. A Million Dreams Ago
15	14. A MILLION DREAMS AGO	14	14. Two Dreams Met	—	14. Now I Lay Me Down To Dream
—	15. NOW I LAY ME DOWN TO DREAM	15	15. Now I Lay Me Down To Dream	6	15. God Bless America
		MIDWEST		SOUTH	
		2	1. Only Forever	2	1. Blueberry Hill
		1	2. Maybe	5	2. Maybe
		4	3. Trade Winds	8	3. Trade Winds
		6	4. Ferryboat Serenade	1	4. Our Love Affair
		5	5. God Bless America	4	5. Only Forever
		3	6. Blueberry Hill	6	6. When the Swallows Come Back to Capistrano
		7	7. I Am an American	7	7. Practice Makes Perfect
		8	8. When the Swallows Come Back to Capis- trano	3	8. I'll Never Smile Again
		13	9. Our Love Affair	9	9. I'm Nobody's Baby
		12	10. Call of the Canyon	11	10. God Bless America
		15	11. A Million Dreams Ago	—	11. We Three
		—	12. There I Go	10	12. Ferryboat Serenade
		9	13. I'll Never Smile Again	14	13. Call of the Canyon
		—	14. The Moon Won't Talk	15	14. A Million Dreams Ago
		—	15. Looking for Yesterday	12	15. I Am an American

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WFS, WJAZ, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Thursday, October 31. Independent plugs are those recorded on WOR, WNYC, WMCA, and WHN. Plug times are designated as "P"; musical production numbers as "M". This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs
4	1. PRACTICE MAKES PERFECT. BMI		24 16
10	1. LOOKING FOR YESTERDAY. Berlin		24 4
8	2. ONLY FOREVER (F)..... Santly, J. & S.		22 15
5	2. FERRYBOAT SERENADE..... Robbins		22 9
2	3. THERE I GO..... BMI		20 12
11	4. NOW I LAY ME DOWN TO DREAM..... Remick		18 8
—	5. NIGHTINGALE SANG IN BERKELEY SQUARE..... Shapiro-Bernstein		15 9
8	6. OUR LOVE AFFAIR (F)..... Feist		14 13
8	6. SAME OLD STORY..... BMI		14 10
7	7. MAYBE..... Robbins		13 19
—	7. A MILLION DREAMS AGO... ABC		13 8
—	7. DREAM VALLEY..... Feist		13 3
3	8. TRADE WINDS..... Harms		12 10
—	8. BLUEBERRY HILL..... Chappell		12 10
1	9. TWO DREAMS MET (F).... Miller		11 9
—	9. THERE SHALL BE NO NIGHT Lincoln		11 5
11	10. WE THREE..... Mercer		10 15
—	10. FIVE O'CLOCK WHISTLE..... Remick		10 7
—	10. DANNY BOY..... Mills		10 3
11	10. SO YOU'RE THE ONE..... BMI		10 2

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

SONNY BURKE (Okkeh)

Blue Sonata—FT. Jimmie Meets the Count—FT.

BURKE comes back to the record wars with a musical benediction from the great Benny Goodman himself and with a first disk that amply demonstrates why Goodman is interested in this band. Burke has made records before—on the erstwhile Vocalion label some months back—but this is wax debut since being taken under the wing of Goodman and Willard Alexander, who is personally managing the band. It's an auspicious debut, too—one that heralds great things for Burke. Coupling two originals, one a slow blues and the other a solid swinger, the disk is a tour de force of expert musicianship, praiseworthy solos, and streamlined arranging. Spotlight on the A side is given to Mitchell Paul and his trumpet, with Paul acquitting himself nobly. Ork has an interesting theme to work with on this side, and makes the most of it, giving it an edge on its swing companion, which is along more usual lines, despite its Basie-Lunceford influence. The disk hasn't much commercial appeal, except for lovers of well-played jazz, but if and when this band makes a name for itself, and it then applies its quality to more commercial items, Sonny Burke may mean a great deal to phono operators and record dealers.

JOHNNY LONG (Decca)

In a Shanty in Old Shanty Town—FT, VC. Swing Me Back—FT, VC.

LONG may have a good music machine possibility in the refurbished version of the tear-jerker of a former year that he delivers so smartly on the first side here. It's not the best played three minutes of the week by any means, but it contains interesting and effective touches, and the ensemble vocal is the highlight and the reason that it might meet with fair enough success under the needles of the automatic phonos. It's a lively, 1940 version of the lyric, embroidered with a good many extra notes and words that make a highly listenable flowing vocal interlude. Instrumental chorus that follows is also unusual and almost as ear-arresting. Reverse is largely Helen Young's vocal, sung well, but the lyric idea wears a little thin halfway thru, despite an amusing and promising start.

WILL BRADLEY (Columbia)

Rock-a-Bye the Boogie—FT, Scramble Two—FT, VC.

WITH Bradley's *Beat Me Daddy, Eight to a Bar* a strong over-the-counter seller and an increasingly popular coin phonograph number a natural interest should be generated by this release. It's Bradley's third boogie-woogie item since *Beat Me*, but the second one—the recent *Down the Road a Piece*—didn't convey the boogie-woogie impression titularly, so that this will probably be generally regarded as the follow-up. A clever idea is tacked onto the eight-beat here, with the ditty a sort of "boogie-woogie lullaby" and the tempo slow in contrast to the driving power of *Beat Me*. Ray McKinley's interpolated "put the eight beats to bed" sets the different and humorous mood of this side. And over it all is the same fine Bradley jazz that has distinguished all his recordings to date. The plattermate suffers by comparison, although its solos are out of the top drawer. The number itself, however, is just another swing tune, until the end when a few amusing lines of lyric set it apart from most composites of the same ilk.

RAY NOBLE (Columbia)

A Nightingale Song in Berkeley Square—FT, VC. We Three—FT, VC.

Nightingale gives all the appearances of turning into a hit song, and while other bands may produce records of it more destined for commercial success. It's a pretty safe bet that none will record it more in the proper mood and with more musical effect and rightness. The fragility of Noble's scoring is exactly what is called for by the melody, and, as usual with Ray, here is a dance record that is superb. Reverse is not as good, but that is mostly the song's fault.

BOB CROSBY (Decca)

Two Dreams Met—FT, VC. Down Argentine Way—FT, VC.

The first Crosby (Bob) waxing in some time finds the band offering two of the main tunes from the 20th Century-Fox picture, *Down Argentine Way*. First side gives it no opportunity for the Dixieland style for which it's known, with a straight arrangement doing justice to the song but not to the band. Latter swings out on side B to better advantage and with commendable results.

FRANKIE MASTERS (Okkeh)

Falling Leaves—FT. Throw Your Heart in the Ring—FT, VC.

Masters makes an effort to cash in on the election fever with the second side here, which has lyrics slanted along those lines but tied up to a romantic thought. Like most songs that couch a motif of romance in sordidly realistic terminology, this one isn't too good, which leaves the commercial appeal of this disk to the Frankie Carle number on the reverse. An extremely fine piano solo by Woody Keester highlights this side, and the band is smooth enough before, after, and around it.

BILLIE HOLIDAY (Okkeh)

Practice Makes Perfect—V. The Same Old Story—V.

Not the least of this record's attractions, particularly for swingophiles, is the backing Miss Holiday gets from a small band that contains such virtues as Teddy Wilson's piano, Roy Eldridge's trumpet, and the saxes of Don Redman and Georgie Auld. With such competi-

tion Miss Holiday is hard put to it to stand out on her own starring disk, and it's to her credit that she nevertheless manages to do it. The tunes are not worth the talent expended on them here, but they're quickly forgotten in the delight of superior performances.

TOMMY REYNOLDS (Okkeh)

Half Way Down the Street—FT, VC. If You See Margie—FT, VC.

A pair of ballads that aren't worth this band's time and talents. Both taken at the same medium tempo, and with nothing unusual in arrangement thru-out, contrast is lacking, and so is sales appeal. Reynolds' clarinet is much in evidence, which is a help.

(See ON THE RECORDS on page 72)

On the Stand

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

Ella Fitzgerald

(Reviewed at the Tropicana Club, New York)

THE singularly important change in the outfit fronted by Miss Fitzgerald is its departure from the hot swing style to the smoother and more listenable brand. Unorthodox arrangements are still frequent, but they are not as brassy as they used to be, nor as appealing to the jitterbug trade as formerly. And Miss Fitzgerald herself has deserted the hot rhythm tunes for ballads, and to good advantage. She dispenses sentimental ditties with real meaning and flavor and a voice that is very easy to take.

The band is still actively conducted by Emmett (Babe) Wallace, a personable and an able leader. Instrumentation includes five brass, four sax, and four rhythm. The blend is even and admirably rhythmic. Miss Fitzgerald is generous on vocals during dance sets, and each tune is suitably arranged to bring out her best qualities in voice and showmanship.

Appearance of entire band is neat and not flashy.

Honigberg.

Herbie Holmes

(Reviewed at the Log Cabin, Armonk, N. Y.)

MOST impressive thing about the Holmes aggregation, now making its first location stand within hailing distance of New York, is its all-around ability to entertain. In addition, Holmes plays clean listenable music, making this one of the best crews to come out of the Midwest in some time. One fault, however, stands out in an otherwise completely satisfying performance: that is a fast tempo on rhythm tunes that is pretty undanceable. The ballads have a nicely defined beat, but the faster stuff puts a strain on easy, effortless terping.

Outside of that the band has plenty to recommend it, not the least of which is its vocal department. Latter is a formidable battery of five, taking in the three Cromwell Sisters, Nancy Hutson, and the maestro himself. The Cromwells' arrangements are very much on the elaborate side, and good, and the girls know how to sell them. Trio joins with Miss Hutson or Holmes at times and also works with the whole band in excellent glee club numbers. Miss Hutson has looks and a voice equipped to carry the romantic stuff, while Holmes solos on the more rhythmic ditties. All of which makes almost a top-heavy vocal effort for as unprepossessing an instrumental line-up as here (only 11 men), but it has the advantage of being good, which is the main thing.

Instrumentation of three reed, three rhythm (no guitar), three violins, and

two trumpets is unusual, particularly the absence of a trombone. Band uses no special style, nearest approach to one being the sprinkling of shuffle rhythm over some numbers. Arrangements are listenable, particularly in their use of the fiddle trio, and, altho traces of corn are apparent at times, it's not enough to hurt a generally commendable musical job.

Genuine asset is the comedy of Wild Bill Smith, bass man. His comic vocals are unforced and pretty hilarious. Holmes, playing no instrument, fronts enthusiastically and capably.

Richman.

Juanita and Her Orchestra

(Reviewed at Club Balu, Philadelphia)

ONE of the newer Latin American outfits, this is a fanciful crew. Juanita, an attractive miss, makes a fetching front for bass, accordion, guitar, trumpet, and bongo expert. None of the firebrand of a Diosa Costello in Juanita. None of the hip-swaying obligate to attend her handling of the shakers. And no emphasis on sex in her throaty singing.

It's all dispensed in a subdued and moody manner, never getting violent to accent the rumba and conga beats, and keeping it within musical confines at all times. As such, the wide variety of native selections makes excellent listening for those who can't kick after the one-two-three beat. Musicianship of the men, playing without music and staying in front of the stand, is on a high level. They also join their fem leader vocally. Group makes their fem leader appearance as well.

Orodenker.

Les Hite

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

HITE is not a stranger in the Midwest, but his league has been the night spots in and around Hollywood. He's unusual for the quietness of his product when he wants it that way, and that's often.

His rhythm section makes for easy dancing, a foursome composed of Nat Walker, Al Morgan, Oscar Bradley, and Frank Pasley. Walker has much to do with the arranging chores, likewise two of the sax section, Quellas Martyn and Floyd Turnham, and Forrest Powell, a brass man. They make allowances for individual takeoffs, but this liberty is not as prevalent as normal with colored bandmen. Brasses are laced in to back the reeds beautifully, and melody is prominent where in many swing set-ups it's only a basic hint. Four rhythm, four sax, and five brass is the organization.

Lurline Hunter, a comedy chocolate femme, is the singer for the romantic ditties, and T. Bone Walker lends the deeper voice. Hite isn't to be shied away from by any promoter or dancery manager who has the usual fear of being brass-defeated by septa crews. He's able to switch from sedate to solid sending without trouble.

Oldfield.

Ramy Weeks

(Reviewed at the Mayfair, Boston)

WEEKS' combination of four saxes, three brass, and three rhythm (four when the maestro pounds the keys) has long been a favorite with Boston dance fans, and his present crew is one of the best he's had. Essentially the same as the band he had on the road last year, the few replacements have served to give a better quality and to permit solid backing for floorshows.

Weeks is a friendly front man with a winning personality who works hard and puts both himself and the band over. His vocals are good, and his piano playing lends flavor to the band. Possessing a deep baritone with a wide range, Weeks can give on any number and is always well received.

Instrumentally the orchestra sets up well, with good solos by trombone player Al Diehl and trumpeter Sylvio Scafati, satisfying swingsters. In the main, it is an easily danceable band. Some really great arrangements are tastefully executed.

Scat vocals by Diehl and the doghouse of Tony Selvin are good.

Kaplan.

On the Air

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

By SOL ZATT

McFarland Twins

(Blue Gardens, Armonk, N. Y., Mutual Network, Thursday (31) 12:05-12:30 a.m.)

THE McFarland Twins have grown up. Meaning simply that the blond bambino who henpecked Fred Waring for several years before busting loose on their own now have a remote that rates attention and a band that can walk with dignity among its better-known colleagues.

When they first began their Blue Garden stand, which should be history to the boys by this time, they were on their sea legs and floundered all over with a very average nocturnal remote—and very unfunny for the former downs of the Waring big top.

The picture now is decidedly changed, with an offering that has comedy, variety, and singy music. Everyone pitches in to make the stanza commercial and listenable to the point of extreme surprise. Bert Ennis, The Twinsters Three, and The Glee Club all do bang-up jobs in variegated tune selections, and the

twins pop all over the place with lively comedy timing.

Richard Himber

(The Chatterbox, Mountaineer, N. J., Mutual Network, Thursday (31) 1-1:30 a.m.)

IF RICHARD HIMBER'S opening broadcast is any indication of a permanent stylization, then the maestro really has a builder-upper. His opening thematic strains pack a commercial wallop; the song selectivity helps drag it down—not much, but a little.

Himber introduces himself with the theme song of others, done smartly and in good taste, announcing "could be" (Shaw's theme), "might be" (Miller's), "or it is" (his own). Sounds kind of corny on paper, but has curiously appealing on the air. Program is neatly paced, with a different style song in every two, and projected very well musically. Half of his songs were oldies, which is understandable with existing ASCAP-BMI conditions, but they weren't all good.

Music Items

Songs and Such

DON RAYE, staff writer at Leeds, continues his boogie-woogie series with two more zany, Cois-Boogie and *Flight of the Boogie Bee*.

Jimmy Franklin set a new conscription tune, *It's Only a Year, My Darling*, with Paramount music.

Freddie (Schneidknecht) Fisher has authored a new song, *Without You for an Inspiration*, which he is having band leader friends try out for a reaction before publication. Fisher's two other songs, *Merry-Go-Round* and *Superman*, bring his writing total to 18.

Bert Mann and Gil Murray are the authors of a new ditty, *I'm at a Loss*.

Score of new Broadway musical "Cabin in the Sky," with lyrics and music written by Vernon Duke and John LaTouche, came off the presses this week. Numbers include "Taking a Chance on Love" (with an assist by Ted Fetter), "Cabin in the Sky," "Honey in the Honeycomb," "Do What You Wanna Do," and "Love Turned the Light Out." Miller Music publishing.

Publishers and People

CHARLIE RINKER, former Fiesta contact man, now on the staff of Mercer-Morris.

Frank Kelton and Hal Fein are now additions to the contact staff of Mills Music.

Moe Jaffe's next number has patriotic leanings, *Give the Stars and Stripes a Permanent Wave*.

Rudolph Schirmer is enrolled for an all-round course in music at the Curtis Institute, Philadelphia, to get the proper background to conduct the destinies of the famous old Schirmer music publishing firm in the Quaker City.

That musical Americana, *The Spirit of '76*, which Bob Russell baritone at Jack Lynch's roof in Philly, is his own words and music creation, and already set to serve as the theme for a movie short.

NBC Yanks Late Ork Remotes Out of Two Jersey Night Spots

NEW YORK, Nov. 2.—Trade consternation over National Broadcasting Company's yanking of remote network wires out of the Rustic Cabin, Englewood Cliffs, N. J., and Donahue's, Mountain View, N. J., was ridiculed by NBC execs, the move being described as insignificant, and nothing more than "routine business" which goes on all the time.

Two bands affected, Glenn Carr at Rustic and Cecil Golly at Donahue's, were notified Thursday (31) that effective immediately network time would be unavailable to the two spots. Two other wires, which NBC sells in the New Jersey area adjacent to New York, at Frank Dalley's Meadowbrook, Cedar Grove, N. J. (Bobby Byrne), and The Brook Summit, N. J. (Gus Steck), were untouched.

Trade immediately attached all sorts of ominous meanings to the action, but an official of NBC said that it hasn't "anything to do with the band, the spot, or the State." Reason for the move was ascribed to "shortage of time."

Other spots, in various sections of the country, according to the NBC official, have been clamoring for the time, which has been unavailable mainly because of the war and politics. With the 1 o'clock closing time instead of 2, there will be even less time, it was said, and "other buyers are entitled to a crack at the wires."

ANNOUNCEMENT

Semi-Name SOCIETY BAND

Currently breaking all records at one of nation's largest, best known, and most exclusive hotels. Ultra smart music catering to select clientele. Featuring subdued Latin American rhythms, Viennese Waltzes, the Classics and Popular Music. Now arranging hotel engagement for Winter Season. Preferably Florida. Contact LEADER, Box D-5, care of The Billboard, Cincinnati, O.

Portuguese Jive

NEW YORK, Nov. 2.—Broadway took its first gander at a crew of Portuguese hepcats with the booking of Phil Edmund's ork at the Fiesta Dancoeteria, bargain dancery-nitery.

Richard Decker, owner of Fiesta, found the Portuguese band during a recent visit to Gloucester, Mass., where the Edmund outfit was working at a water-front cafe, playing sea chants for the fisherman trade.

Edmund's band replaces Don Caballero's Cuban Ork. Caballero is actually Lew Payne, who changed his name and put Cuban outfits on his men when Decker couldn't find a Latin band in a hurry.

Singer Loses 41Gs Suit Against Lopez

PHILADELPHIA, Nov. 2.—Mrs. William C. Tuccel, 22-year-old guitarist-singer, professionally known as Eddie Lang and related to the late Eddie Lang, might now be performing on the big-time circuit with Vincent Lopez if she hadn't been hasty in bringing suit against the orchestra leader. The night club performer received a setback last Tuesday (29) when a jury verdict in United States District Court here rejected her claim of \$41,900 against Lopez.

Charging Lopez with alleged failure to keep a promise to hire her, she asked \$10,000, which she said she would have received in salary, and \$25,000 damages to her "professional reputation." She said that March 13, 1939, Lopez offered her \$65 a week to perform with his band and a minimum of \$150 a week if he could sign her up with any "outside" orchestras, movies, or radio. She agreed, but brought suit against Lopez four days later.

Lopez told the jury he intended to engage Miss Lang and "put her across as a star" because she has "real talent," but dropped the idea when she sued him. He said that he had instructed his attorney to draw up terms of the contract and fully intended to carry out his promise. "I told her I thought she had great talent, and I still think she has. But I wouldn't have anything to do with an artist who treated me like that," Lopez added.

SCRANTON, Pa., Nov. 2.—George Hall and Jack Peasgard attracted 5,000 persons to the annual ball of the Scranton Fire Department October 24 at Masonic Temple here. Tickets sold at \$1 per person. Roy Miller's orchestra also played.



Selling the Band

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

Special Nights

THIS is the time of the year when the dancing season is in its fullest swing. They're dancing at clubs, colleges, ballrooms, and private promotions, and both the ballroom manager and the bandstand overseer should be on the lookout for special stunts to hypno the dancing crowds on the off-nights and make for even bigger crowds on the regular nights.

There are any number of special nights that can easily be promoted. As far as the holidays are concerned, it is well for band leaders and bookers to bear in mind that altho President Roosevelt will proclaim Thanksgiving Day November 21—the third Thursday in November—in many States and localities there will be another Thanksgiving Day the last Thursday in the month.

Ritz Ballroom, Bridgeport, Conn., recently presented a Girl's Prize Ballroom Dance. In essence, it was a shower of lucky balloons bearing valuable prizes for the ladies, including cash prizes, orders for milady's hat at the co-operating Butterfly Hat Shop in town, and complimentary tickets for the coming Sunday night dance when the Ritz sports big name bands.

Getting-Acquainted Night

THERE'S nothing like turning out the dancing crowd with the feeling that they've made many new friends to bring them back for the next dance. Ordinary playing cards serve the purpose well for this one, using three decks of each kind or pattern—one for the men, one for the

London Musicians Ask Gov't Aid in Unemployment Crisis

LONDON, Oct. 30.—Facing the "most serious music crisis since the advent of the talkies," members of the London Musicians' Union, meeting 600 strong at the Victory House here October 8, at what was described as the most important meeting in the history of the union, warned the British Government "that private enterprise was no longer supporting the music industry" and it would be up to the government itself to take care of musicians.

Meeting, called primarily to discuss the increasing unemployment situation and the collapse of entertainment in London since the beginning of the war, heard a report from delegates to the Ministry of Labor, where the problem was given a thoro airing, but with further action still up to the parliamentary bodies.

Delegates told the members that they presented the government with a plan to absorb unemployed musicians thru

Bobby Sherwood Is Being Prepped for Dance Dates

NEW YORK, Nov. 2.—Bobby Sherwood, young maestro on the Eddie Cantor program, is being groomed by the William Morris Agency to head a dance band, with the office getting ready to offer him for one-nighters and college dates in territories surrounding the origin of the radio program.

Sherwood has a set-up of 14 men, with no supplementary studio musicians, which the Morris office figures could go out as a set unit. Band department of the agency, which holds a management contract on Sherwood, expects to start him working in the pop field around mid-December. Sherwood has been around for about a year with his own band, but unnoticed until the Cantor assignment.

\$810 at Turnpike Casino On 3 Nights With 2 Orks

LINCOLN, Neb., Nov. 2.—Home-coming crowds for the Nebraska-Missouri football game helped put the band business over at the Turnpike Casino here.

R. H. Pauley reported \$200 from a 50 cents per person gate on Emmett Ryder (25), and for the next two nights, with Doc Lawson, same price, drew \$610. Most of the Lawson take was on Saturday (26), Sunday running light.

ladies, and one for the drawing. This provides for 53 couples, including the joker. For the next 53 couples a different brand of cards is used. Thus, if 200 couples have turned out for the dance, four different patterns of three decks to each pattern is needed.

The idea is for each person to find the other person holding a corresponding card. Prices may be determined to suit the occasion by cash or merchandise. As the winners are selected, the couples, holding corresponding cards, must dance together. While special tickets may be used in place of cards, the playing card idea makes for greater interest among the dancers.

Coming close to Halloween, a silver apple party is most appropriate. It requires no special decorations, and an apple is given to every person attending the dance. Many or even all of the apples contain coins of various denominations inserted. The orchestra hitting up "In the Shade of the Old Apple Tree" is the cue for the distribution of the apples. It's a simple stunt, but bound to create a little extra interest in the dance.

the Entertainment National Service Association, which has been supplying talent to troop camps and outlying districts. ENSA, they were told, founded at the beginning of the war, had employed 700 musicians in the first few months, but now had only one band making the rounds. ENSA salary for musicians is a minimum of 5 pounds and maximum of 10 per week. (Pound is quoted at \$4.02 at present rate of exchange.)

Music a "Necessity"

Musicians' Union delegates argued that the profit motive has completely disappeared from entertainment under present conditions, but that it was still "a social necessity, as essential in wartime as guns and airplanes." General tenor of the meeting was for the creation of a Ministry of Entertainment to cope with the unemployment problem on the one hand, and to provide adequate recreation and entertainment on the other.

Musicians were told that the committee to the labor ministry laid down the demand that they have either "work—or adequate weekly compensation," because present relief benefits for musicians are "disgraceful."

Union also said it was existing the support of kindred organizations in show business to set up the Emergency Entertainment Plan, which it claims will absorb all of idle show business for the duration of the war.

Band Biz Booms in Eastern Pa., With Many Spots, I-Niters

ALLENTOWN, Pa., Nov. 2.—Winter season finds a bumper crop of musical activity at this Eastern Pennsylvania town, with most bands working on locations since the lush industrial days of an earlier decade. Town still continues to be an ace stopping post for the traveling names. A. J. Perry promoting the name band dances at the Empire Ballroom near Central Park on Wednesday nights, with territorial faves on Saturdays. Gene Krupa teed off on Wednesday (23), with the parade of bands set including Charlie Barnet, Bobby Byrne, Artie Shaw, Jimmy Dorsey, Tommy Dorsey, Glen Gray, Glenn Miller, and Orrin Tucker, Perry shopping around at all the agencies for his attractions.

Practically every hotel here and in the neighboring towns makes the most of dancing as an attraction, altho most are week-end dates, bands filling in the rest of the week at the many ballrooms dotting the entire Lehigh Valley. Proximity to the dozen and one colleges in this section adds to the drawing. Americas Hotel here offers Saturday night dancing at its Rainbow Ballroom with Bud Rader's rhythms. Hotel Traylor on the same night offers two dance rooms, Ray Cirino holding forth at the Sky Terrace and Roxy Relf in the Congo Room. Others, mostly combining with floreshows, including the Guthrie Hotel, with the Martians on the stand; Pat Cooel, at Wirth's Hotel, Jacksonville; Sal Tabl, at the suburban Shankweiler's Hotel; Gruver Brothers' Hawaiian crew at Hotel Newside; Al Kurts at Mount Airy Hotel; square and modern dancing at Old Zionville Hotel, Shimerville, with Schulzheim's ork and the Western Salisbury Jug Band at Selderville Hotel.

Remaining location stands are mostly roadside spots, with Kay's Moon Dancers at the Golden Key; The Swingers, all-girl ork, at Joe Trevett's Spa; Esther Kemmerer and her gals, at Stupak's; Harry Lewis, at the Bean Pot; the Arcadians, at Green Pine Inn; Mat Olliesdale, at Seventh Street Barbecue; the Rhythm Ramblers, at Green's Cafe; Martin Brothers' ork at Johnny's Grille, and show bands at Club Rio and Monterey Inn, town's leading cabaret spots.

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market
Keystone Ticket Co., Dept. B \$17.50
10,000 .. \$2.00
20,000 .. \$4.00
50,000 .. \$10.75

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

MAXINE ELLIOTT'S

Beginning Saturday Evening, October 26, 1940

'TIS OF THEE

An intimate revue, with sketches by Sam Locke, music by Alex North and Al Moss, and lyrics by Alfred Hayes. Additional material by David Gregory, Peter Barry, and Richard Lewins. Choreography by Esther Junger. Settings designed by Carl Kent. Directed by Nat Lichtman. Press agent, C. P. Grenaker. Presented by Nat Lichtman.

PRINCIPALS: George Lloyd, Jerry Munson, Beatrice and Cappella, Esther Junger, Virginia Burke, Mervyn Nelson, Van Kirk, Sherie Harit, Jane Hoffman, Laura Duncan, Arno Terry, Vivian Block, Jack Berry, Bram Vandenberg, Alfred Hayes, Paul Roberts, Alfred and Reese, Daniel Nagrin, Jan Zerling, Ray Harrison.

This is getting to be annoying. It's bad enough for shows to close without giving a second performance; but when they close without giving a second performance or even due notice to those scheduled to see that performance, they're going a bit too far. This reviewer also went a bit too far—several blocks too far, as a matter of fact—trudging down to Maxine Elliott's Theater on the second night of 'Tis of Thee, the intimate revue presented by Nat Lichtman with an assist (the evidently not much of one) from the Shuberts. 'Tis of Thee had opened and closed simultaneously, the date of its still-birth being Saturday, October 26. Even Dante the Magician can't make things disappear much faster than that.

The revue had been originally presented during the summer at the same spot that gave birth to last year's excellent Strafe Hat Revue. According to those who were quick enough to catch it, however, that was its only point of similarity with its predecessor. They found it earnest, energetic, well-meaning, and unbearably dull, a pitiful little piece that had no right on Broadway in the first place. Chief fault was found with the material, altho the host of performers, most of them youngsters, were generally labeled well-meaning amateurs and absolved of further blame.

Several, however, did manage to emerge unscathed and even with a couple of

New Plays on Broadway

Reviewed by Eugene Burr

decorations, notably a dance team billed as Cappello and Beatrice, which was generally liked. A lad named George Lloyd, who evidently appeared in a couple of those esoterically neurotic numbers favored by the more self-conscious among our intelligentsia, got himself marvelously mixed reviews.

MARTIN BECK

Beginning Friday Evening, October 25, 1940

CABIN IN THE SKY

A "musical play" starring Ethel Waters. Book by Lynn Root. Lyrics by John Latouche. Music by Vernon Duke. Staged by George Balanchine. Dialog directed by Albert Lewis. Settings and costumes designed by Boris Aronson. Settings built and painted by Studio Alliance. Costumes executed by Karinka, Inc. Orchestra under the direction of Max Meth. Orchestration by Domingo Savino. Charles Cooke, Food Livingston, and Nathan Van Cleave. Vocal arrangements by Hugh Martin. Press agent, Karl N. Bernstein. Stage manager, Paul Porter. Assistant stage manager, Arthur Lewis. Presented by Albert Lewis, in association with Vinton Freedley.

George Brown Katherine Durham
Dr. Jones Louis Sharp
Brother Green J. Rosamond Johnson
Lily Georgia Burke
Pehania Jackson Ethel Waters
Lucifer Jr. Rex Ingram
"Little Joe" Jackson Dooley Wilson
Imps Archie Savage, Jess Barker,
Ralph Chiseno, Alexander McDonald
The Lawd's General Todd Duncan
Fleetfoot Milton Williams
John Henry J. Louis Johnson

FROM OUT FRONT

Propaganda or Comedians

By EUGENE BURR

THERE has been plenty of talk of late concerning the current escapism of the theater, particularly when compared with films' momentary preoccupation with current events. Of course it's hardly a fair comparison. In a large measure, films' sudden recognition of the world outside of Hollywood is less an effort to appraise and present current problems than it is an attempt to crum propaganda in large and evil doses down the already pre-digested mouths of the American public. In a large measure, the sudden "awareness of life" experienced by pictures is really nothing of the sort. The garbled, propaganda-ridden, highly pointed, and often flatly and badly false material of many current films (even so-called documentary films) has no more relation to life than the romance of a mythical kingdom. Back in 1915 and '16 the master-minds of the celluloid made similar excursions into the field of current events. But we now recognize the results as among the cheapest and most obvious forms of alien-controlled propaganda that America has ever been forced to swallow.

So it seems no dreadful thing that the stage should, instead, fulfill the one high function of any true art and betake itself to the sunlit fields of escapism. In the first place, the theater thus avoids the grave and terrible charge that might otherwise be leveled against it by future generations of having falsely betrayed our people into war. In the second place, the theater thus fulfills the highest purpose of any art—which is, despite the howls of time-hobbled critics, to reach a purer air than that of life. And in the third place—as a by-product, but an important one—the theater has thus been enabled to welcome back a number of sorely missed comic performers.

CHIEF among them are, of course, Al Jolson and Ed Wynn, each of whom has appeared in a show of his own, and each of whom now has a resounding hit on his hands. They are both very funny men, both have excellent supporting casts, and they happen to be appearing at theaters next to one another, all of which points up the fact that they are comics whose techniques are diametrically opposed. The boys who write about the theater have been commendably quick to seize upon that fact, and at least 1,247 yards of newspapered columns have commented upon Mr. Jolson's canny Broadway wisdom, upon Mr. Wynn's carefully built malvete. But one point of difference seems to have evoked no comment at all, altho it is highly important. That is their on-stage treatment of other performers.

All thru Hold On to Your Hats, whenever he is on stage with another member of the cast, Mr. Jolson fades into the background. You know he is there—his irrepressible personality reaches out even from the shadows of the wings—but his interest is centered on whatever performer is holding the center of the stage at the moment. And this is an attitude that Mr. Jolson, in every way possible, seeks to increase. He builds up the entrances of his co-workers; he swells the applause at their exits. With complete ability to take command whenever he cares to, he doesn't seem to worry where the spotlight falls. And in this way he builds up not only his cast, but also the enjoyment of those who see his show. This corner is willing to bet that you could watch a third-rate beer-joint hooper and, if Mr. Jolson wanted you to, end by thinking her terrific. Since he has a large number of legitimately terrific people in his cast, the total result of the show is pretty nearly overwhelming.

Thruout Boys and Girls Together, on the other hand, Mr. Wynn holds the center of the stage himself. He is off only long enough to change from one outrageous costume to another; and whenever he is on, he centers attention on himself. Whether it is an excellent acrobatic duo, an outstanding juggling troupe, or a magnificent apache team that you are supposed to be watching, you find yourself instead looking at Mr. Wynn and his simultaneous antics. He injects himself somehow into almost every act in the show, even wandering on to climb a step-ladder and catch an Indian club during the juggling turn. The practice does no good to Mr. Wynn, his supporting acts, or his audience. A very funny fellow, he is so constantly funny during the show that you begin to wish for tragic relief. And the acts lose your primary attention, which even more numerous and talented than Mr. Wynn's co-workers may possibly be even more numerous and talented than Mr. Jolson's, you leave the theater feeling that they didn't stack up anywhere near as well.

This, of course, reflects in no way upon the back-stage behavior of the gentlemen concerned, which is something that this corner knows nothing about. It has to do only with their conduct in full view of the audience at the second performance of each show. And on that score Mr. Jolson has a clear lead.

dramatic actress by virtue of her magnificent work in Mamba's Daughters. In her present show she adds dancing to her accomplishments, performing a rowdy, hilarious, and show-stopping routine (See CABIN IN THE SKY on page 63)

MOROSCO

Beginning Tuesday Evening, October 29, 1940

SUZANNA AND THE ELDERS

A comedy by Lawrence Langner and Armina Marshall. Staged by Worthington Miner. Setting and costumes designed by Stewart Chaney. Setting built by the Vail Construction Company, and painted by Bradford Ashworth, Inc. Costumes executed by Eaves and Brooks. Press agents, Michael Goldfarb and Maurice Turet. Stage manager, Theodore Corday. Assistant stage manager, Ross Hertz. Presented by Jack Kirkland.

Sister Mary Lamb Lois Hall
Sister Abigail Adams Drina Hill
Sister Dr. Willis Ford Rosemary Carter
Sister Olympia Grace Boylan
Sister Hannah Plunkett Mary Follette
Sister Amanda Perkins Bettina Cerf
Sister Clarissa Marshall Frances Harrison
Sister Suzanna Leeds Haila Stoddard
Parson Kent Howard Freeman
Brother Tom Lloyd Bridges
Reverend Abner Owen Philip Coolidge
Charles Owen Paul Ballantyne
John Adam Kent Morris Carnovsky
Brother McIntosh Royal Beck
Brother Tupper Ralph Wordley
Brother Bunker Hal Ross
Brother Plunkett Hale Norcross
Brother Stafford Charles Furcolowe
Brother Lemuel Richard Clark
Brother Longhorse Theodore Newton
Brother Galusha Ross Hertz
Mike Larkin Jim Seymour
The Entire Action of the Play Takes Place in the Communal Hall of the Community House at Harmony Heights, Massachusetts.
ACT I—Scene 1: Spring, 1878. Scene 2: About One Year Later. ACT II—Three Months Later. ACT III—The Following Evening.

In Suzanna and the Elders, which Jack Kirkland brought to the Morosco Theater Tuesday night, Lawrence Langner and Armina Marshall try to say something that has needed to be said for a long, long while—that political and social theories, no matter how idealistic, no matter how fine, no matter how practical they may seem on paper, have one common and inescapable defect: thanks to human nature and its profoundly unidealistic basic patterns, none of the beautiful theories will work.

The need to say that was even greater a few years ago, when Communism was (See Suzanna and the Elders on page 61)

46TH STREET

Beginning Wednesday Evening, Oct. 30, 1940

PANAMA HATTIE

A musical comedy starring Ethel Merman. Music and lyrics by Cole Porter. Book by Herbert Fields and B. G. DeSylva. Book staged by Edgar MacGregor. Dances staged by Robert Alton. Costumes and scenery designed by Raoul Pene DuBois. Scenery constructed by Vail Scenic Construction Company, and painted by Triangle Scenic Studios. Orchestral arrangements by Russell Bennett, Hans Spialek, and Don Walker. Vocal arrangements by Lynn Murray. Orchestra under the direction of Gene Salzer. Press agents, Nat Dorfman and Jack Charaski. Stage manager, Murray Quere. Assistant stage manager, Willie Torpey. Presented by B. G. DeSylva.

Mrs. Gonzalez Conchita
Mac (Bartender of Tropical Shore) Eppy Pearson
Sailors from the S. S. Idaho:
Scot Briggs Pat Harrington
Timmy Doolittle Frank Myers
Woody Hogan Rags Ragland
Chiquita Nadine Gae
Fruit Peddler Linda Griffith
Soldiers:
Tim Roger Gerry
Tom Raymond Balne
Ted Ted Daniels
Ty Lipman Duckat
Hattie Maloney Ethel Merman
Lella Tree Phyllis Brooks
Mildred Hunter Elaine Sheppard
Kitty Belle Randolph James Dunn
Nick Bullett Betty Hutton
Geraldine Bullett (Nick's Daughter) Joan Carroll
Vivian Budd Arthur Treacher
First Stranger Al Downing
Second Stranger Frank DeRamus
Mike Jack Donahoe
Whit James Keefe
SPECIALTIES: Louis and Robert Hightower.
Renae Russell, Janis Carter, June Allyson, Cliff Ferre, Miriam Franklin, Carmen D'Antonio, Harry Rogue.
SINGING GIRLS: Janis Carter, Ann Graham, Margaretta Barton, Vera Dean.
DANCING GIRLS: June Allyson, Irene Austin, Jane Ball, Mimi Berry, Betty Blair, Lucille Bremer, Nancy Chaplin, Kathlyn Court, Roscoe Cunningham, Marianne Crude, Doris Dowling, Vera Eilon, Miriam Franklyn, Margaretta James, Pat Likely, Mary McDonald, Renae Russell, Audrey Westhal.
DANCING BOYS: Jack Baker, Cliff Ferre, Fred May, Harry Rogue, Jack Riley, Billy Skipper, Art Stanley, Carl Trees, Don Weismuller.
ACT I—Scene 1: The Santa-Ana Plaza, Pan-

Review Percentages

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

"Cabin in the Sky"—78%
YES: Whipple (World-Telegram), Lockridge (Sun), Coleman (Mirror), Atkinson (Times), Watts (Herald-Tribune), Mantle (News), Kronenberg (PM).
NO: Anderson (Journal-American), Brown (Post).
NO OPINION: None.

"'Tis of Thee"—6%
YES: None.
NO: Mantle (News), Coleman (Mirror), Watts (Herald-Tribune), Atkinson (Times), Brown (Post), Lockridge (Sun), Kronenberg (PM), Whipple (World-Telegram).
NO OPINION: Unsigned (Journal-American).

"Panama Hattie"—100%
YES: Anderson (Journal-American), Watts (Herald-Tribune), Atkinson (Times), Mantle (News), Kronenberg (PM), Lockridge (Sun), Whipple (World-Telegram), Brown (Post), Winchell (Mirror).
NO: None.
NO OPINION: None.

"Suzanna and the Elders"—6%
YES: None.
NO: Lockridge (Sun), Brown (Post), Anderson (Journal-American), Whipple (World-Telegram), Atkinson (Times), Watts (Herald-Tribune), Kronenberg (PM), Winchell (Mirror).
NO OPINION: Mantle (News).

Todd and Minsky Open New Spots On 52d St., N. Y.

NEW YORK, Nov. 2.—New activity is scheduled for 52d Street, with two new spots to be opened shortly. Mike Todd's Absinth Bar, Gay New Orleans Restaurant, and Sazerac Cafe will move from the World's Fair to 52d Street under one roof as a night club. A four-story building has been taken over and will be designed by Cleveland Bronner, who did the Sazerac Bar at the fair. Each of the three spots will retain its own operating and price policy. Harry Bloomfield will remain as manager.

Harold Minsky, who with I. H. Herk operates the Gaiety Theater, will debut as a night club operator with the opening of the 51 Club later this month. Intimate entertainment will be the policy.

Bee Kalmus, featured singer at the Torch Club, has purchased an interest in that club.

The Club Encore, operated by Dan Healy and Helen Kane, has reopened after being shuttered for a week. The spot is again the Mon Paris, the name under which it operated last season.

Treasure Island management, after financial troubles following poor newspaper notices opening week, revamped its show and is sticking it out. A new show is being lined up, and the management reports that several big parties have been booked. The Colons, featured dance team there, are checking out to go to a Montreal Club. Bud Sweeney, emcee, also drops out this week.

The Cafe des Gourmets, operated by Jacques Bustanoby, has pulled the opening show. A new dance floor has been built for that spot and only a band will be used.

Boston Spot Drops Colored Policy

BOSTON, Nov. 2.—Jacques Renard opened the Versailles, formerly the Southland, last week. Bistro had run only few weeks with colored show policy when new management decided to make a change. Spot ran colored shows and traveling bands successfully last year and was purchased this year by management of the Coconut Grove.

Al Taxler is manager of the Versailles. Show will change every two weeks. Line of girls skedded to open soon. Renard is in indefinitely.

Tax Tele in Cafes

NEW YORK, Nov. 2.—A \$5 monthly tax will be levied on operators of cafes having television sets.

The tax can be applied to tele because of the broad definition of motion pictures as written in the city statutes. Relief from the measure can only be provided by amendment of the law.

Boston Hotel Resumes

BOSTON, Nov. 2.—Garden Restaurant of the Biltmore Hotel has reopened with Dave and Dorothy Fitzgibbons and Prince Mandes. Roastbeef and Seville will open Monday (4).

Booked by Don Boone, of New York, in association with Alan Martin.

Saskatoon Week-Ends Start

SASKATOON, Sask., Can., Nov. 2.—Rainbow Room has reopened with dining and dancing Fridays and Saturdays. Cover charge, 75 cents plus tax.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-act shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

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

Soundies Will Use Vaude, Says Roosevelt

NEW YORK, Nov. 2.—The possibility that film machines will provide increased employment for vaude acts was cited in a radio address over NBC by James Roosevelt, a partner of the Mills Novelty Company subsidiary manufacturing the Mills Panoramas.

At the press and celebrity party at the Starlight Roof of the Waldorf-Astoria Monday (21), Roosevelt, in answer to a question asking if the soundies will develop a new type of talent, said, "Well, if I may say so, it will perhaps revive an old talent. As you know, the vaudeville people, more or less, are having a hard time these days, and we feel this may be a medium to bring back something not far from what they used to do. It is a three-minute act, you might call it, as they used to have on the vaudeville stage, and we do hope to give employment to that kind of person."

Dallas Niteries Enjoy Good Biz; Remodel 2 Rooms

DALLAS, Nov. 2.—Fall season for local night clubs is good. Hotel Adolphus made over the Century Room into a Hawaiian spot, introducing Malcomb Beeby's Royal Hawaiian Orchestra, with native floor-show acts. Baker Hotel's Mural Room was also remodeled, with Henry King's ork doing the preem honors with excellent business. Room has added two acts to Joe Stud's orchestra, now current at the spot. Acts are Gower and Jeanne, dance team, and Russell Swann, magician.

Business has held up since opening of the football season. Week-end business for Mural Room and the Century Room has taxed capacity. The Plantation, managed by Dick Wheeler and Joe Landwehr, changed to four-days-a-week policy two weeks ago.

Herbie Kay's one-nighter Saturday filled the indoor club and forced the management to use its outdoor space. Wheeler and Landwehr's deal for the Olmus Club in San Antonio has been called off. Dallas operators may build a new club here. The Plantation at Dallas will be done over completely after January 1.

Buy Beaumont Club; Will Use Name Bands

HOUSTON, Tex., Nov. 2.—Harvest Club, Beaumont, Tex., has been acquired by Dick Wheeler and Joe Landwehr, co-owners of the Plantation here, and was opened October 31. The Beaumont Fair opened yesterday (1).

Chic Scoggin, former band leader, will manage the Harvest Club. Scot Davis and his ork will open. The Harvest Club will run three nights, probably Friday to Sunday. The Plantation at Dallas is open four nights each week, while the local Plantation is open seven days a week.

How Big-Time Vaude Flourished For 50 Years Told in New Book

NEW YORK, Nov. 2.—There was a vaudeville theater in San Antonio, Tex., back in 1882, and a Dutch comic, John Ransome, was the first to use the word vaudeville for a touring variety show at about the same time, according to Douglas Gilbert's *American Vaudeville* (Whitney House), which is probably the most complete book yet published on the subject.

Fifty years of modern vaudeville, from 1880 to 1930, are described in the book, which is full of interesting anecdotes on the great names and standard acts of vaudeville and on the managers, bookers, agents, and theater owners.

The late E. P. Albee is described as the man who commercialized modern vaudeville and who later "killed" it. Marcus Helman, of the United Booking Office, met Albee in Palma Beach in 1930, just before the latter died, and is said to have told him, "You killed vaudeville, Mr. Albee." Only a year before that Joseph P. Kennedy, at that time the banker who bought out Albee's stock, is supposed to have told Albee, "Didn't you know, Ed? You're washed up; your thru." When Albee was still president

10-Year Trend in Boston Clubs Sees Vaude-Type Acts in More Demand; Sweet Music Still Tops

(Continued from page 4)

because of Boston's Sunday Blue Law restrictions. It was practically impossible to find a club open Sunday nights, most operators feeling the risk of selling liquor was enough without running into difficulties on entertainment. For this reason, the bands were small and meant little. The acts were able to pick up plenty in tips in addition to their regular salary. This was, of course, prior to 1929 when money was still plentiful.

The first real night club in Boston was the Lido Venice, built about 15 years ago and operated by Jack Levaggi. Levaggi later operated other spots, including the Flamingo Room. The Lido Venice was the first supper club in town to have a cover charge.

When Speakeasies Dominated

During the next few years, until repeal, many smaller clubs operated and some of the hotels successfully operated supper rooms. The Brunswick and the Copley-Plaza always were in the lead. During this period niteries were more or less regarded as mobsters' hangouts. It is a relatively short time since the so-called society would consent to be seen in a local supper club.

The entertainment during this period consisted of sister teams, with a few headliners like Helen Kane, Evelyn Nesbit, Sophie Tucker, Texas Guinan, Peaches Browning.

The first line of girls seen in Boston was installed at the Lido Venice about 1928. Bradford Hotel, then the Elks, was the first downtown hotel cabaret and it had a line of six girls. With the addition of the line the entire shape of the floorshow began to change. The rhythm team gradually disappeared. The day of the strolling pianist and his partner who wandered from table to table singing the customer's favorite songs and collecting handsome tips was over.

Straight floor entertainment became the vogue. The sister team became more popular at first. Attractions like the Pearl Sisters and the Loomis Sisters, with seasoned vaude stars like Sophie Tucker, Harry Richman, Helen Kane, and others still in demand. By 1931 most of the in-town clubs had lines and the first shows were weak imitations of a musical revue. There were, generally, no comedians, altho at times the emcee would take a turn. The emcee who could also entertain was still looked on as a vaudeville character. Probably the last club in town to use a line was the Mayfair, which finally put in eight girls in 1933.

Novelty Acts Start Fund

It was about this time that the first novelty act found its way onto a local club floor. The place was the Bradford Cascades and the act was a skating turn that was paid \$125 for the week. Altho the act was good, it attracted little at-

tention, and it was many years before novelty acts were taken seriously. Novelty acts were really introduced in Boston two years ago when a trapeze act was booked into the Latin Quarter.

Gradually the trend turned from the individual act to a production.

Naturally, with the trend, better quality of acts was demanded. And various fads sprang up that for a time occupied bookers and agents.

The Latin fad is definitely on the way out, according to Boston showmen. They claim the conga interest is decreasing. Singers, too, are finding that the torch style is out.

The general entertainment set-up at present calls for solid acts, good music, and novelty entertainment. More ventriloquists were used in Boston last season than had been seen here in some time. Jugglers, too, found work, and skaters, aerial acts, and others were welcomed throughout the town.

In music, Boston has been the seat of sweet music for many years. It took a long time for rumba, tango music to catch on. And conga was almost a year behind New York. The advent of the conga is generally credited to George Clarke, now doing a night life column in Boston. For the most part, however, the music is sweet—for it is from Boston that such bands as Leo Reisman, Mickey Alpert, Ruby Newman, Ranny Weeks, Jacques Renard, and Eddy Duchin come. Newest Boston band to start up the ladder is Vaughn Monroe, who may become the first great swing band to come out of Boston.

Conditions have improved as well as acts—and generally performers get about 25 per cent more today than they got a decade ago. Owners have come to realize that the show is important. There is plenty of work around Boston for good performers—and generally at good money.

New 1,600 Seater In Salt Lake City

SALT LAKE CITY, Nov. 2.—Lake Theater, rebuilt on the site of the Roxy, which was destroyed last May by fire, reopened Saturday (10) with vaude. Initial show had Jan Rubini, Stroud Twins, Caprini Sisters, Karen and Crockett, and St. John Brothers.

The house, remodeled at a cost said by the management to be \$78,000, seats 1,600. Andy Floor manages.

The Lake plans to use weekly vaude bills, but will fill in with traveling legit attractions when available.

Army Shows Staged By San Fran Agent

SAN FRANCISCO, Nov. 2.—Jack E. Lewis has disbanded his agency to stage vaude at army camps. Lewis has been booking the tent arena at Fort Ord, near Salinas, Calif., which has been using 10 acts weekly on a two-a-day basis. The tent seats 3,500. Stage is 44 feet.

Moffett Field, air base at Sausalito, and Hamilton Field, at San Rafael will also begin using vaude shows weekly. About 70 acts will be used when the circuit of camps is completed.

Bookings are set thru Bert Levey.

Birmingham Clubs Open

BIRMINGHAM, Ala., Nov. 2.—Strrup Cup of Hotel Thomas Jefferson opened with show headed by Harold Stone and the Rolling Stones. F. E. Snodgrass is manager.

Pickwick Club at Five Points opened last week with Coleman Sachs and 12-piece ork and floorshow. Hobby horse races are an added attraction this year.

Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue.

It's a fascinating story, and Gilbert tells it entertainingly. P. D.

Waldorf-Astoria Hotel, Sert Room, New York

Talent policy: Dance and show band; floorshows at 8:30 and 12. **Management:** Lucius Boomer, manager; Ted Saucer, press agent. **Prices:** Dinner from \$2.50; supper cover \$1.50 week nights, \$2.50 Saturdays.

The formal, aristocratic room is featuring Eddy Duchin's band, used earlier in the season in the Starlight Roof; Rosario and Antonio, Gypsy Spanish dancers, and Carol Bruce.

The high spot of the show caught was the authentic, wild Spanish dancing of Rosario and Antonio (formerly billed as Los Chavalillos Sevillanos). They are extremely young looking and impress as natural-born dancers. They instill into their routines the color, flash, and temperament of Spain. There is nothing affected about their work—it is natural, inspiring, and real. Work in native, colorful costumes and concentrate on hard and fast heel and toe work blended with magnificent, sweeping gestures.

Tunfa, red-haired singing guitarist, chants Spanish numbers and accompanies herself equally well. Her appearance is not truly Spanish, but her act is.

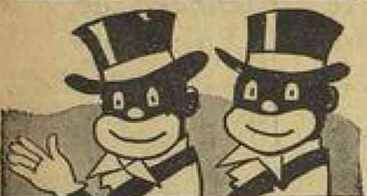
Eddy Duchin fronts his boys with his usual bright pleasant informality and showmanship. The music is easy to take, both at the table and on the dance floor. His decorative songstress, June Robbins, is better than ever on the rhythm numbers.

(Note: Reviewer caught this bill during a Saturday matinee tea dance. Miss Carol sings during supper shows only, doubling from Louisiana Purchase. Sam Honigberg.

Frank Palumbo's, Philadelphia

Talent policy: Dance and show band; floorshows at 7:15, 10:15, and 1:15. **Management:** Frank Palumbo, owner-manager. **Prices:** Dinners from \$1; drinks from 40 cents; no minimum, no cover.

It's the 89th year for the Palumbo family as after-dark hosts. And the combination of food and floorshow values here draws the bon vivants, along with the family trade. Banquet trade here is the envy of every hotel manager



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Night Club Reviews

in town. The Palumbo touch is so deft that the patronage is carried over to Frank's operation of the 20th Century Tavern here; Club Avalon, in Wildwood, N. J.; Renault Tavern, Atlantic City, and Chateau Renault, Miami.

Regular stage, with props and curtains, backs the raised dance floor. The Rippe Vexer Dancers, six lookers, give production body to the offering. Opener is a delightful toy-doll dance. The Hal-loween spirit underlines a novelty skeleton dance. And to ring down the rag, ponies appropriately for this season put on the cap and gown for a rousing collegiate football finale, breaking into violent shagging for the wind-up.

Individual specialties are all sock. Kay Hamilton commands attention with her spirited singing of *My, My; Alice Blue Gown*, and *Ferryboat Serenade*. Has plenty on the looks as well.

Jans and Anthony make the conventional ballroom twosome, pleasing with a waltz and a Spanish castanet dance.

Naki and Saki, male sepiu duo, add speed and rhythmic toe-tapping, replete with precision and challenge routines.

Pete Trato, emcee, handles the introductions in straight fashion, devoid of gags or songs, which is a novelty in itself.

Howard Reynolds, with a band of six, gives excellent musical support for show and dance desires. M. H. Orsdanker.

Hotel Westminster, Blue Room, Boston

Talent policy: Band for dancing and show. **Floorshows** at 7:30 and 11:30. **Management:** George Clark, manager and publicity; Harry Drake, booker. **Prices:** Dinner from \$1.25; drinks from 35 cents.

Harry Drake continues to keep patrons here interested with smart, short shows emphasizing quality rather than quantity. Well liked because it is about the only intimate room in Boston. Blue Room has a steady patronage that feels too many acts interfere with dinner.

Backing up the show and playing for dancing nightly is Jimmy McHale's seven-piece combo, which is well liked. McHale feeds them commercial music, but good. On occasions, like football celebrations, band can give with the live, but on the whole plays a swell sweet rhythm with some fine stylings.

For the show itself, comely Louise Lloyd opens with a waltz utilizing a tricky routine effectively. She returns later with a fast number climaxed by breath-taking and smartly executed pirouettes.

Tenor Ted Milford manages to please with original *Donkey Serenade*; *Ah, Sweet Mystery of Life*, and a medley of *There'll Always Be an England* and *God Bless America*. Milford has an excellent tenor voice, with great range and depth, and should be terrific for radio. On a club floor, however, he misses somewhat thru lack of salesmanship.

The dance team, Sylvia and Christian, were hampered somewhat by the low ceiling here. This had a tendency to slow up their lifts, but they worked well with an interesting routine.

Dancer Rudy Horn spoils his entrance with what passes for a magic trick. With this out of the way, he displays some really fine terping, including a very good imitation of a drunk being thrown from a night club. Elimination of the "magic" would give this act more polish. George Clark's capable management and insistence on good food reasonably priced keep the patrons coming back. Mike Kepias.

Bowery, Detroit

Talent policy: Dance and show band; floorshows at 8:30, 10:30, and 12:30. **Management:** Frank Barbara, manager; Peter J. Iodice, booker. **Prices:** Admission 55 cents weekdays; 75 cents Saturdays and Sundays; drinks from 45 cents.

Show runs over two hours, with interest maintained steadily thruout, a tribute to the showmanship of emcee Charlie Carlisle and Benny Resh, whose band ably helps to clown at odd moments in addition to its musical tasks. Spirited ballet numbers open and close.

Nadine and Charles open with a sweet vocal, then swing into a nice rhythm tap. Appearance of act is above average, both in white, the girl in flowing pleated Turkish-style trousers and Charles in tails. They also each do singles in the other shows.

Johnny King, tenor, sings a wide range from the romantic semi-classic of *It's Only Forever* to the virile melodramatic

novelty of *Drums in My Heart*.

The Burnettes, a ballroom team, work with exceptional ease in a smooth routine, particularly when he catches the girl in various difficult positions without breaking the rhythm. Their second is a pleasing handkerchief flirtation bit.

Carol Graine, acro dancer, has speed and skill and successfully avoids the overathletic in her presentation. Dorine, exotic dancer, does a dimly lighted well number. Well received.

Yvonne Moray, one of the best and most versatile midget solo acts this reviewer has caught, puts plenty of expression into her ballads and pep into her dancing. Chandor and Clements, man and woman magic duo, have suave silk illusions and an unusual variety of rabbit stunts, with the girl performing a number of tricks on her own. They had a sophisticated audience really guessing.

Jimmy Durante, headliner, is on for a long act to close the show. Durante puts over the impression of mock sincerity thru his breathless zest. Works monologs, fragments of his songs, clowning, piano solos, and some dance bits. He is constantly interrupted by the cast and most of the house staff, who wander on stage for some irrelevant business, and his partner in a piano duet keeps playing Durante's part, resulting in the star's comic exasperation. A name act that gets plenty of encores on sheer merit. H. F. Reeves.

Colosimo's, Chicago

Talent policy: Dance and show band; floorshows at 8:30, 11:30, 1:30, and 4. **Management:** Dan Barone, manager; George Pronath, producer; L. C. Polan, publicity. **Prices:** Dinner from \$1.50; drinks from 60 cents; minimum \$2 after 10 p.m.

New fall show, *Gems of 1940*, is an agreeable blending of comedy, spice, music, and novelty. It's a big show, elaborately produced, and one of the best Colosimo offerings in a long time. Eddie White, whose high-pitched voice is quite familiar to Colosimo patrons, is back as emcee. He fits perfectly into the Colosimo atmosphere and his quips and song parodies go over big.

A clever doll number by the 16 line girls opens the show, with Jack Prince, retund vocalist, singing *I'm Nobody's Baby* and *Melancholy Baby*. In a later bracket Prince, who has an excellent voice and pleasing delivery, sang *Trade Winds* and *Mandalay*. Don and Jane Ford, tapsters, offer an exceptionally entertaining stepping session. They have youth, engaging personalities, and a clever way of putting their stuff across.

The Littlejohns, whose name has become synonymous with rhinestones, present a scintillating novelty act that goes over big. Clad in brilliant jeweled costumes, they dance and juggle while perched on huge bejeweled balls. Young Miss Littlejohn is both attractive and talented and her dancing atop the ball is graceful and entertaining. A fast juggling bit with axes sends the pair off to a big hand.

Ballard and Rae, accomplished dancers, are best when burlesquing, and their comedy roller-skate knockabout routines in which they execute some difficult acrobatic stunts put them over nicely.

One of the big hits of the show are the Hazel Manjean Girls, recently featured at Billy Rose's Horeshoe Bar in New York. Their Gay '90s bits are a combo of clever comedy and difficult acrobatic feats, and they wind up with their familiar Arabian tumbling, at which they are adept.

Janice Davenport, soprano, has been held over and her operatic numbers are a very pleasing part of the show. She offered *Scheherazade* from *Maytime* and *Wedel Song* from *Faust*. Don and Jane Ford on ice another lively tap session.

Most colorful number on the bill is Dagmar, blond exotic, whose sensuous satire on the opera *Faust* held rapt attention. In gorgeous varicolored costume that accentuated her liberally displayed form, Dagmar presented an interesting modernistic dance routine that brought a storm of applause.

The Three Ryan Brothers garnered laughs with their rough and tumble comedy. A brilliant military production number concluded the show. At a later show an exceptionally brilliant production was the jewel number, in which all of the line girls appear in jeweled costumes and six of them do a dance on the large jeweled balls, while Miss Littlejohn presents a high-kick number atop a ball. Nat Green.

Cafe Continental, New York

Talent policy: Continuous entertainment. **Management:** Harry Scrobogna and Peter Gattone, owners; Lawrence Wonderling, manager; Douglas Whitney, press agent. **Prices:** Dinner from \$1.50; no cover or minimum.

The owners are veteran restaurant operators who moved from downtown to East 52d Street about a year ago to cater to the better dining class. Scrobogna was formerly a cruise director for the Italian Line and during his travels gathered recipes from famous places. Atmosphere is Continental and pleasantly informal. Prices are unusually reasonable.

Entertainment has been increased recently to draw a late crowd (room formerly closed at 11 p.m.). Performers include Yasha Datsko, talented violinist; Eli Sprack, singing guitarist who seems to know a great number of old Russian tunes; Alexander Makofa, pianist, and the two Nordstrom Sisters, piano team, who come in at 10 p.m. and work for the late trade. One handles the keyboard and both sing original and pop songs. Also around is Contessa Margarita, who reads cards.

The three male musicians also combine during certain intervals to furnish dance music. Scrobogna is now planning to add entertainment in his cocktail lounge during cocktail hours. A fine place to come in and relax and to make an art out of eating. Sam Honigberg.

Miami Club, Milwaukee

Talent policy: Dance and show band; three floorshows nightly. **Management:** James Maglio, owner. **Prices:** No cover or admission charge.

This downtown spot has been attracting its share of the town's sun dodgers. Show is headed by Ralph (Cookie) Cook, who has been tossing out his witties with the aid of his four stooges for some six weeks now. Patrons eat up his nonsense and he is generally the hit of the bill.

LaVerne, an attractive character and rhythm tap dancer, turns in a neat performance. She's easy on the eyes and plenty agile, a combination which made a hit.

Ruth Elaine is no slouch as a terpsichorean. She includes exotic, rumba, and toe dancing in her various numbers in a manner that is pleasing.

Henry and Evelyn Wright combine for a snappy dance. They are personable and show their stuff to good advantage. Helen Everett, intermission pianist, duels the keys in a manner which sets your feet to dancing. Many patrons commented favorably on this type of intermission entertainment, preferring it to the roving minstrels.

Music is by George Cerwin and ork. A band which possesses plenty of pepper and has a pleasing style.

Show is booked by Curt Bremer. H. C. Brunner.

Kaufman's, Buffalo

Talent policy: Dance and show band; floorshows at 10, 12, and 2. **Management:** George Kaufman, owner; Bob Graham, manager and host; Eddy Kaufman, show manager; Walter J. Gluck, producer and booking agent. **Prices:** Food a carte; drinks from 25 cents; entertainment charge of 10 cents; \$1 minimum on beverages Saturdays and holidays.

This club boasts a beautiful layout; raised large dance floor, handsomely decorated modernistic interior, newest lighting equipment, and capacity of about 500. At present week-ends are the standout, with other nights just so-so.

Talent isn't the handicap, being of pleasing enough caliber. The addition of a new six-girl line next week, headed by Connie Garner, who filled the bill well last season, should help.

With little competition in the class field, Kaufman's might find it easy enough to draw constant crowds to its city limit location if proper exploitation and advertising were put to work.

Show consists of a well-chosen array of acts, which make for an entertaining 50 minutes. Mae Mox, a trim, nice-looking blonde, is a versatile dancer who does different routines in every show. Caught were a modern rhythm tap, executed with flash and ability, and a military tap, which showed precision and had eye appeal. A novelty rope dance and Scotch military song and dance are

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her specialties. Peggy Crandyl put herself over with red-headed, shapely, sexy looks rather than stepping standouts. She contributed a high kick and a smooth tango tap.

Sylvia La Rue boasts a record of about 36 months of work here in past three and a half years. In her fourth time back, she still holds audiences with a well-varied voice. Her Only Forever had romantic fervor, while *It's a Handful to One* was peppy and smooth. Lew Polds, novelty juggler, presents an array of impressive stunts with ease, using balls, plates, Indian clubs, and sticks, the last being the best part of act. Flash Russian dance finish had sock.

Standout on the bill is the very effective team of Diamond and Faust, two boys who score heavily with versatility and comedy appeal. An acrobatic tap and tumbling number is fast, full of surprises. In seventh week here, lads were good for a big hand. Second routine, presented entirely in the comic vein, had the duo decked out in Bowery-style costumes as boy and girl, giving a parody on a couple of jitterbugs a la Bowery. Drew two encores, despite boys' being rather risqué. A comedy hand-to-hand routine is featured in late shows.

Matt Page, a nice-looking fellow, emceeds satisfactorily. His generous use of gags is okay, but material could stand bringing up to date, and act would thus be much improved. His singing and violin playing parodies are fairly pleasing stuff, but best thing was serious tiddle rendition of a Csardas.

"Tone" Marlowe's seven-piece band does all right in accompanying show and giving out for the dancers.

Eva M. Warner.

Adria Polish Restaurant, New York

Talent policy: Polish dance band; floorshows at 9, 11, and 1. Management: Sigmund Sulinsky, owner and host; Emily Garlacki, assistant; Charles W. Zerucha, press agent. Prices: Dinner from \$1; supper minimum \$1; week nights; \$1.50 Saturdays and Sundays.

Only Polish night club in New York, located on the site of the Russian Art Restaurant on lower Second Avenue. It has been open for nearly two months and has had fair success (there are 150,000 Poles in greater New York). Some 90 per cent of its talent is Polish, and its menu is prepared by the former chef of the Polish Pavilion at the Fair. Table prices are reasonable and there is a bar for the smaller spenders. Spot is cosy and highly atmospheric.

Sigmund Sulinsky, owner, doubles as emcee, bringing on the acts in a pleasant, straightforward manner. By day he is a news commentator on a Polish radio hour, keeping in mind his club when commercial plugs are in order. Show includes Kaye Pakka (former Roxvete) and a line of three girls in gay costumes interpreting native dances: Penny Kwiatkowski, accordionist who is still a student in a music school; Eddie Kowicz, singer of Polish favorites; Harry Goldstein, violinist who doubles from the band with classical selections; and Dionne and Lustrino, dance team.

Show is not strong but is different. Most entertaining are the line of girls, fronted by Miss Pakka. They are young, attractive, and spirited. The dance team interprets a bolero in routine fashion. The singer is at home in his native tongue. The finale, in which is recreated a dance scene prevalent in the old days in the city of Lvov, is full of fun. The performers then invite the customers to participate.

Wladyslaw Nowicki's five-piece band plays good Polish and classical music. Nowicki, accordionist, was at one time Pavlova's ballet partner and played on the stage opposite Pola Negri in Poland. Samuel Spielman, pianist, and Violinist Goldzwieg are refugees.

Sam Hontberg.

2 o'Clock Club, Baltimore

Talent policy: Dance and show band; floorshows at 11 and 1 a.m. Management: Irene Golden, manager and host; Tony Phillips, booker. Prices: Drinks from 50 cents; minimum \$1.50 Saturdays and \$1 Sundays.

Bill dished up at this reviewing is topnotch and features Al Schenk as turn.

Wally Wanger line of six opens with a lively number entrusted in revealing Indian outfits. Girls are well trained and imbued with pep and personality. With a thought to variety for production ideas, ladies return later in a football Rah Rah affair, preceded by old-fashioned waltzes.

Winston and Diane, tap team, are

standouts. They start out with a fast tap, accompanied by intricate steps, jumps, and spins, and follow with an unusual routine, "Texas Jive." Loaded with personality, they seem to dance for sheer enjoyment.

Brunette Lila Rose impresses favorably with her throaty warbling. Has swingy range, with volume to spare, plus effective delivery. Best of four numbers were *Italian Street Song* and *Darktown Strutters' Ball*.

Jack Lane with his Love Birds gained attention, being different for the night club clientele. Lane uses about 10 small but beautifully colored birds, which perform effectively on such miniature devices as wheel, merry-go-round, see-saw, chariots, ladders, and tight rope. Following this Judy Marvin, of the chorus, steps out for a brief tap.

Al Schenk, in his fifth engagement here, leaves little to be desired. Schenk dominates through and in the closing spot had them laughing. He gives his all, mugging plenty and handling timely gags to good advantage during humorous song interpretations.

Finale finds the chorus teaching the male patrons a silly "Boomp-a-Daisy" routine, which was strikingly funny to watch.

Dance and show music is handled capably by Milt Lyons and orchestra. Pat O'Hearn at the piano during intermissions.

Phil Lekan.

Gray Wolf Tavern, Masury, Ohio

Talent policy: Dance and show band; floorshows at 10:30, 12:30, and 1:30. Management: Pete Meyer, owner-manager. Prices: Dinner from \$1; drinks from 25 cents; no cover except Saturday.

In an effort to corner Ohio and Pennsylvania border-line trade, Pete Meyer is shooting the works on talent. He plans a parade of headliners never before offered in a night club in Eastern Ohio.

On the current bill is El Cota, whose xylophone novelties have caught on tremendously here. El Cota has made many previous visits to district spots and clicked, but never has he proved a show-stopper. Wows 'em with musical ability and humor.

Almost as popular are the Six Rockets, whose routines are something to talk about. Wardrobe is lavish and effective and they contribute much to the show's success. Dick Haviland, clown, thru the bill and is a capable emcee. He is a smooth worker and his comedy bits lend to the merriment. Maurice and Mildred contribute several swell ballroom numbers and toss each other about in a strong adagio specialty. Acrobatic novelties are the Blondell Twins' forte. They also garner plenty of laughs.

Billy Yates, His Voice, and His Orchestra play the shows and dancing. Band is smooth and has been a consistent trade builder.

Belle Baker, a favorite here, is due back soon. She topped all-time grosses on a previous visit and is being given plenty of build-up for the return engagement.

Rex McConell.

Kingsley Arms Hotel, Terrace Room, Asbury Park, N. J.

Talent policy: Dance band nightly, one or two acts week-ends. Management: Ralph Maurice and Rex Reynolds. Prices: Dinners from \$1; no cover, no minimum.

This spot, which opened to overflow business and is going strong after three weeks of operation, is a fair sample of what can be done in a hotel spot never before catering to the night club trade. The room, formerly the hotel's dining space, is intimate and furnished in good taste. Seats about 150 around a square dance floor. Setting is English baronial, sunken level of the room making it very effective.

Maurice, who runs swank Ross Penton Farm here during the summer, and Reynolds, who has fronted some of the smart spots hereabouts, have a nice personal following among the spending genre.

A seven-piece combo, batoned by Bently Nason at the clarinet and fiddle, is a good outfit which does sweet and Latin tempos equally well. Nason works the band in smooth fashion and gives it an especially authentic character for the rumba and conga. Band goes well with the smart trade.

On Saturday caught (19) Ramon and Renita, Ward (Beetle) Wilson, and Gloria Cook took turns at guest starring. Wilson's radio impersonations went big, the more so since he is a local boy. Ramon and Renita did their dance take-

New York:

DeMARR AND DENISE, now in their 12th week at Zimmerman's Hungaria, are slated to continue indefinitely.

MARCEL VENTURA, manager of Roberto and Antonio, at the Waldorf-Astoria, is also acting as announcer for their numbers. . . . THE ROSSILIANOS held over for five additional weeks at the Village Barn. . . . DONETTE DeL'YS goes into Leon and Eddie's November 15 for two weeks.

CHARLOTTE CLAIRE, ballerina, and Phil Orina, former band leader, are a new dance team now filling one of their first engagements at the Queens Terrace, Long Island.

ROMO VINCENT leaves the Hurricane this week to open at the Mayfair, Boston, for 12 days.

ROBERTTI ROBERTS, singer in the Park Central show, has shortened her pro name to Robertti. . . . ANDY McLAUGHLIN and Gertrude Moody back in town after an up-State New York.

HENRY YOUNGMAN will be the new Hurricane comic, starting Wednesday (9). Set by Taps and Harry Beatty. . . . WALTER DONAHUE opens at Leon & Eddie's November 15. . . . SONS OF PURPLE SAGE are set for the Village Barn December 6.

Chicago:

PETER LIND HAYES opened at the Chez Paree Friday (1). . . . HIBBERT, BYRD, AND LA RUE, last week at the Colonial, Dayton, O., are due to play the Oriental later this month. . . . LILLIAN CARMEN has left for Hollywood to work for Universal. . . . JIMMY CASSIDY, pianist, opened his own night spot, The Nook, Friday (1).

BILLY CARR has returned to the 608 Club as emcee after a few weeks' vacation. . . . JOHN FOGARTY, Irish tenor, is singing at Al Quodbach's new Casanova Casino. . . . THE TROPICAL TROUBADOURS are entertaining at Olson's, suburban spot.

BOB BROMLEY has been signed for the November 15 opener at the Chez Paree.

Philadelphia:

ROSE MARIE takes in two weeks at the Little Rathskeller. . . . ELSIE JONES, singer, staging a comeback at Murray's Rhythm Bar after an absence of 19 years. . . . MARY MAY heads Club Ball new show, replacing Sally Rand's unit. . . . LINDA MOODY and ROY BENSON are new at Jack Lynch's. . . . CHARLES AND LILLIAN ROCKWELL new at 69th Street Rathskeller. . . . LEONARD COOK new emcee at

offs on the Hartmans and the De Marcos for four encores. Miss Cook did a routine with Ramon which got a nice hand.

George Zuckerman.

Chez Paree, Denver

Talent policy: Dance and show band; floorshows at 9:30, 11:30, 1:30. Management: Tom Romola, operator; Mary Norris, host; Jack Blue, booker. Prices: A la carte.

Following an unsuccessful try at a sepi show Manager Romola has come back with a set-up that is bringing much favorable comment from the customers. Bert Hardcastle has taken over and his outfit is carrying on nicely both in show and dance. Hardcastle had a tough spot to take over, but his style is going over nicely and stands a good chance for a solid build.

Ray Baber opens the show, and his offering of *One Alone* brings a nice encore of *Shadrack*. Possessed of powerful pipes, Baber uses a robust style that makes him a fine sell. The terp team of Delmar and Renita is probably the best this niter has had to date. Opening with a soft-shoe number, the duo reaches its best in a rough-and-tumble adagio. Show plenty of showmanship and their step execution leaves little to be desired. Betty Lee leans toward the torchy side, and her low-pitched handling of *Dreaming Out Loud* in talk-sing manner, plus her selling, brings a nice hand. Claudette Graves, a dancer, displays marked versatility in her offerings—a Spanish cape stunt in which she does some fancy cape twirling, followed by a doll dance in which she steps about with a doll attached to each knee. The gal goes over big as a flash, and has plenty of comph. Herb Trackman.

Club Talent

Stamp's Cafe, with Ruth Warren an added starter. . . . MARY LEE back in town. . . . MARGIE SMITH, Cadillac Tavern singer, getting a WIPEN builder-tapper as Mary Lou. . . . FOUR JANS-LEYS join Weber's Hofbrau show.

Here and There:

ALDRICH AND DAVIS on their recent engagement at the Cassa Grande, Cincinnati, were booked by Cavanaugh Booking Agency, and not Jack Middleton, as reported last week.

VICKIE NEVADA is the new accordionist in the Alpine Tavern of the Fountain Square Hotel, Cincinnati. . . . COLEMAN CLARK, table tennis act, returns to the Hotel Gibson, Cincinnati, late this month.

STIRLING AND RUBIA, "The Blond Rumba Team," opened a two-week engagement at Weber's Hofbrau, Camden, N. J., election night (5). . . . DANNY RICHARDS, emcee, after seven months around Detroit, has opened at the new Edgewood Club, St. Joseph, Mo. Dillon and Parlow, comedy team, are on the same bill. . . . BOBBIE CORRY opened Monday (4) at the Primrose Country Club, Newport, Ky.

GEORGES AND JALNA open at the Roney Plaza, Miami, February 14. . . . JOSEPHINE DELMAR is set for the STATLER Hotel, Cleveland, November 11. . . . DEANE JANS goes into the Hollenden Hotel, Cleveland, November 11.

CHEENA DE SIMONE DANCERS have been renewed for eight more weeks at the Walton Roof, Philadelphia. . . . HILDEGARDE, Clyde Hager, the Jewels, and the Clyde Lucas band comprise the show at the Beverly Hills Country Club near Cincinnati, November 8. . . . SARA ANN McCABE is on the bill there November 22, with Ted Weems' ork and Rolly and Verna Pickert.

GEORGETTE DUVAL is at the Travelers Hotel, Wilkes-Barre, Pa., the show including Jimmy Hodges, Leo Dillon, Ray Keating's band, and a line of eight. . . . GLADYS MARTIN is in her seventh week at the Club Candee, Syracuse, N. Y. . . . HARRY SPEAR is in his eighth week at the Latin Quarter, Boston. He opens in the new unit, *Ris of the World's Fair*, after which he is set for the Miami edition of Boston's Latin Quarter.

Bell's "Hawaiian Follies" Almost Killed in Explosion

JAMESTOWN, N. Y., Nov. 2.—Members of Bell's *Hawaiian Follies* unit had a narrow escape when fire and an explosion destroyed the Grand Theater, Westfield, N. Y., near here October 10. Members of the company were rehearsing for the evening performance when the fire broke out on the stage.

The trouper sought to put out the flames, which quickly spread thru the scenery and beyond control. As the company neared the exits at the front of the theater there was a terrific explosion near the stage, blowing out the back wall and causing the ceiling to fall. All members escaped without injury.

Kenneth Blakely, of North East, Pa., owned the theater and estimated the damage at \$75,000, covered by insurance. He said rebuilding would start at once. The theater runs stage attractions now and then.

The troupe, which was to have had a one-night stand, consists of Robert Bell, Neke La Maka, Princess Tehe Kahi, Aloha Lani, Waikiki Beach Steel Guitar Band, and Honolulu City Trio.

Dixie Dunbar Bankrupt

NEW YORK, Nov. 2.—Dixie Dunbar, former movie starlet who has been appearing at the Plaza Hotel, filed a voluntary petition in bankruptcy in the local courts today (2). She listed her liabilities totaling \$2,566 and no assets. Chief creditors are A. J. Mangin & Company, furriers, listed for \$1,688. Miss Dunbar stated that she earned \$11,000 in 1939 and only \$2,000 this year.

Hudson Wonders Fly to Roxy

CHICAGO, Nov. 2.—The Hudson Wonders made a record jump Friday to open today at the Roxy, New York. Closing at the Riverside, Milwaukee, Thursday night, they moved to Chicago, caught a United Air Lines plane at 3:57 a.m. Friday and were rehearsing in New York the same afternoon. They are at the Roxy for two weeks with options.

NY AGVA Party Attracts 300

NEW YORK, Nov. 2.—Phil Irving, president of the New York local of the American Guild of Variety Artists, states that "over 1,000" \$1.10 tickets were sold for the AGVA party staged at the Manhattan Center Monday (28), even though only about 300 attended. Irving claims a profit, but figures were not announced.

Entertainment was furnished by the Frankie Newton and Nora Morales bands and talent from local night clubs. The show from La Conga was offered. There seems to be some dispute over AGVA's announcement that La Conga is a union spot. Bernard N. Ackerman, attorney for La Conga, claims that the spot did not sign any AGVA pact. Union minimums are in effect, however.

MONTREAL, Nov. 2.—Leslie Litomy, AGVA organizer here, states that he has had an interview with the American Consul, resulting in an agreement allowing Canadian acts to enter and work in the United States. Canadian professionals, henceforth, will be excluded from the contract labor provision of the U. S. immigration laws, which worked to their disadvantage. This action will promote good will for AGVA in Canada, Litomy said.

SAN FRANCISCO, Nov. 2.—AGVA here has established a \$250 relief fund to advance to unemployed members and those needing ready cash to take them to out-of-town jobs. Plans were announced this week for an AGVA benefit show which will be held, midnight, November 29, at the Golden Gate Theater.

Stunt To Hypo Vaude

CAMDEN, N. J., Nov. 2.—Larry Ruch, manager of the Towers Theater, pulled an attention-getting stunt when he littered the city streets with novelty heralds for the week-end stage shows at his house. Gag took the form of a lost dollar bill, folded in half, which looked like the McCoy from a distance. When the happy finder opened it up, Ruch's message read: "Sorry, but we want to introduce you to a real value," and sold the Towers' "super-vaudeville—five big acts."

Vernon, Wally (La Conga) Hollywood, Calif.
 Vernon, Kay (Bordevick's) Tuckahoe, N. Y.
 Vilas, Demetrios, & Isa Kevin (Music Hall) NYC, t.
 Villanova, Estrellita (Reno Club) NYC, nc.
 Vincent, Romeo (Paramount) NYC, t.
 Vitell, Magician (Aberdeen, Wash., 6; Pe Ell T; Kalamazoo, 9; Omaha, 9; Chicago, 10; Eddie's) NYC, nc.
 Von Dell, Cecil (69th) Chi, nc.
 Vorris & Vistoz (Embassy Club) Phila, nc.

W

Walsh, Sammy (La Martinique) NYC, nc.
 Ward, Bill (Jack & Bob's) Preston, N. J., nc.
 Warren, Katherine (Music Hall) NYC, t.
 Weaver, Starjorie (Oriental) Chi, t.
 Weber, Rex (Hollenden) Cleveland, h.
 Wells, Bill, & Four Pats (Lyric) Indianapolis, t.
 Whalen, Arleen (State-Lake) Chi, t.
 Whalen, Jackie (Barkley's) Brooklyn, nc.
 Whalen, Maurice & Betty (Blackhawk) Chi, t.
 White, Madeline (608 Club) Chi, nc.
 White, Jerry (New Yorker) NYC, h.
 White, Eddie (Lookout House) Covington, Ky., nc.
 White's, George, Scandals (Stanley) Pittsburgh, t.
 Wood, Barry (Rox) NYC, t.
 Wood, Ewanor (Park Central) NYC, h.
 Woods, Johnny (Earle) Washington, t.
 Woodward, Sisters (Park Central) NYC, h.
 Wright, Will (Silver Slipper) Louisville, nc.
 Wynn, Nan (Ambassador East) Chi, h.

Y

Yarr, Sonya (Button) NYC, h.
 Yarr, Den, Variety Eight (NYC) NYC, t.
 Yvette (La Martinique) NYC, nc.

Z

Zurke, Bob (Ambassador East) Chi, h.

BURLESQUE

(First Circuit Shows)

Burlesque Parade: (Hudson) Union City, N. J., 3-9.
 Fads & Fancies: Open, 3-7.
 Five a Time: (Empire) Newark, N. J., 3-9.
 Heads Up: (Lyric) Bridgeport, Conn., 4-9.
 Heart Breakers: (Mayfair) Dayton, O., 1-7.
 Hindu Belles: (Gayety) Baltimore 3-9.
 Hit Waves of 1941: (National) Detroit 1-7.
 Kiss a View: (Casick) St. Louis, N. E.
 Rhythmic: (Trocadero) Phila 3-9.
 Rides High: (Orpheum) Reading, Pa., 6; (Lyric) Allentown 3-9.
 Screenminers: (Old Howard) Boston 4-9.
 Speed & Sparks: (Colonial) Utica, N. Y., 8-10.

'Tain't Fair, Judy

ATLANTA, Nov. 4.—Judy Cadova gave Manager W. T. Murray, of the Rialto Theater, some uncomfortable moments during the world premiere of *Who Killed Aunt Maggie?* last week. She was one of the Republic film players present at the showing and was called on to say something from the stage.

"Well, I might as well get in a little plug while I'm up here," she bowed. "I signed a contract to appear on the Roxy stage starting Sunday for a week. I'm expecting to see all you people up there. And say, come two or three times; I'm also getting a percentage of the take."

The Roxy is one of Manager Murray's bitter rivals.

Bowery, Detroit, Continues Names

DETROIT, Nov. 2.—Policy of big names for the Bowery Cafe will definitely be continued this fall and winter. Manager Frank Barbaro said this week. With Jimmy Durante current, four names, all repeats, are set to follow: Everett Marshall for a week; Harry Richman, two weeks; Sophie Tucker, two, and Sally Hand, opening December 9 for four weeks.

The Jitterbugs, produced by the Roth & Berdon School, featured show last year, return next week.

Name Bands for Bridgeport

NEW YORK, Nov. 2.—Changing from straight vaude to a band policy for the Sunday shows at the Lyric, Bridgeport, Conn., A. and B. Dow, bookers of the house, have set Ina Ray Hutton for November 3; Louie Prima, November 10; Jack Teagarden, November 17; Tommy Tucker, November 24, and Cab Calloway for December 1.

Pinehurst Club Reopens

PINEHURST, N. C., Nov. 2.—Dunes Club reopened for the winter last Thursday (24). Initial bill has Ginger Heather, Jerri Withee, Suzanne Austin, Diane Reed, and Marianne Robcaster. Don Boone is booking the spot from New York.

Starters of 1941: (Gayety) Norfolk, Va., 3-8. Strip, Strip Away: (Gayety) Washington 3-9. Tunes & Steps: (Casino) Pittsburgh 3-9.

ICE SHOWS ON TOUR

Henie's, Senja, Hollywood Ice Revue of 1941: (Coliseum) Houston, Tex., 21-27.
 Ice-Cadets of 1941: (Produced by Arena Managers Association) Nov. 4-11, Duquesne Gardens, Pittsburgh; (Arena) Phila 12-12.
 Ice Fellies: (Produced by Shipstad & Johnson) Tulsa, Okla., 30-Nov. 4; St. Louis, Mo., 3-9.

REPERTOIRE-TENT SHOWS

McNally's Variety Show: Hartford, N. Y., 4-9.
 Miller, Al H., Show: Smithville, Ga., 4-9.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
 Ballet Russe: (Opera House) Boston.
 Bankhead, Tallulah: (Rialto) Joliet, Ill., 3; (Coronado) Rockford 6; (Davidson) Milwaukee, Wis., 7-9.
 Brown, Joe E., in *Elmer the Great*: (Stymouth) Boston.
 Chatterton, Ruth: (Ford) Baltimore.
 Concert in April: (Playhouse) Wilmington, Del.
 Ellis, John, Hip Van Winkle: (Playing Chicago schools).
 George, Gladys: (Case) Detroit.
 Glamour Preferred: (National) Washington.
 Hayes, Helen: (Forrest) Phila.
 Helmspecker: (Bushnell Aud.) Hartford, Conn., 5-6; (Shubert) New Haven 7-9.
 Heppner, Katharine: (Victory) Dayton, O., 3; (Harrison) Columbus 6-9.
 Ladies in Retirement: (Wilbur) Boston.
 Lawrence, Gertrude: (Municipal Aud.) New Orleans, La., 3-5; (City Aud.) Jackson, Miss., 6; (Leland Aud.) Montgomery, Ala., 7; (Stranger) Atlanta, Ga., 8-9.
 Lunt & Fontanne: (Royal Alexandra) Toronto 5-9.
 Male Animal: (Selwyn) Chi.
 Mamie's Game to Dinner: (Fairbanks) Springfield, O., 5; (Paramount) Marion, Ind., 7; (Uptown) Racine, Wis., 8; (Garlick) Fond du Lac 9.
 Man Who Came to Dinner: (American) St. Louis, Mo., 3-9.
 Meet the People: (Grand O. H.) Chi.
 Night of Love: (Shubert) Boston.
 Pins & Needles: (His Majesty's) Montreal, Can.
 Time of Your Life: (Stranger) Chi.
 (See ROUTES on page 34)

Talent Agencies

FANCHON & MARCO have completed arrangements with Romeo Silva, ork leader at the Brazilian Pavilion at the World's Fair all summer, and Harry Kossarin, music publisher's rep in South America, to market talent in South America. P. & M.'s Sam Shayon and Jesse Kaye hope to develop a new market for their acts and lines thru this arrangement. . . . ARTHUR ARGYRIES, Rochester, N. Y., booker, says there is a shortage of talent in that area. . . . E. J. RUTAN, New York, has recovered from the effects of a fall down an elevator shaft.

BILL STEIN, formerly with the Murray Korman studios, has joined the Tony Phillips agency, New York. . . . PETER DEL MORRIS, New York, is taking treatments for a sinus condition. . . . JACK GROOM, manager of the Chez Ami Club, Buffalo, is buying talent from both agents and acts direct.

RAY S. KNEHLAND, Buffalo, who says he is now handling the greatest number of night club, vaude, and private club bookings in his career, has just added the Riviera Restaurant, Lockport, N. Y., for four acts weekly. He has also set Blue Barron's band for the annual Police Ball November 20.

HAROLD DOBROW, former secretary to Paul Small, New York, promoted to his assistant. . . . MICKEY ALDRICH back at Eddie Sherman's, New York, after being with Consolidated Radio Artists, Ltd., for the summer. . . . LARRY GRAVERS, of the Philadelphia office of Warner Brothers, is recovering from a kidney ailment. . . . STANFORD ZUCKER is piloting Stepin Fetchit thru a tour of one-nighters in the South thru Hall Houspe Agency, Valdese, N. C.

SAM ROSSEY Agency, San Francisco, has booked the Claire Ray Dancers (six) into the 365 Club, opening November 7 for six weeks. Another Rossey booking is that of a complete unit into the Commercial Hotel, Eiko, Nev., for eight days, starting October 25. Show is headed by the Ray Dancers and includes Susan Miller, the Bltmorettes, the Stadlers, Ray Conlin Jr., Johnny O'Brien, and Arnold and Appel.

BILL BURNHAM, band booker at Consolidated Radio Artists, has applied for a lieutenant's commission in the army. He says he would like to book the army band on a post-to-post hookup. . . . LUISA SALAS has joined the Leo Pontatine at the Rice office, New York, to book concerts for South America. . . . JOLLY JOYCE, Philadelphia agent, and Hale Hamilton Jr., performer, are in the Pottstown (Pa.) Hospital as a result of serious injuries sustained when the automobile which Joyce was driving crashed into a pole October 20. Joyce has five broken ribs and internal injuries and Hamilton has a possible frac-

ture of the skull. . . . LANE NIDORF, former operator of the Sportland night club, Wildwood, N. J., and brother of Mike Nidorf, General Amusement Corporation executive, named assistant manager at Warner's New Vernon Theater, Philadelphia. . . . THOMAS KETTERING, former press agent for the Royale Proles and Bon Air Country Club, Chicago, is now devoting his full time to management of new acts. He represents Avis Kent, Mary Beth Sires, June Price, Winifred Seely, Nell Stockwell, and Evelyn Farney. . . . SOL TEPPER, indie agent, has joined the Charles Yates office in New York.

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Maisie & Hazy Sign With World's Biggest Agency; It's Wonderful

Dear Paul Denis: WILL you be surprised? We are now managed by the Corporation Holdup & International Standard Enterprises, Ltd., the biggest agency in the world. Isn't it thrilling?

For years I've dreamed of being managed by the CHISEL (that's the initials of the agency). And how did it happen? A man came to Nick's Romantic Casino last week and asked me, "Aren't you the Maisie and Hazy ballroom act that's being featured here?" I said, "Certainly," hoping the gentleman was Mr. Shubert or Mr. Goldwyn.

"Well," he said, "I'm Jim Mann, and I'm with CHISEL, the biggest agency in the world. I'm in charge of the dance team department and I'm about one act to fill out my list. In fact, I've got at least one team for every letter in the alphabet, but not one under the letter M. Wouldn't you like to be my M act?"

I was so surprised I gasped. "I'll have to ask my partner; we always sign contracts together. And, besides, I'll have to call Joe Pursant. He's my agent, altho we have no written contract with him."

When I told Hal about it, he said, "Sure, let's sign. Even if the agency doesn't get work for us, we get a lot of prestige. And, besides, they have a swell waiting room, and we can read copies of *The Billboard* and *The Racing Form* without charge."

Then I called Joe Pursant, and he was very hurt. "After all these years you drop me to go with that big CHISEL office. It's got a big name, but all you'll be is another name on their list. They won't know you're alive after you sign. But I'm a regular guy and don't ever say I held you back in your career. Go ahead and sign—and when you need work, see me. I can always get you a quick week at the El Groucho Club."

And, so, with a lot of nervousness and excitement, Hal and I went up the CHISEL office, where four office boys bowed like Music Hall ushers and a reception girl sang our name into a box. Then the girl sang, "Mr. Mann will see you in just two hours; be seated."

And so we sat for two hours, having a wonderful time watching the office boys bow so politely, and then we read all the back issues of *The Billboard*. The furniture was lovely, too. The girl at the desk said everything was imported, 18th century French stuff. It was all so nice that even the Mr. Mann couldn't see us at the end of the two hours we didn't mind it a bit. Hal, in fact, started a serial story in *Collier's* and is going back there tomorrow to finish it.

I'll write you again next week and tell you of the big jobs CHISEL is going to get for us. MAISIE.

Night Club Bombed

LONDON, Oct. 19.—First appeal case by a bottle party against Police Commissioner's order prohibiting premises being used for 12 months for eating, drinking, dancing, and entertainment between 10 p.m. and 5 a.m. has been withdrawn under dramatic circumstances.

At adjourned hearing in court, counsel for appellant, Mrs. Elsie Lynch, stated that the spot in question, the luxurious Stock, no longer existed, having been hit by a bomb during an air raid.

Another Film Player Unit Set

NEW YORK, Nov. 2.—A new unit of film players, Hollywood on the Loose, which made its bow at the State-Lake, Chicago, yesterday (1), has been signed for the Lyric, Indianapolis, November 8, and the Riverdale, Milwaukee, November 15.

The unit includes Tom Brown, Arleen Whelan, Alexander D'Arcy, Judith Allen, and Shaw and Lee.

Charles V. Yates is handling this outfit. Submitting price is \$8,500, plus coverage.

Vaude for Fox, St. Louis

CHICAGO, Nov. 2.—The Fox, St. Louis, goes to a vaudeville policy November 8. Will play double features and five acts of vaude. Boyle Woolfolk is booking first couple of shows.

Fire Damages Asbury Spot

ASBURY PARK, N. J., Nov. 2.—Fire last week gutted the Silver Palm, year-round night spot operated by Ervel Powers and Harold Bowitzer. Damage was estimated at \$2,000.

former operator of the Sportland night club, Wildwood, N. J., and brother of Mike Nidorf, General Amusement Corporation executive, named assistant manager at Warner's New Vernon Theater, Philadelphia. . . . THOMAS KETTERING, former press agent for the Royale Proles and Bon Air Country Club, Chicago, is now devoting his full time to management of new acts. He represents Avis Kent, Mary Beth Sires, June Price, Winifred Seely, Nell Stockwell, and Evelyn Farney. . . . SOL TEPPER, indie agent, has joined the Charles Yates office in New York.

Vaudefilm Grosses

Election Week Booming Business On B'way; Para, Music Hall Big

NEW YORK—Election week promises to be one of the best of the year for Manhattan's five combo bill houses. Increased flow of business started week-end of November 2 and is slated to continue thru November 5. Extra Election Day shows have been set for all houses.

The Paramount (seating capacity 3,654, house average \$37,000) pulled down a fine \$42,000 for its second week ended October 29 with the strong picture *Arise My Love* and stage bill featuring Frances Langford and Jon Hall, Romo Vincent, and Tommy Reynolds' band. Third week started strong and in view of extra election holiday biz should draw a hefty \$34,000. Bills change November 6 when house opens with its anniversary show, including Cecil B. DeMille's *Northwest Mounted Police*, and on stage Glen Gray and his Casa Loma Band, Red Skelton, and Al Slinger's latest and most publicized protegee, Connie Russell.

Loew's State (seating capacity 3,327, house average \$22,400) is not complaining over the \$34,000 gross attracted by Louella Parsons' Hollywood unit, which closed a week's run October 30. Management claims that show would have done even better but too much pre-election activity had something to do with keeping many of her fans away. Accompanying picture, second run of *Foreign Correspondent*, is credited with part of the coin, its first run having been limited to the Rivoli where a comparatively high admission scale is in effect. Current bill which opened October 31 is heading toward a big \$35,000 for the first of its two weeks. Line-up has the well-advertised Riviera Club trio—Harry Richman, Sophie Tucker, and Joe E. Lewis—who appear together for the first time on any vaude stage. Pictures will change for the second week, Metro's *Strike Up the Band* (second run) coming in Thursday (November 7).

The Strand (seating capacity, 2,758, house average \$33,500) is thankful for the election week boom because the final lap of its current three-week bill, *Kaute Rockne—All American*, on screen.

Kaye, "Wanted" 23G in Two Weeks

BALTIMORE.—Two-week stay for RKO's *They Knew What They Wanted* grossed \$23,500 total at Hippodrome here (seating capacity, 3,000; average gross, \$14,000). First week came thru with \$13,500, while second week dropped to \$10,000.

Stage show also remained both weeks and included Gae Posters' *Boxettes*, Danny Kaye, the Pitchmen, Pansy the Horse, and Michael Loring. Next week should be good, with Jimmy Dorsey's band on the stage.

Average Business For Spokane Vaude

SPOKANE, Wash.—Bert Levey Circuit vaude of Rafton Sisters and Gay, Eddie Gordon and Company, Paulette Penny and Company, Dorothea Stason, and Jackie Green, supported by the pic *The Old Swamin' Hole* and *Range Busters*, drew an average \$1,750 October 25-27 at the Post Theater. Rain hurt the Saturday box office, according to Manager Bill Evans.

There also was strong competition at the Orpheum, where Captain Eric Van Der Wall and his trained African lions were featured ahead of *Moon Over Burma* and *Secret Seven* and did very good business.

Receipts were reported considerably better than for *Parisian Creations*, which showed with *Men Against the Sky*, and *Ride, Tenderfoot, Ride*, at the Orpheum October 16 to 19, according to Manager Buck Seale. Post Street was \$300 under house average October 18 to 20 with Maxine and Bobby Carbone, Harris the Horse, and the films *SH Patrol* and *Up in the Air*.

and Woody Herman's band on stage, has not been holding up well. First week, ended October 24, brought a big \$48,000, picture getting terrific publicity, but second week dropped to a mild \$28,000. Veterans around Times Square explain drop to poor word-of-mouth build-up given the pic. Final lap, week beginning November 1, may draw a fair enough \$26,500, thanks to the election biz. House is getting a two-week show Friday (8), Teddy Powell's band coming in on stage instead of the previously billed Ozzie Nelson, and Priscilla Lane instead of Harriet Hilliard. Pic will be *Tugboat Annie Sails Again*. The Nelson-Hilliard combo has been set back until November 22 to open with *The Letter*.

Music Hall (seating capacity 6,200, house average \$84,000) is ready to do big business once more, the big opening of Metro's *Escape* Thursday (31) promising a fine \$80,000 for first week. Management expects it to build via the word-of-mouth channels. Notices have been very strong, too. Accompanying Russell Markert stage revue has five acts, including the Revuers and Betty Bruce. The *Westerner* which pulled out after one week (it closed October 30) was a disappointment at \$75,000.

Roxy (seating capacity 3,654, house average \$36,000) grossed \$38,000 in the last nine days with *Down Argentine Way* and vaude layout featuring the Mill Herth Trio, giving it a profitable-looking total of \$78,000 for its combined 16-day run. New bill includes *The Mark of Zorro*, previewed Friday (1), and a stage revue with the Hudson Wonders, Lowe, Hite and Stanley, Frank Gaby and Ben Yost's Varsity Eight. In for a fortnight, with a third week scheduled provided picture draws.

"Scandals" Heads For 20G in Pitts

PITTSBURGH.—Stanley management anticipated more than \$20,000 gross for week beginning yesterday, first vaude show since last spring excepting one. *George White's Scandals* unit drew more than \$20,000 at Nixon last season at \$3.30 top in eight performances. Stanley top is 65 cents, with four shows daily.

Cast here includes Ben Blue, Ross Wye, June Mann, Four Kim Loo Sisters, Craig Mathews, Mildred Fenton, Ruth Day, Marco Sisters, and Billy Rayes. On screen, Edward G. Robinson in *A Dispatch From Reuters* (WB).

Only other vaude bill in sight is *George Jessel* unit, that will break up here after 10 weeks on road.

Ind'p'lis Houses Pull Big \$26,000

INDIANAPOLIS.—Two stage shows for the week ended October 31 grossed \$26,000, an unheard-of event in these environs.

George White's Scandals, headed by Ben Blue, turned in an extremely gratifying \$12,000 at the Circle (2,600 seats), which normally shows only pic. First four days were terrific, but biz slackened the last three days. Pic was *The Quarterback*.

While this was going on, the Lyric's (1,892 seats) cash register was not idle. There the Laurel and Hardy revue surprised everyone by rolling up a sparkling \$14,000. Show was aided considerably by favorable word-of-mouth publicity. Pic was *Melody and Moonlight*.

Springfield Okeh

SPRINGFIELD, Mass.—Court Square Theater had the SRO sign out for the vaudefilm bill that closed Saturday (26) after a three-day run. The film was *Money and the Woman*.

On the stage were Ralph Olson and Shirley Warner and Leigh Art Conrad, Harris and Carol Walker and Jean Frank Mazzosa Company, and Larry Best.

Mounties 51G at Chi; Rate 39G on H. O.; McCoy, Hill Okeh in Face of Competition

CHICAGO.—The Mounties got their men, and women and kiddies, too, the past week at the Chicago Theater, giving the house its biggest gross in weeks. The technician pic, *North West Mounted Police*, supplemented by a stage bill that included Betty Grable and Ken Murray, drew tremendous week-end biz and very good attendance the balance of the week. With prices upped to 44 and 85 cents, the take totaled better than 51G. State-Lake and Oriental felt the competition

of the Chicago but both had a fair week. At the State-Lake, Clyde McCoy and his ork and the pic *Floating Gold* hit around \$15,500. Oriental, with Tiny Hill and ork and a none-too-good pic, scored a fair \$18,000.

Screen names are counted on to boost the take at the State-Lake and Oriental this week, but early indications point to only average biz. State-Lake has a Hollywood roadshow unit that features several minor screen personalities and a couple of vaude biggies, but lacks cohesion. Not likely to get more than a fair 15G. The Oriental, with Ella Maxwell and her Hollywood Debs, may attract some of the upper crust in addition to its usual family time clientele, but doesn't promise anything big. Probably will hit around 16G. Holdover of *North West Mounted Police* and stage show at the Chicago should do a satisfactory \$40,000.

Bowes Unit Draws 21Cs in Lincoln

LINCOLN, Neb.—Major Bowes's *Sixth Anniversary Revue* at the Stuart (October 28-28), priced at 10, 25, 40 cents, rang up \$2,700 on the three-day week-end stand.

Unit was weakest of the many Bowes units to play here, and would have wilted had it not been for aid from university home-coming and the teachers' convention in town.

Film was *Golden Fleeing* (MGM), and the weather fine.

Barnet, Luncford Solid in Buffalo

BUFFALO.—While cooler weather was help to vaudefilm draw, political campaign distractions this week counteracted the effect, giving houses only fair takes. The coming week looks big, however.

The Buffalo (seating capacity, 3,500; house average, \$12,500) opened week of November 1, pleasingly with a strong screen-stage layout. Charlie Barnet's band, featuring Bob Carroll, Harriet Clark, Ford Lesny, and Cliff Lecman, is coupled with comedy team, Bud Abbott and Lou Costello. Added acts are Dick, Don, and Dinah, and Don Loper and Maxine Barrat. Pic, *No Time for Comedy*. Gross estimated to reach \$17,000.

For week ended October 31 the Buffalo turned in a poor \$11,800. Comedy-pic, *Third Finger—Left Hand*, was main attraction, slightly aided by *March of Time* and Maurice Nicholson at grand organ, and Meyer Balson, vocalist, the only flesh.

The 20th Century (seating capacity, 3,200; house average, \$8,000) has a promising line-up on tap for week of November 1. Jimmy Luncford's ork is expected to pull well, leader being a local boy. Show includes Swan and Lee, Miller Brothers and Lois, and Peters Sisters. On the screen, *Queen of the Yukon*. Gross expected to tally around \$13,500.

Hollywood Hotel Revue at Century pulled a fair enough \$13,500 for week ended October 31. Headlining Diamond Brothers, Bobby Morris, and Six Harvest Moon. *Champion* plus added attraction *Rosita Royce* in her *Dance of the Doves*, the unit was extremely well publicized with such stunts as Hollywood Premiere Night out front. Pic, *Boys of the City and Picture People*.

Competish Hurts Milwaukee Gross

MILWAUKEE.—Election campaign broadcasts, mild weather, and the Auto Show in the Auditorium combined to hold down the take at the Riverside Theater for the week ended October 31 to an average \$7,000.

The show, Grantland T. Bryant's *All-American Folks*, includes the Dorothy Hood Beauty Ballet, Buster Week and Lucille Page, Ray Wencil, Madie and Ray, the Hudson Wonders, and Bill Bally. Pic, *Nobody's Children* (Col.).

"Intimate Revue" 6G In K. C.; Bowes 8G

KANSAS CITY, Mo.—*Intimate Revue* at the Tower Theater for week ended October 30 grossed normal \$6,000. Acts included Valentine and Day, the Red-dingtons, Guy Lauren and Ginger, Lester Harding, and the Novelty Swing Band. Pic, *Argentine Nights*.

Week ended October 25 Major Bowes' *Sixth Anniversary Unit* grossed good \$8,000 with pic, *Ride, Tenderfoot, Ride*.

Philly Biz Off; Krupa Pulls 22½G; Fay's Near Average

PHILADELPHIA.—After holding up well for the week-end shows, box-office gates at all theaters took a dive on the weekdays. Weather conditions were perfect, only explanation being the fact that presidential campaign speeches are keeping folks near the radio. Excitement over the draft roll didn't help matters either.

Earle Theater (seating capacity, 4,000; house average, \$14,000) for the week ended Thursday (31), after a strong start, skidded to \$22,500, with Gene Krupa's orchestra sharing the bill with Roy Bolger and Sunny O'Dea. *Hit Parade of 1941* supported on screen.

Current bill, opened Friday (1), hitting into the heat of the election campaign, will have the house satisfied with \$23,000 to which it points. Stage holds Louella Parsons' Hollywood unit, with Iona Massey, Binnie Barnes, Sabu, Brenda Joyce, Robert Stack, William Orr, and Mike Frankovitch, with *The Quarterback* on screen.

Fay's Theater (seating capacity, 2,100; house average, \$6,800) just got by with \$6,700 for the week ended Wednesday (30), with Annette and Jean Carroll the burly heads, and with the vaude contingent including Herman Timberg Jr. and Pat Rooney Jr., Chester Fredericks and Gloria Lane, Panny and Kitty Watson, Olyn Landrick, house line of 16 Loneragan Girls, and Harry Kohn's house ork. *Glamour for Sale* on screen.

New bill opened Thursday (31) is figured on finding \$6,800 a comfortable take in view of the competitive election factors. Girlie leads include Gladys Fox and Eve Arden, with vaude specialties in George Beatty, Mills, King, and Ray; Al Gordon and His Racketeers, and Roberts and White, with Margie on the screen.

Election Slashes Washington Takes

WASHINGTON.—Due to high local interest in national elections, Loew's Capitol and Warner's Earle expect modest business for current attractions.

Loew's, showing *Third Finger Left Hand*, anticipates \$19,000 for week ending November 6. On stage are Sibyl Bowan, the Gaudsmiths, Helene Demison, and Rhythm Rockets. Last week KFF Carson did a weak \$11,000.

Earle, with Crosby film *Rhythm on the River*, expects \$16,000 for week ending November 7. Mills Herth Trio headlines the stage, with the Del Rice, Johnny Woods, and the Boxettes completing the bill. Last week Jimmy Dorsey and film *Christmas in July* did \$18,000.

Cugat Pulls Limp \$6,900 in Dayton

DAYTON, O.—Despite the fact that he had one of the best orchestras and shows of the season, Xavier Cugat failed to pull down more than \$6,900 gross at the Colonial Theater last week.

It was his first appearance in Dayton and even tho he's on the airlines likely was not sufficiently known here to draw a heavier gross.

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in the current issue of

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Vaudeville Notes

DUKE ART JR., plastic sculptor, now on tour with the Benny Davis unit, inherited the art from his father, who did a similar act eight years ago. He will play Loew's, Norfolk, Va., week of November 7, and Loew's, Richmond, Va., week of November 14.

THOMPSON BROTHERS and Norma Jane are doing a new tap and ballet act, produced by Jack Lenny, of Herman Fialkoff's office, New York. Filled their first couple of dates at the Freeport, Freeport, L. I., N. Y., October 31-November 2, and at the Elizabeth, Liberty, N. J., November 7-10. . . . **CHARLOTTE ORKEN**, formerly of Ben Yost's New Yorkers, is now rehearsing a comedy single, under Yost management. . . . **BENKLEY TWINS** have split. Miriam Berkley is now preparing a singing act of her own. . . . **JOHNNY COY**, tapper, has been screen-tested by 20th Century-Fox.

MIRIAM SPIER, vocal coach in New York, writes that Frank Sinatra and Ruth Gaylord, band singers, do not study with her, as stated recently. She says that among those studying with her are Frankie Masters, Marion Francis, Pat Rossi, Donna Dae, Peggy Mann, Carol Kay, Arlyne Chanler, and Dorothy Claire.

MATT SAUNDERS, city manager for Loew, who has been located here the past 28 years, received a boost from Ben Bernie, who played a one-day engagement at the Loew-Lyric Theater Sunday (27). Bernie, in a certain speech, recalled that he started in Bridgeport years ago, and it was Saunders who encouraged him to continue.

AL PALMER, former Montreal correspondent of *The Billboard*, is now somewhere in England with the RAF. . . . **BOB AND MARTHA WARREN**, now in Albany, N. Y., will be with the Newland

unit this season. . . . **BEA WAIN** starts at the Flatbush, Brooklyn, November 7. She was originally scheduled to open with Milton Berle November 21. Berle's subsequent call to Hollywood changed that. . . . **GLORIA JEAN** is making personal appearances in connection with her new film, *A Little Bit of Heaven*. . . . **DAN BURLEY**, theater editor of *The Amsterdam News*, Harlem, is authoring a series of articles discussing sepi performers. . . . **FRANK VELOZ**, of Velox and Yolanda, says in Hollywood he wants to desert dancing in favor of directing and producing motion pictures. . . . **HARRIS, CLARE, AND SHANNON** have been screen tested for Columbia. . . . **CONNIE RUSSELL**, and Al Siegal have signed with MGM. Siegal will coach Shirley Temple, among other things.

DIOSA COSTELLO, following her run at the Brandt houses, departs for Hollywood to start work in the new Rodgers & Hart musical for RKO. . . . **JUDY CANOVA** is doing two weeks of vaude prior to going back to the Coast for film commitments. Started Friday (1) at Adams, Newark, N. J., and follows with the Hippodrome, Baltimore, Md. . . . **DON RICHARDS** set with the *Streets of Paris* unit by Fanchon & Marco. . . . **PETERS SISTERS** will tour with Jimmy Lunceford's band.

THE DINNINGS SISTERS were added to the midnight stagelike of the Holte-Lake Theater last Saturday (2) in order that Harry Kalchheim, Paramount Theater booker, might judge them firsthand. Result will probably be a Paramount booking for the girls some time in December. . . . **OWEN BENNETT** is in Norfolk, Va., building a new unit, *Continental Heat Wave*. . . . **LIME TRIO** goes into the Earle, Washington, week of November 8. Act just completed a 25-week

run at the New York World's Fair as a feature in *American Jubilee*.

THE COLSTONS, Gail Manners, and Jay Seller, of the Seller Brothers, were bruised Wednesday (30) in Manhattan when hit by a taxicab. Spent several hours in a New York hospital.

Mme. Michaud Club Opens

PHILADELPHIA, Nov. 2.—Madame Michaud has unshuttered Le Village of Michaud's Restaurant, with Lorraine Rosse heading the bill.

George S. Kovach, manager of the Ritz-Carlton Hotel, brought in Jack Kerr for the Marquis Cocktail Lounge. The dining room may reopen as a supper club, with Anthony Candelori already set for the music.

Legal ties were cut for an early re-opening of the Anchorage at the Park Casino, under new management headed by Harry Drob. Spot was shuttered during the summer by federal agents for tax defaults. Will use name acts and band.

Play Down Bavarian Angle

CAMDEN, N. J., Nov. 2.—Weber's Hof-Brau is edging out the Bavarian atmosphere because of the European situation. Operator John Weber has Syd Golden reading old-fashioned square dances and barnyard games as a nightly feature.

Performer Opens Club

PHILADELPHIA, Nov. 2.—Frankie Richardson becomes the first performer to turn to night club operation here, the emcee-singer taking over Montgomery's Cabaret.

Harold Larzelere resigned as manager of the Evergreen Casino, selling out to Tenny Newbold.

West End Switch to Dows; Also Academy

NEW YORK, Nov. 2.—The A. and B. Dow office is taking over the booking of the West End Theater beginning November 15. The first show set under the Dow auspices is the Teddy Powell band. The house will use sepi as well as pale-face talent. A. L. Burt previously booked.

Dows are also setting Tuesday vaude shows at the Academy of Music, operated by Skouras, beginning November 5, with Teddy Powell on the initial bill. The Dows say they hope to build this house up to a full week stand.

Gomez Delayed in Rio

NEW YORK, Nov. 2.—Hope Minor, of Gomez and Minor, returned from Rio de Janeiro last week without her partner, Luis Gomez, who lost his re-entry permit. He wrote Washington for a duplicate and the procedure will delay his return a couple of weeks.

The team played a six-week engagement at the Copacabana. It is Miss Minor's second run in Rio, her first having been with her former partner, Eddie Root.

Houston Club Opens

HOUSTON, Tex., Nov. 2.—E. D. (Doc) Ross opened the Mo-Marte Club with a full house Saturday. Ross, who operated the Blossom Heath for some time, has leased a three-story building from A. E. Kesting in semi-downtown Houston. It has been redecorated into a replica of an old German castle with turreted windows. Dinning starts at 9 p.m. There is a 40-cent cover charge. Herman Vernon and ork provide the music.

State, New York

(Reviewed Thursday Evening, Oct. 31)

After a summer's run at Ben Marden's Riviera, the principals of the last show there have been brought here for a two-week run, *The Howards of Virginia* being the first-week film and *Strike Up the Band* slated the second week.

The bill was well publicized for weeks and weeks, and the fact that it is intact here (except for the Chester Hale ensemble) adds to the individual b-o. power of each of the three names (Harry Richman, Sophie Tucker, and Joe E. Lewis). Chandra-Kaly Dancers (man and two girls) round out the bill, with four Hale girls from the Riviera group having been added after the opening performance to bolster a weak spot.

The show as a whole is punchy entertainment, even tho it lost some of its strength due to the difference between working to cafe audiences and before State audiences. The show lacks enough sight comedy, and all three names work at the mike, which makes for a tinge of monotony. But compared to last week's film player unit (Louella Parsons' show), which lacked solid entertainment, this week's show is terrific.

Opening day started with five shows and six are slated for Saturday. Lewis enacts and does a fine job, altho he's not as strong here as he was at the Riviera. Miss Tucker comes on in resplendent metallic gown for a perfectly delivered song-talk about the good old days and the army boys, then a clever and saucy tune about Havana, followed by a swing version of *Some of These*

Days. (We like the old arrangement better.) Had to beg off.

The Chandra-Kaly Dancers, doing one number after Tucker and then another after Lewis's own act, did well, but could have booked better if they had done their numbers consecutively and if they had proper atmosphere. Their Cuban eccentric, fast, and actionful dances needed more than a pit-band-on-stage background.

Lewis's special lyrics are especially amusing to the trade and obviously went over the heads of some of the audience. Nevertheless he drew solid laughs with his Kalteborn Blues, *Sue Me*, and razzing of pop songs.

Richman started with *Your Broodway*, followed with *I'm Stepping Out With a Memory*, then a patriotic ditty, *Wrap Your Dream in the Red, White, and Blue*, encoring with a Gay '90s song and patter that brings on the four Hale girls in old-time costumes for a background parade bit. By the time he sings *By the Sea*, Tucker and Lewis are joining him in old-time bathing costumes. This develops into an afterpiece in which Austin Mack (Lewis pianist who arranged the show's music), Ted Shapiro (Tucker pianist), and Jack Golden (Richman accompanist) are brought on for a bow and comedy gab.

Ruby Zwering's band is on the stage and handed the music okeh.

Manager Al Rosen expects a big gross. Paul Denis.

Roxy Theater, New York

(Reviewed Saturday Afternoon, Nov. 2)

Current stage layout, scheduled to stay two weeks, is sufficiently impressive and entertaining to give ample support to Tyrone Power in *The Mark of Zorro*. Production and the selection of acts make for a swell bill.

The Gas Poster femmes, with background by Ben Yost's Varsity Eight singing *A Tumbledown Shack in Arizona*. Routine is tricky and deserving of the big hand it received. The gals in cowboy costumes, are grouped in two with one leg of each in chaps which support a dummy cowboy figure. Illusion is, for practical purposes, nearly perfect, audience catching on a little late in the routine to be impressive. The tap session during this stint is in keeping with their usual high standard. They repeat the

same layout without the terping to close the show.

The initial production number gives way to the offering of Lowe, Hite, and Stanley, also in Western regalia. This trio is terrific sight stuff, disparity of sizes, and an excellent routine of knock-about comedy getting a high quota of laughs. Clicked solidly.

The Varsity Eight, replacing the New Yorkers, do some superior vocalizing in the next turn. They open with the *Ranger Song* from *Rio Rita* in which is interpolated *Horse on the Range* for a passable hand. It is their next number in which they satirize radio presentations of various personalities and programs that gets them a solid hand. Continuity, lyrics, and execution of this bit are excellent.

The Hudson Wonders (2) practically exhaust the catalog of tricks in control and acro dancing. The terpers do well in both these branches. They are fast on spins and good tumblers and bow out to a fine hand.

Next-to-closing is Frank Gaby, ventriloquist, whose patter and technique are more than okeh. Gaby executes some very good gags, such as having his blockhead going into a crying jag and squirting water from his eyes. In a big house such as this, this trick produced laughs only in the downstairs section. Moving the dummy's head to one side so that the water could be seen would let the balcony in on the gag. However, he walked off to a swell hand and encored with the shorty of Lowe, Hite, and Stanley, going thru the motions of singing while Gaby smokes a cigarette.

Big at matinee good. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 1)

A fairly pleasing stage bill, with Elsa Maxwell and her Hollywood Debs featured. As an actress, Miss Maxwell is a swell party-giver. She's a shining example of what clever promotion can do. Her Debs are four gorgeous gals each of whom probably could be quite entertaining if given the proper material. In fact, they do quite well with what they have.

Miss Maxwell acts as a mistress of ceremonies for the girls and gives a rather boring account of her "best party," working in the names of a flock of Hollywood well-knowns. Mary Healy, who has an excellent voice, sang *Argentina* and *Only Forever*, and she and the other girls—Mary Beth Hughes, Marjorie Weaver, and Katherine Aldridge—cross-fired with Elsa and sang a couple of ditties, *I Went To Go to One of Elsa's Parties* and *I'm Sorry for Myself*.

Jerry Lawton presents a good juggling act, enlivened with fair comedy patter. Toy and Wing, Chinese dancers, are a clever pair who offer some graceful and lively ballroom dances, featuring some good toe work by Miss Toy.

The Five Maxellos close the bill with their excellent Riskey work.

Stan Myers and his orchestra do an excellent job of music making, with attractive Jessie Garwood doing the vocals. Picture is *Glamour for Sale*. Business opening day very poor. Nat Green.

Music Hall, New York

(Reviewed Thursday Evening, Oct. 31)

Metro's picturization of *Escape* and Russell Markert's stage production of *Magazine Rack* (fifth edition) are one of the best combination bills here this year. The film dishes out more anti-Nazi propaganda, it is the strongest of the crop and should attract the best business since *Rebecca*, which was held for six weeks.

The stage show employs six new magazine titles for its theme, using suitable talent to exploit the contents of each. The bill is a credit to Marco Montedoro and Willis Van, who designed some brilliant costumes, and to Nat Karson, who is responsible for the artistic settings. No less than five outside acts are featured, more than double the number used in an average Music Hall revue.

Cue is spotted in the opening scene, 20 couples in evening dress strolling out in musical comedy fashion and singing an original "where to go, what to do" ditty.

The excellently trained ballet group, under the direction of Florence Rogge, follows in the *Mademoiselle* scene, with as graceful and as beautifully executed a routine as has been offered here in a long time. They look charming in white ballet gowns and work with ad-

mirable harmony.

The Reviers, radio song quintet, are featured in *The Movie-Radio Guide* insuring. Act has one of the most original harmony offerings on the vaude stage today and, tho at a disadvantage on this huge stage, drew impressive response. They should be sock in a more intimate house. They limited their fare to a satire on Tin Pan Alley, which has refreshing material and is cleverly presented. Line-up includes Adolph Green, Judith Tuvim, Betty Conden, Alvin Hammer, and John Frank.

In the *Coronet* presentation three well-known paintings come to life. John Sebastian is *Blue Boy*, coming to the front with a good harmonica solo. Paul Nolan, juggler, is the *Laughing Cavalier*. Nolan juggles balls and hats and, tho most of the stuff is familiar, it is very entertaining. Betty Bruce, ace tapper, portrays *Whistler's Mother*. Her taps and turns boast polished execution and amazing speed. Makes an excellent appearance. Special material has been written by Albert Stillman for this scene. The dialog is delivered by Louis de Milhau, Tony Kraber, and Katherine Warren.

Demetrios Vilan and Ilisa Kevin wait (See VAUDEVILLE REVIEWS on page 26)

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VAUDEVILLE REVIEWS

(Continued from page 24) thru a novel routine in the Trase Compressions scene. Light and well done. In the Western Stories finale the Glee Club stings cowboy songs in its well-rehearsed manner, and the colorful Rockettes, in brief and snappy looking cowboy outfits, wind up the show with a terrific precision number.

Business big last show opening day. Sam Honigberg.

RKO Palace, Cleveland

(Reviewed Friday Evening, November 1)

You can take your choice this week, whether it is rumba and congo as offered by Xavier Cugat and his boys or Danny Kaye, who splits public approval with the music makers. There are others on the program, too, but Cugat's boys and Danny lead the list.

Naturally enough, Cugat is top-lined and the whole show is built around his own particular line of music making. Carmen Castillo, Spanish songstress of more than average charm, offers a couple of sweetish melodies. Paul and Eva Reyes hold claim to being among the foremost rumba-umbas. Franklin D'Amore, a man and a bag, helps things along, and thru it all Cugat's boys are hitting it up with gourd, castanets, drums, and all of the other percussion that goes to make the congo dancer congo.

But Danny Kaye holds the spotlight with all this. He is a personable young man of good voice and persuasive manner, and he plays upon the old gag of contrast, but his twist is even more unexpected than you could anticipate. There is grace and command in his opening. It is something after the fashion of the school when men and women danced the minuet by candlelight and gallants leaned low to kiss a lady's hand. There, without warning, comes the contrast of a jitterbugging addlet of the worst type, and then with equal suddenness the equanimity that marked him before.

But there is more than this. The young man is a singer and a soft-shoe dancer. His vocal repertory includes a Carnegie Hall tryout by a stuttering singer suffering from a cold. And there is an Irish ballad, done in straight fashion, that pleases. This young rascal is bound for greater things. He is a natural.

One of the best shows of its kind to hit the city in many a moon.

Harlowe Host.

Hippodrome, Baltimore

(Reviewed Friday Evening, November 1)

Jimmy Dorsey's orchestra shares the spotlight this week with Columbia's Angels Over Broadway. Strong combo is expected to hypo box office.

Dorsey's supporting acts and vocalists overshadow his orchestra. His principal trouble seems to be lack of pop selections

and novelties. In addition, only four numbers were played, all of which were lengthy orchestrations. The band opened with a torrid jump and five piece and closed along similar lines. Closing was so abrupt audience was too surprised to applaud.

Band plays the hep, boogy-woogy stuff in swell style and has no trouble pleasing the swing fans. Perde Grofe's On the Trail revealed a sax section, with Dorsey participating, second to none. Band also features some classy tromboning by Nat Lubovsky. Drummer Bobbie Schutz made good advantage of the opportunity offered by A Man and His Drum. He beat it out fast and furious.

Tall, blond, and attractive Helen O'Connell handles the femme warbling assignments in fine style and furnishes that added touch. She has a pleasing voice, mugs well thru a five number, and does a solid sending job on Practice Makes Perfect and Six Lessons From Madame La Zonga. The other half of the vocalizing is carried on by Bob Eperly with a fine baritone voice. He clicked solidly and revealed nifty tone quality, good range, and effective volume for a group of pop tunes, including A Million Dreams Ago, I'll Never Smile Again, and The Breeze and I. Both Eperly and Miss O'Connell return later for a cute duet of Do It Again. Their acting here is surpassed only by their singing.

Emerald Sisters, comedy acrobatic team, started slowly but wound up in a blaze of glory. Both sustain a beating thru their slapstick falls while nobly performing back bends and difficult contortations. They also work with table and chair and score with an interlocked forward and backward tumble over and under the table.

Moke and Poke, colored tap team, provide good comedy relief and are as humorous at singing as dancing. They set a furious pace with their tapping, while their imitation of a jitterbug couple garners plenty of laughs. Show runs 50 minutes and house was crowded at opening.

Phil Lehman.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Oct. 30)

Stage and screen bill is the best seen here in some time. For 10 minutes of fun there are the Michon Brothers, knockabouts, who put on a startling exhibition of acrobatics. Act is good for a laugh a minute.

Another acrobatic act, the Three Toppers, demonstrate some tricky stuff on the perch.

Bob Bromley shows what imagination can do to make a puppet act a big-time standout. He earns a special nod for his manipulation of the Sonja Hentic marionette, one that actually skates on the stage.

The Three Brown Sisters, septa swingsters, stop the show with their torrid songs, and highly infectious Harlem rhythm. Trio has superb showmanship and sells its songs effectively.

Jackie Green's imitations of stars clicks solidly. His best are those of Jessel, Cantor, Johnson, and Richman.

The line does two fine routines, with Landre and Verna adding a good adagio for a finale.

Film offerings are Too Many Girls and London Can Take It, a gripping documentary film.

Edward Murphy.

Yates, CRA Split But Yates Still CRA Rep for Vaude

NEW YORK, Nov. 2.—The separation of Charles V. Yates from Consolidated Radio Artists became effective Tuesday (29) when Yates and Charles E. Green, head of CRA, signed the agreement. Yates formerly operated as CRA Artists, Ltd., a CRA subsidiary, and was vice-president of CRA.

The new pact gives Yates the right to represent CRA attractions in submitting them for vaude. In addition, Yates can represent other bands and attractions. Yates is retaining his present quarters in the CRA offices.

Sol Tepper joined the Yates office Monday (28) to develop a cafe department. Hattie Althoff remains with Yates.

Nelson Set Back; Powell to Strand

NEW YORK, Nov. 2.—A last-minute switch in bookings will have Teddy Powell substituting for Ozdie Nelson and Harriet Hillard on the Strand bill opening Friday (8). Nelson has been moved back to November 22, drawing the Bette

Reviews Of Units

"Boone County Jamboree of 1941"

(Reviewed Tuesday Evening, October 23, at Columbia Theater, Alliance, O.)

Newest edition of this 55-minute typically hillbilly group of entertainers from Station WLW, Cincinnati, currently playing theaters after a successful season at county fairs, has gone sophisticated, gradually getting away from the fiddling and guitar type of hokum and hoe-down dancing.

Company has 15 people, all talented, and entertainment has broad appeal to picture theater audiences. Against a rustic backdrop, entire company is on when the curtain parts for a rousing "Husking Bee." Fiddling Daisy and her Ringerettes, three attractive muses, offer a snappy fiddling and singing routine. Denney Siofoot is next on with an amusing baseball skit. Tille Smith pleases with an eccentric dance, one of the stand-outs of the program. Packs a wallop. Merle Travis and the Dripping Pioneers, a typical hillbilly quartet, are better than average. Each member does a specialty most capably. Their accompaniment throughtout the program is of the highest caliber. Travis does excellent impersonations. Helen Diller possesses a good voice and bows out after some swell yodeling. Clem and Maggie are programmed as "The Folks From Down Ozark Way." Their vocal duets click well and Maggie's novelty dance is sure-fire. Lufe Harkness, harmonica player, usually first turned as a comic, emceed in this unit. A smooth worker. His single harmonica selection leaves the audience pleading for more. Poppy Doolittle (Toby Neyhus), a newcomer, is easily one of the highlights of the program. Gets a lot of laughs. Also rattles off fast xylophone selections. Also plays double saxophones, stopping the show. Entire company is on for a rousing Alabama Jubilee finale. Company travels by bus, and John C. Spears is again manager. Lobby full and long line of standees when first show at night ended.

On the screen was Gang of Mine (MGM).

"Midnight in Miami"

(Reviewed at the Indiana Theater, Richmond, Ind., Saturday Evening, October 26)

This is the new Linton DeWolfe-Bob Hicks Page unit, supplanting their Midnight in Paris, which recently concluded a seven-month tour. The new opus is carded for practically the same swing.

Toting a nine-girl line, a five-piece orchestra, and five solid turns, Midnight in Miami packs variety and stacks up as a meaty fare for the middle-bracket house. Even on this, its opening stand, the show moved like clockwork, requiring only a revamping of one of the line numbers and a bit of trimming to bring it nearer perfection. Wardrobe and scenery is new and attractive. The line girls, tutored by Frances Parks, are young, attractive, and work with verve. Taft and Boone, youthful terpers, scored handsly with their varied display of hoofing. Open with a potpourri of steps that leads from the days of Pat Rooney to the present, all the while warbling lyrics. Wind up with a session of intricate tap.

Newman Brothers are a versatile comedy pair with a flair for pulling belly laughs. Combine solid chatter with comedy hoofing, pratt falls, and general horseplay to make for an hilarious session. Pulled a smash hand.

Kohn and Depinto, fiddle and accordion, offer a lively musical setto. Follow their opening selection with a string of oddies, with the audience invited to sing. Effective business. Swing next into an unusual rendition of St. Louis Blues. Boys do a good selling job, with Kohn especially effective with his energetic trick fiddling.

Joe McGrath and Jack Deeds mix comedy with their warbling efforts to ring up a good score. McGrath boasts a clear tenor voice, with Deeds uncorring a resonant bass, and the lads pick their numbers to fit. Their comedy, while only mildly funny, had this crowd holding its sides. McGrath's femme bit could be trimmed. To permit a stage change, Leeds did Chloe as Singin' Sam would do it, and registered solidly.

The Rosazina Troupe, two girls and two boys, clicked well with their standard stunts on the tight wire. Act has youth, appearance, and is attractively dressed. Palled warm handclapping.

Bill Sachs.

Major Bowes Sixth Anniversary Revue

(Reviewed at Tower Theater, Kansas City, Mo., October 18)

One of the best Bowes units this season in this area, headed by Emcee Sammy Birch. All routines are well worked out and continuity is well maintained, altho type of entertainment is generally corn, with the result that the show has a small-town appeal.

Show opens with house orchestra blasting Happy Birthday to You, followed by the Three Flashes, two boys and a girl roller-skating team. Act is okeh. One novel stunt involves the girl's lighting of a match held between her teeth while she is swung inches from the floor. Next is Sally Swing, who chirps a ditty about how she'd rather dance and then proves it with a fair soft-shoe step. Frances Gibby, violinist, offers All the Things You Are and is the show's musical highlight.

Paul Jones, juve, is only so-so in rhythm made by soup spoons and bones, and the orchestra should get all the credit for the performance. Victor Paul plays a neat harmonica. Birch comes back, pretending to offer a trumpet solo, but it's actually a blackout sketch, with Tommy O'Brien tossing blue jokes which go over the children's heads. The Five Jersey Farmhands, a hillbilly combo, play bass, guitar, accordion, and violin.

Ann Bradley, blues and scat singer, looks and acts like Sophie Tucker. Hank Woods imitates clocks, plays the life, wooden spoons, bottles, and an ocarina. Tommy O'Brien joins Birch to pan radio programs. Closing the show are the Bridgeport Four, an instrumental combo.

Bob Locke.

"Hollywood on the Loose"

(Reviewed at State-Lake Theater, Chicago)

Just about what would be expected of Hollywood on the loose. There's some excellent talent in the show—Judith Allen and Carlyle and Shaw and Lee, for example, but it's so overshadowed by the Hollywood hodgepodge that the result is a disappointed, disappointing performance. Picture, Argentine Nights, has fair appeal.

Maybe everyone in the cast is supposed to be so well known that he needs no introduction. At any rate, the emcee goes thru the entire show without making his identity known, which is too bad, for he's better than the general run of emcees: doesn't get in the audience's hair and isn't a bad hooper. He starts the (See REVIEWS OF UNITS on page 31)

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Magic

By BILL SACHS

THE Mighty Chang and company of American girls and Chinese performers sailed recently from Singapore for Hongkong and the United States after a successful tour of Australia, India, and Malaya. Chang played 10 days at the Capitol Theater, Singapore, to good returns with a presentation titled *A Trip to Hades*, embracing illusions, dance ensembles, magic, and vaude acts. Singapore has seen too many magic shows recently, and Chang had little new to offer. Show's success there was attributed to the fact that the city is hungry for flesh shows. Chang, on his return date at the Capitol Theater, following a week's stand in Kuala Lumpur, played to mediocre business for the five days. American girls with the unit are Joanna Claire, Nella Ash, Beth Claire, Pat Marland, and Ellen Cochran. In addition there are, besides Chang, several Eurasian girls from Calcutta, a Chinese girl assistant, several Chinese boys, and two Chinese novelty acts. . . . LE PAUL began a two-week stand at the Hotel Gibson Rathskeller, Cincinnati, Friday (1). . . . MYSTERIOUS HOWARD and associate, Elmer the Magician, and their manager, Jack C. Blankfield, sponsored a magic banquet and show at the Gunter Hotel, San Antonio, Tex., Saturday night, October 26, which brought together most of the amateur and pro magi in that part of the State. Blankfield emceed the two-hour magic show, which opened with Dittmar the Magician and included Dr. William Gill, Trubina, Albert F. Hayes, Sellton, William A. Doubtist, Capt. C. A. Mayo, Hugh Ramsey, M. Dyer, W. W. Henry, Howard, and Elmer. It was one of the most successful magic gatherings in San Antonio's history, according to J. Dittmar. Howard and Elmer are set in the San Antonio territory for the next several months. . . . C. THOMAS MAGRUM, who has been keeping busy the last several months in and around his home village of Rock Island, Ill., typewrites that he has more than 100 programs which will keep him busy in Northern Illinois until Christmas. He recently came in for some fine publicity in Rock Island papers.

McDERMOTT'S Spook Show, formerly El-Wyn's spook opry, is playing the Intermountain West Coast Fox houses, starting with the Mario Theater, Great Falls, Mont., last week. . . . DON AND LEE DALE, after winding up at the Greystone night club, Mansfield, O., with their magic turn, opened October 28 at the Bowers, Detroit. . . . MR. AND MRS. CHARLES K. LAKE, formerly for three years in advance of Pierce the Magician, have signed to advance the Marquis show. . . . EDDIE DECOMA, presenting vent, magic, and puppets, with Jim Admire on advance, has been making Joliet, Ill., his headquarters the last several weeks while making schools in the Chicago area. He is working four schools a day and a Saturday morning matinee at a theater. . . . JOHNNY DEVANT winds up a fortnight's stand at the Mount Royal Hotel, Montreal, November 10. . . . DANTE'S Sin Sain Sin opened Monday (4) at the Locust Theater, Philadelphia. . . . JANE THURSTON letters that she will soon offer for sale the entire show of her late father, lock, stock, and barrel, making certain, however, that the equipment goes to a responsible and capable magician. Miss Thurston says that she gave Dante first choice at the Thurston show, but that Dante seemed unable to handle it, due to his being occupied with his own mammoth show at this time. A few items of sentimental value from the Howard Thurston show will be presented by Miss

Thurston to Tom Worthington, of Baltimore, Md., who has one of the most complete magic collections in the country and who was a staunch friend of Thurston the magician. Several years ago Miss Thurston sold several illusions from the Thurston show to Will Rock, who has been billing himself as "Presenting Thurston's Mysteries." . . . GEORGE AND EDDIE PUGHE, well known in magicdom and of late years engaged in the producing of endurance contests, are spending a couple of weeks en route with Marquis the Magician. . . . ALEXANDER, mentalist, opened October 29 at Hotel Phillips, Kansas City, Mo., where he's doubling between the Cabana and Tropics rooms. . . . MYRUS closed with his mental turn at the Hotel Muehlebach, Kansas City, Mo., October 29.

Scarcity of Comics Shuts Hub's Gayety

BOSTON, Nov. 2.—E. M. Loew's Gayety here shuttered Thursday (31) after an eight-week season of stock burlesque. House was managed by Moeller. Moeller reported business had been fairly good, but that the scarcity of comics for stock shows made it advisable to cancel for time being. Productions generally drew enthusiastic response, and Chuck Gregory received wide credit for shows, but absence of comics sometimes had dire results. Closing leaves Hub with three burly houses, Casino, using stock; Old Howard, with Hirst Circuit, and the Globe, with Midwest wheel.

Bridgeport Builds Matinees

BRIDGEPORT, Conn., Nov. 2.—House Manager Eddie Madden of the Loew-Lytic Theater, playing Hirst shows, is waging a successful campaign to build up matinee business. Is offering the best orchestra seats to the ladies for 20 cents if presented with a coupon printed in the daily papers. House did best business this season with the Linda Wassau show last week, with angle of Miss Wassau being a Bridgeport girl helping considerably.

Burlesque Reviews

"China Dolls"

(HIRST)
(Reviewed at Troc, Philadelphia, Tuesday Evening, October 29)

Unit takes its billing from Amy Fong, Oriental beauty who glitters in the top stripping spot. And there's plenty in this Jack Montgomery production to recommend besides Miss Fong's flash.

Comedy content is high, Jack Diamond and Billy Foster, both old hands, adding to the merriment. Foster has his best inning as operator of the Greasy Spoon Cafe, while Diamond sparkles in a Dance Contest bit, the comic matching the footwork of various chorines with his own eccentric hoofing.

Danny Jacobs gives expert straight support, aided by Frank Hall, who does off-stage singing and handles a medley of marching songs. Lad is well known here for his hitery and vaude appearances and this is his first Hirst fling. Ethel DeVeaux (Mrs. Diamond) makes the fem foil for the comic, with the other girl specialists also pitching in.

Strip parade tees off with Leonie Thurston, sletely carrot-topper; and at mid-way, Cele DeVine, a pert miss, makes with throaty pipes for a sultry P'm Nobody's Baby chanting. Along with Miss Fong, the undressing is quite polite.

Romayne works havoc with the temperature in the ballet bits, being most exciting in her interpretive snake dance during the Congo doings.

Chorus of 14 makes a capable line, with Shirley Paige stepping out for welcome rhythm taps. Gals also make the most of the ballet numbers and even try to make the dance ensemble numbers count.

Belmont Brothers (2) are a smash vaude novelty. Dressed as naval officers, the freres juggle hoops expertly and are just as handy using string poles to toss around double-mouthed funnels, which are lit up as torches for the flash finish. Merrick Vallinote makes the musical setting. Downstairs practically filled when caught.

Scarlette Kelly, Dorothy Wahl, Al Rio, and Art Gardner head the next unit in. M. H. Orendorfer.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

LOIS DeFEE, stripper featured with Hank Henry in a Hirst wheeler, sports a \$400 gown made of white lace that took almost 20 yards to make. . . . IRVING RUDMAN, pianist at the Empire, Newark, N. J., is a camera expert on the side. One scrapbook contains over 700 shots of principals and chorines who have played the house. . . . JEANNE PARDEE left October 26 by auto for Florida to night club it in Miami Beach. . . . EDDIE INNIS, comic, opened at the Triboro November 1. . . . HAZEL MILLER is recuperating from a recent illness at her home in Akron, O. . . . MARJORIE ROYE, principal at the Gaiety, transformed herself overnight from a redhead to a brunet. . . . "SLATS" TAYLOR, comic, will become a midget auto-racer next summer when a car now being built for him in Long Island City has been completed. . . . NADIA MILLS, showgirl in Billy Koud's line at the Gaiety, prizes a large accumulation of back numbers of The Billboard at her home. . . . TERRY KING has left the Hirst wheel and opens at the Triboro November 8. Alice Jewel replaced her.

LOYE ASTRID back in town after almost two years playing burly stock in Los Angeles and niteries in South America. . . . ELTINGE'S new principals include Paula Lind, who relieved Diane King October 25 when Mariene became the feature. Valerie Parks headed another batch of newcomers November 1 with Jeanne Rochelle, who has two years of Flushing Pair to her credit; also Julia Bryan and Leon Murray. Exiting October 31 were Mariene, Dorothy Wahl, and Danny Morton. Pat Parce and Elaine (Marion Rogers) come in November 8, and Cell DeVine, Leona Thurston, and Nona Martin November 15. . . . CAROL LORD and Jean Wood moved from the Gaiety to the Star, Brooklyn, October 25.

CHARMAINE, following a brief extra-attraction stay on the Hirst Circuit and week of November 28 at Pay's, Philadelphia, will come back to the Gaiety December 6. . . . REPUBLIC had an almost entire new cast November 3, first day of the new Sunday change policy. New principals included Binder and Rosen, Rose LaRose, James X. Francis, Pat Paige, Margie White, Dolly Dawson, and Janice. Only ones retained were Honey Bee Keller and George Tuttle. . . . RUTH MASON, a newcomer to the Police principal ranks as straight and stripper at the Eltinge October 25, comes from vaude. Booked by Dave Cohn, who also placed Biddle and Clare, dance team, as extra attraction. . . . GARRIE FINNELL exited from the Flushing Pair a week before the close to take an engagement at the 606 Club, Chicago.

MARGIE HART opened at the Gaiety for a return extra-attraction booking November 1. . . . MARION WAKEFIELD, who has just joined a Hirst road show, did well in a comic opera turn with Bob Aida and Hank Henry and was used in almost every scene, besides doing a strip. . . . KATHARINE ELLIS, show girl at the Roxy, Cleveland, owns an Angora cat that eats flowers, as stripper-dancer

Lamee Lane found out when she returned to her hotel and saw what was left of a bouquet. . . . Katharine and Lamee are co-roomers. . . . DOROTHY WAHL and Al Rio left the Eltinge October 31, not for the Star, Brooklyn, as originally contemplated, but for the Hirst Circuit. Opened November 3 at the Troc, Philadelphia, with "Slats" Taylor, Ermaine Parker, and Scarlet Kelly as co-principals. . . . REDHEADS monopolized principal ranks at the Eltinge week of October 25, with Mariene, Paula Lind, and Lilli Dawn. . . . UNO.

CHICAGO:

CARL FREED and His Harmonica Band has joined the Midwest Circuit, his first engagement at the Rialto Theater this week. . . . JUNE ST. CLAIR will make another tour of Midwest. She will introduce a new skit when she plays the Rialto November 18. . . . GARRETT PRICE, Frances White, and Will Hayes opened at the Empress, Milwaukee, Friday. . . . HERB LEIPSIG opened at the Palace, Buffalo, this week. . . . EIGHT BEEFY BABIES are playing the Fox, Indianapolis, currently. . . . Gayety Theater, Boston, which dropped burlesque Thursday, a week earlier than expected, is playing pictures. . . . GINGER O'DARE will close the Midwest Circuit at St. Louis November 15 to take a rest. . . . RED BUTTONS and Roxanne Ghelman were married in St. Louis recently. She opened at the 606 Club last Monday (28), replacing Nona Martin, who closed the day previous. . . . ANN VALENTINE opened the Garrick, St. Louis, Friday. She was one of the members of the show which was to have opened the Shubert Theater.

FROM ALL AROUND:

DICK BERNIE has quit Bozo Snyder's troupe to form his own burly unit. He is (See BURLESQUE NOTES on page 31)

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"Silas Green" Biz Good, Says Collier

NATCHEZ, Miss., Nov. 2.—Charles Collier, veteran Georgia showman, presented his popular Silas Green from New Orleans for a one-nighter under canvas in Natchez October 25 to good business. Organization came here from good stand in Vicksburg, Miss. This is the show's 4th season. Manager Collier says business has been good despite poor cotton crop in the Southland.

Unit travels by railroad. A street parade is a daily feature, with a 25-piece band the highlight. A 15-piece band works in the pit. There are 12 girls in line. Main show runs two hours and the concert about an hour.

Featured acts are Lillas and Silas, the Edwards Sisters, Cookie Howard, Gaines Troupe of Acrobats, and Charlie Morton Jr. Al Gaines is in charge of the line and also serves as emcee.

S. B. Warren and J. W. Poster are advancing show, and Charlie Morton Sr. and Al Gaines are aids to Collier.

Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

Sadler Big Draw In Lubbock, Tex.

LUBBOCK, Tex., Nov. 2.—Lubbock is not an overly good town for tent shows because parking space is limited and the showgrounds are inconveniently located in undesirable sections, yet, despite strong competition, Harley Sadler's Own Company fared big here October 30 and 31, believed due to his personal popularity and the impression that he invariably gives a good show.

On Thursday in particular Sadler had enough competition to create a doubt as to what the volume of his business would be, especially since thru error, there was no mention of his show in any Lubbock newspaper. Here at the time was Cole Bros. Circus plus a Halloween local carnival and several good picture shows, all well publicized. Regardless, word-of-mouth advertising gave him a tremendous turnout Wednesday night, and he was forced to give two shows Thursday night to accommodate the crowds.

Sadler will be at his home in Sweetwater, Tex., during the Christmas and New Year holidays, and will open in Brownwood, Tex., for an all-winter run early in January.

Ontario Okeh for Duclow

CINCINNATI, Nov. 2.—Duclow's Fun Carnival, three-people trick presenting rep bills, pictures, and a small animal exhibit on week stands, reports business good in Ontario towns. Unit changes pictures nightly, featuring The Trail of the Lonesome Pine, and a short-cast rep bill, Henry Goes to Town. Men in uniform are admitted at half price.

Lynnwood in Need of Aid

NORFOLK, Va., Nov. 2.—Ernest Lynnwood, veteran blackface, well known in tab and rep circles, is a charity patient in Norfolk General Hospital and in need of financial aid. He has no relatives. Several amputations have been made of his leg in recent months. Lynnwood, who is 70 years old, toured for many seasons on the old Spiegelberg and Sun tab circuits, and for years was with the late Herman Lewis and Fox Riley shows.

Brasfield Company Set for New House

CHATTANOOGA, Tenn., Nov. 2.—Brasfield's Comedians, featuring Lillian Murray, will be the stage attraction at the new Solomon & Barinsky theater here when it opens Thanksgiving Day. House will operate with a policy of pictures and tab musical comedies.

Simer Wright will produce, with Mittie Wright handling the line girls and numbers. With the exception of those mentioned, the Brasfield troupe will boast an entirely new cast.

Brasfield's company playing at Gadsden, Ala., will continue to play the American Theater here on Sundays.

Crix Accurate Tabbing Legits

NEW YORK, Nov. 2.—Critics this season have been exercising greater caution in their evaluations of both play material and actors. Their consensus has accurately reflected public reaction in practically every one of the 16 new shows which opened on Broadway since September 1.

Kind Lady, 100 per cent, the first to open, isn't exactly a smash, but it has managed a steady draw.

Jupiter Laughs, 6 per cent, with film backing, lasted 24 performances.

Six Sals Sim, 80 per cent, magic show, (See CRUX ACCURATE on page 34)

Gillis Reports Biz Okeh

CINCINNATI, Nov. 2.—J. W. Gillis reports satisfactory business with his vaude-picture trick in Rockingham County, New Hampshire. His is a three-people trick, with a 35mm. picture outfit. Working with Gillis are his son-in-law and daughter, Frank and Mae Conte. Gillis totes a good library of educational and religious films and has plans for considerable school and church work during the winter.

Stoddard, Ward Head Unit

CLEVELAND, Nov. 2.—Burt Stoddard and Hap Ward, well known in rep circles, head a unit known as the Night Owls, working niteries in and around Cleveland. Also featured with the troupe are June (Blondie) DeVere, accordionist; Flame Walters, acro dancer; Lorain LaRue, dancer; Raybol, magician; Lucille Lewis Stoddard, comedy and songs. The Stoddards have recently taken delivery on a new Chrysler.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Dallas Contest Closed

DALLAS, Nov. 2.—The Original George W. Pughe Derbyshow, running in the Sportatorium, operated and managed by W. C. Peazel and George Jacobson, was forced to close Tuesday when Judge Claude McCallum enjoined further performances, "holding that the performance was a walkathon or endurance contest such as are prohibited by law."

Title and equipment had been leased from Pughe who, with Mrs. Pughe, came in to store the equipment before leaving for the Coast. According to Pughe, all bills and salaries were taken care of by the lessees. The move to close the contest was initiated by District Attorney Andrew Patton.

One Year Ago

NINETEEN TEAMS and seven solos remained in Sid Cohen's Chicago Coliseum, played in the Coliseum. . . . MACK TOWNSEND was working the football games in Memphis, Tenn. . . . SUE WILKERSON, Red Walter, Sam Simon, and Al Zuckerman were in St. Louis, waiting for another show to spring. . . . PEGGY THOMAS was appearing at the Dog House, New Orleans night club. . . . HELEN CHESTER was operating her night club in Mingo Junction, O. . . . PHIL C. MATHIEU was custodian of three apartment buildings for the Forty Realty Company in Omaha, Neb. . . . JOHNNY HUGHES was appearing at the It club, Houston, Tex. . . . EILEEN AND MICKEY THAYER JR. were work-

ing theaters in St. Louis, after finishing a three-week engagement at Steve Cody's night club there. . . . D. A. (SLIM) TAYLOR was working in St. Louis and planning on staying there until the middle of December. . . . CURLY LINDSEY was in the rental glider business in Denver. . . . BILL MCCOY was working part time in the Detroit post office. . . . EDNA NOWELLS was spending the winter with her folks in St. Louis. FRANK AND ETHEL JANSEN were with the Seltzer Roller Derby Enterprise.

WAS YOUR NUMBER drawn in the big lottery? When and if you are called, drop the column a line giving your camp location. We'll keep it on file and publish those received from time to time.

A LENOTHY BLACKOUT for Chicago, as far as endurance shows are concerned, was finally lifted when Col. F. Weinman, promoter, threw open the doors of his contest there Friday (1). Lou Jarvis is judge and Phil Murphy emcee.

JACK (DEADPAN) KELLY has left Dayton, O., and is now in Cincinnati waiting for a new show to pop.

GEORGE D. HARRINGTON cards that he is back in New York after several weeks in Corpus Christi, Tex. George adds that he is heading for Miami around the first of next month.

BILL STEIN, emcee, types that he is sojourning in Hollywood and intends to knock around the picture city about a month.

Better Times

By E. F. HANNAN

SHOW business always has had its share of wallflowers. For all the years I have known there have been those who wouldn't leave New York, Chicago, or Boston on a bet. Even in the days when the road was at its height they couldn't be coaxed away from Times Square, the Loop, or Scollay Square. They were in a measure what might be called "performers by proxy."

But there is another hard-working few of small showmen who never did like the Histo and who really are the genuine showmen of the sticks. And they are no worse off than middle class Americans in various other lines. They at least get out into the open, and you'll find that a few of them are able to follow the sun like the birds, which is not so bad. They live the life of strolling players, with always a few bills pinned next to the heart.

They are no fewer in number than five years ago and five years from now there will be more of them. It's just a case of waiting, just waiting for the flickers to slide off, even a few notches, and every day this seems nearer at hand. Better times are ahead for real showmen of the sticks.

Rep Ripples

J. F. FLETCHER, former rep actor and agent, is promoting amateur shows under sponsorship in the district around Danbury, Conn. . . . HOWARD (TEX) OAKLEY has a vaude trick in Southwest-

ern Oklahoma featuring his cowboy band.

KEMP'S SHOW, playing halls and schools in Southwestern Louisiana with vaude and the film, The Old Frontier, is reported getting a satisfactory play. A. W. Kemp is owner. . . . MONTE NOVARRO, formerly with the "Seabee" Hayworth circle in North Carolina, tells us he's reorganizing his Perseus Follies to play New York State for the Jimmy Daley Attractions, of Albany, N. Y. Show will be built around Taiyia, dancer. Novarro says, with personnel also including Jean Gannon, Che Cha LaMarr, Anne Harris, and Doris King. John T. Jones will handle publicity. . . . TATE'S SHOW, showing vaude and pictures on two and three-day stands in Central Nevada towns, is reported enjoying satisfactory business. Besides late films, show presents the tab bill, Hurrah for America.

SLIM VERMONT, veteran misadventured, tab, and rep performer, now confined at Soldiers' Home Hospital, Dayton, O., is anxious to hear from old friends, especially Lasses White and Bill Church. He's registered there under his real name, Earl V. Balger.

RALPH AND LANYA YOUNG, after 23 weeks on the Majestic Showboat, made a 1,600-mile trek across country to visit Lanya's folks in Oklahoma for a month before jumping into Texas to join B. M. Goff's Comedians. . . . DON MARLOWE, former juve lead with the Avon-Winslow Players in Colorado and until recently a member of the Majestic Showboat cast, has been signed for a prominent role in the Bela Lugosi picture, The Return of White Zombie, a serial now being shot on the Coast. Marlowe had a term contract with Grand National three years ago. . . . "DOODLES" WEAVER, also a former member of the Avon-Winslow Players, has joined the road company of the musical comedy Meet the People. . . . R. L. WHITTON, who recently split with George Daniels in the operation of a tent show thru New England and the East, is again piloting his Lone Pine Mountaineers, whom he has had in theaters, halls, and radio the last six years. The Mountaineers are set indefinitely at Station WBOC, Salisbury, Md., playing halls and theaters in the territory under sponsorship (See REP RIPPLES on page 34)

Attention, Jim Norton!

CINCINNATI, Nov. 2.—The Cincinnati Police Department this week received the following interesting letter from New Zealand asking for aid in locating Jimmy Norton, performer:

"Titirangi, New Lyon, Auckland, N. Z., July 24, 1940.

"Dear Sir:

"About two years ago there were floods in your town, I think, and during that time I had an uncle by the name of Norton (mostly called Jimmy) living there. I have been asked to write by his father, who is 84 years old, and it seems his only wish is to see Lewis before God sees fit to take him. His real name is Lewis Naden and he is a theater artist, Jimmy Norton being his stage name.

"Would it be possible for you to investigate this case and see if he is alive or if he was killed in the flood? His address used to be care The Billboard, Cincinnati, U.S.A., when his father used to write to him before, only he hasn't heard from him for about two years.

"I'm his niece; his father is my grandfather. Uncle Lewis hasn't ever seen me, because I'm only 18 1/2 years old, and it's about 20 or 30 years since Gramp saw him last. If you find him please ask him to write to Gramp or me and tell him there is a great welcome awaiting him in New Zealand, and if you ever by chance land over here there will be one for you, too. If you can find him, so Gramp says, I have heard you U.S.A. police are very slick.

"Could you please let us know if you find out or hear anything about him?"

"Yours sincerely,

"Edna Holubar, P. O. Titirangi, Auckland, New Zealand."

CANTON, O., Nov. 2.—Hank Keene, who has been appearing under canvas with his company of radio and hillbilly entertainers, is currently playing movie theaters in Eastern Ohio with a unit of 20 people, including a beauty contest winner, a hillbilly band, and radio entertainers.

WANTED Musical Comedy People

—IN ALL LINES—

Musical comedy stock. Doing weekly reviews of well known musicals and revue bills. Send recent photograph with full particulars, including age, weight, height, and previous engagements. Must have ability to play parts as well as musical numbers. Refinement essential. Want Girl Number Producer or Song and Dance Juvenile who can also produce. New England territory. Reliable, established active management. Address:

MUSICAL COMEDY STOCK, BOX NY-42, The Billboard, 1824 Broadway, New York City.

BOOB BRASFIELD

Wants for permanent stock, Chattanooga and Gadsden, Ala. People all lines, Opera Girls, Montecito, Specialty Shows, Dancing Acts reaching thru, can offer 4 weeks' work. Open Thanksgiving. Chattanooga, Gadsden, now open. BOOB BRASFIELD, Gadsden Theatre, Gadsden, Ala.

MAGICIAN WANTED

With big illusions, with own transportation, for concert feature on percentage. Show out all winter. State number of people. If special interest.

J. DOUG MORGAN SHOW

Casper, Nov. 4-7; Rexton, 8-9; Kaufman, 11-14; all Texas.

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Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Roadshowman Launches Plans For 16mm. Circuit in Malaya

Loop to start in Singapore and extend thru Kedah to Kelantan—large tent to be used—op to overcome high rentals with good bally

SINGAPORE, S. S., Nov. 2.—Plans for the first 16mm. circuit in Malaya have been announced here by Tony Moskitch, veteran tent showman. Circuit will start here and extend thru the Malayan States to the extreme end of the State of Kedah along the east coast to the State of Kelantan. Moskitch recently gave 16mm. a trial along with the vaudeville acts he presents in a 98 by 45-foot tent. Due to a lack of talent caused by war conditions, the showman plans to offer movies only. Programs will run about two hours and consist principally of short subjects. Natives are strong for action pictures, he said.

Malaya is a profitable field, Moskitch said, as movie programs click solidly. While the local supply of feature-length films is limited, the stock of short subjects is fairly complete.

Rental charges are high, due to the distance the films have to be shipped to the lone library serving the section. Sound projectors with a program of five or six reels rent for \$35 a night. Silent projector and films are available for \$15 a night. Silent films are \$1 per reel per night, and sound-on-film \$3. A \$100 deposit is required before the equipment is allowed to go out. While such prices put the operator on the nut for a sizable amount, this operator intends to overcome this with effective bally.

Moskitch's proposed programs include *The Wizard of Oz*, *Uncle Tom's Cabin*, *Robin Hood Junior*, two-reel Westerns, and one-reel comedies.

Double Catalogs Boost Bookings For College Op

CALDWELL, Idaho, Nov. 2.—Use of separate catalogs for schools and churches and for clubs and other groups is increasing bookings for George Oliver Smith, roadshowman, who is again using 16mm. movies to help defray his expenses at the College of Idaho here. He has used non-theatrical films to help earn funds the two years that he has been at this school.

Smith, in order to get more show dates, classified his films in mimeographed catalogs to facilitate program selection. He then secured a mailing list from the county school superintendent and newspaper in near-by towns. Business cards and letterheads were printed to enable this operator to follow up his letters by personal calls or by mail. In the last few weeks the number of shows has been doubled.

While a number of films are rented from libraries, Smith also has made a number of his own. He has photographed the San Francisco International Exposition in color and *Statesmen*, showing great men who have visited the State. Because of his ability as a cameraman, he recently received an assignment from Squaw Butte Ranger Station to make a picture.

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DRAFT AFFECTS SHOWBIZ

(Continued from page 3)
noticeable, more aviators currently being trained at its respective airfield bases.

SALISBURY, N. C., Nov. 2.—Thirtieth Division's new theater, located adjacent to the 120th Infantry area at Fort Jackson, S. C., has been completed with a seating capacity of 2,000. There are two shows nightly. Soldiers are admitted for 20 cents cash, or they may buy theater coupon books at the post exchange. The books contain 10 tickets and cost \$1.40 so that each ticket costs only 14 cents. The book of tickets may be secured on credit until payday. First run pictures are shown and changed every three days.

Soldiers were given one afternoon to attend the South Carolina Fair at Columbia. All the men in uniform were admitted for 25 cents.

BRUCE FINE

(Continued from page 3)

her other two engagements unless written permission from her producer was obtained.

Speaking for Miss Bruce, Spector charged that the case was DeSylvia's way of trying to force her into a contract for next year at the expiration of her present run-of-the-play deal June 1. Spector pointed out that Miss Bruce had appeared on radio shows before the Bernie production and that she had previously played the Hotel Pierre. DeSylvia had given oral permission for those engagements, but was out of town when the Waldorf and Bernie offers came along. Spector contended, too, that DeSylvia was aware of even these engagements but offered no objections until Miss Bruce refused to extend her present contract or sign a new one for an undesignated role and play for next year. Spector said that Miss Bruce would probably take the case to the membership.

Representatives of MCA, which books the Waldorf, and DeSylvia are to meet over the week-end to iron out the situation. For MCA is holding back the sale of Antonio and Rosario to the producer for one of his musicals until the Bruce situation is straightened out. Possibilities of the Waldorf and the Emerson Drug Company (Bernie's sponsor) suing Miss Bruce for failure to fulfill contracts served to complicate the situation further.

As a result of this case, the Decca Record Company, which has signed Miss Bruce, is postponing all wax production until the situation has been cleared up, according to Jack Kapp, president. Miss Bruce has a contract with Universal Pictures, requiring her to report in Hollywood by June 10. She originally had a two-week contract with DeSylvia, and then signed the present deal. Her Waldorf contract called for \$600 weekly for an indefinite run. Her radio contract brought \$450 a broadcast.

FEW TOP SHOW FIGURES

(Continued from page 3)

affected than other types of talent and ever fewer inroads may be made in their ranks. This is one bracket where the past-85 obdeters shine and the first-of-May boys and girls are generally around the 18 age figure.

An interesting sidelight which may measure up as highly significant was pointed out by booker George A. Hamid, who said that when he broke into the talent purveying business some 20 years ago, no more than about 10 per cent of performing personnel was feminine. Today the percentage is better than 70. In the early '20s, great majority of girls in acts were employed as atmosphere, vaude being a typical example. Today, vauph, sex, and glamour are in demand and a flock of females appears in stellar roles. Hamid's "typical example" was his grandstand layout at North Carolina State Fair, Raleigh, where about 80 per cent of the bill was female, including the revue line.

Some acts on the road Registration Day ran into snags owing to unfamiliarity with registry details; but nothing serious.

Circus will be hit in about same proportion as acts on fair-parks circuits, but modern shows go in for plenty of gals. Ditto the carnivals, with mostly workmen affected there.

Working personnel in amusement parks are, broadly speaking, in the under-21 class, mostly of school status.

Because concessionaires with carnivals and other fields represent a big slice of show per capita, these will probably be the biggest potential segments for military service. Head men, however, hover

around 40 and beyond. There are quite a few women ops and agents.

HOLLYWOOD, Nov. 2.—The first movie based on the draft is planned by 20th Century-Fox. It will be titled *Arise and Shine*, and will be produced by Lou Edelman.

BOSTON, Nov. 2.—New Versailles Club was picked by the Hearst papers, *Record* and *American*, to throw a party for Greater Boston draftees this week. All whose numbers were drawn in the first group of five were feted at a special party at the Versailles Tuesday (29) right after the draft lottery.

SUNDAY SHOWS OKEH

(Continued from page 3)

votes shows that 784 valid ballots were cast, only a small percentage of the total eligible vote.

Shows which were definite about trying out the Sabbath performances included *Tobacco Road* and *Kind Lady*. *If Happens on Ice*, which is not an Equity show, has been playing Sundays since it opened. Management of *Boys and Girls Together* reported: "We don't know, but we will not be the first." Management for *Live With Father* stated: "We don't expect to." Management for *Denme Hattie, Louisiana Purchase*, and *DeBarry was a Lady* said, "No." All the others reported no decisions as yet.

"Celeb Night" Ban Becoming Effective

NEW YORK, Nov. 2.—The collective efforts of Theater Authority and the American Guild of Variety Artists to stamp out free performances, passed here as "celebrity nights," have produced some results.

The Hotel New Yorker terminated its Sunday "celebrity night" policy, and Leon and Eddie's will pay its Sunday guests "one-seventh of their regular salary." AGVA claims that Gypsy Rose Lee, honored by Leon and Eddie's Sunday (3), will be paid \$150.

TA and AGVA rule that every performer is to be paid \$10 per show or one-seventh of his weekly salary if it is more than \$70. As yet no answer to AGVA's free-show queries has been received from the La Martinique and Kelly's Stables, which also use guest artists.

Welles' 5G Spiel

LINCOLN, Neb., Nov. 4.—Orson Welles, who started a lecture tour here, made out very nicely, about 5,000 turning out for \$1 each.

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The Final Curtain Coming Marriages

BATHOLOMEW—Mrs. Julia Hall, 76, playwright, suddenly October 20 at her home in Atlantic City. Her play, *The Women of Philadelphia*, was presented in 1914 in Philadelphia. A brother, a sister, and two daughters survive.

BENKERT—Anna, 74, widow of Albert Benkert and mother of Edward A. Benkert, recording secretary of the Chicago Federation of Musicians, in Chicago October 6. Interment in Mount Hope Cemetery, Chicago.

BUTLER—William E., 74, father of Russell Butler, musician with Dodson's World's Fair Shows, of diabetes in Findlay, O., October 13. He had been ill two years. Survived by his widow and seven children. Interment in Maple Grove Cemetery, Findlay.

CALAHAN—Edward J., 54, general manager of Westinghouse Artists' Service of Station KDKA, Pittsburgh, in that city October 30 after long illness. He joined the National Broadcasting Company real estate division in 1933, played an important part in negotiations involving NBC's move from 711 Fifth Avenue to Radio City in New York, and joined the NBC sales department at KDKA in 1935. Calahan was named manager of the NBC Artists' Service Bureau in Pittsburgh January 1, and continued when it was taken over by Westinghouse July 1. Survived by his widow and three children.

CALDELLIER—Walter C., 34, clown with Billy Ritchey's Water Show, October 31 in Milford (Del.) Memorial Hospital, following a fall from the Ritzby rigging, which he was dismantling after the show had appeared in Milford in connection with a Halloween celebration. It is said that an automobile backed into a stake supporting a guy wire of the rigging, snapping the wire and causing a ladder to break loose and throw him to the ground. He was known professionally as Little Harry Bentum to distinguish him from Harry Bentum, manager of Bench Bentum's Diving Sensations. He was a relative of Bench Bentum and had appeared with her show several seasons. Body was sent to Greensboro, N. C., for interment.

CARROLL—Patrick, founder of the Scranton (Pa.) Glen Pife and Drum Corps, and brother of the late John Carroll, actor, in Scranton October 25. Survived by a daughter, Mrs. Walter Stahlheber, Hillside, N. J. Burial October 28 in Cathedral Cemetery, Scranton.

HERITAGE—Clarence (Clarence Gibson), 86, veteran actor, October 27 in New York of old age infirmities. He began his theatrical career with the Walnut Street Theater in Philadelphia. In 1889 he appeared in New York with *Matrimony*. More recently he toured in *Seven Days' Leave* and *The Garden of Allah*.

HESSEL—Henry, 70, music publisher, October 23 in Methodist Hospital, Philadelphia. He was manager of production with the Theodore Presser Music Company, Philadelphia, being associated with the company 45 years. Surviving are his grandniece, with whom he resided in Philadelphia, and a brother in California.

HUGHES—Johnny M., 41, musician, in Marine Hospital, Baltimore, Md., October 26 of a heart ailment. Buried in New National Cemetery, Baltimore, with military honors.

KAUFMAN—Mrs. Nettie Myers, 81, mother of George S. Kaufman, playwright, November 1 at her home in New York. She also leaves two daughters.

MCBEITH—Mrs. Mollie, 72, mother of Mrs. James P. Price, of Prell's World's Fair Shows; Mrs. Bobbie Fisher, of The Fearless Flyers, and Mrs. Fred Lasere, of the team of Lasere and Lasere, October 28 in Cleveland. Burial in Bellefontaine, O., October 29.

NOLTE—Charles, for many years backstage goorman at the Stanley Theater, Pittsburgh, in West Penn Hospital, that city, October 27 after long illness.

PATRINOS—Nick, 56, cookhouse operator with the Mighty Monarch Shows, October 17 in Bamberg, S. C. He had been ill several months. A native of Greece, Patrinos came to this country at an early age and had been affiliated with many shows, including Zeldman & Pollie, Coe Bros., Police Bernardi, Ralph R. Miller, Snapp Bros., Bremer Tri-State, and Dee Lang. Interment in South End Cemetery, Bamberg.

POSEY—Mrs. Doris Gertrude, 37, wife of Bob Posey, formerly in the carnival business but the past few years a pitchman and store salesman, in Anderson, Ind., October 22. Survivors are her husband, her parents, Mr. and Mrs. W. E. L. Brooks; two sisters, Mrs. Charles Lander and Ruth Brooks, and a brother, the Rev. W. Spender Brooks. Burial in Maplewood Cemetery, Anderson.

SEAMAN—Benjamin J., 59, charter member and until three months ago

oboe player in the Youngstown (O.) Symphony Orchestra, October 22 at his home in that city after a year's illness. He formerly played violin with the John Boyle orchestra in Youngstown and was secretary of the musicians' union there for 25 years. A native of London, Seaman was a graduate of the New England School of Music and had resided in Youngstown 34 years. Survived by his widow, a daughter, four sisters, and a brother. Services and burial in Youngstown.

SWEENEY—Michael P., 65, concessioner, October 17 in New Rochelle, N. Y., of heart disease. He was with the Johnnie J. Jones Exposition for many years and retired after the death of Jones. He was a member of the Elks and Knights of Columbus.

TOEPFERT—Mrs. Louisa P., 78, mother of Robert G., chalk-talk artist and former stock actor, and Paul A. Toepfert, former cellist with the old Grand Opera House orchestra, Cincinnati, at her home in that city October 29 of a heart ailment. Services and burial in Cincinnati November 1.

TURNER—Max, 54, widely known theatrical man, October 31 at his home in Chicago of a heart attack. In show business for 30 years, at the time of his death Turner was booker for Balaban & Katz. For 11 years he was booking manager for the William Morris Theatrical Agency, later was an independent booker, and two years ago joined the Balaban & Katz staff. He was a cousin of the Balaban brothers. Survived by his widow, Ever, a son, Allan; four sisters, and three brothers. Funeral services in Chicago November 4.

WALL—Henry C., 58, owner of the Richmond and Little theaters, Rockingham, N. C., in that city recently of a heart attack. Survived by his widow.

WARNER—Marie Louise, 100, retired ballet dancer, October 29 at home in Yonkers, N. Y. Her last appearance was at Tony Pastor's in New York.

WILLIAMS—W. Emerson, 58, singer and teacher, October 30 at home in New York. Williams was one of the first radio singers. Before that he toured the country demonstrating Edison's early phonograph records. He also appeared in many New York theaters, including the Roxy, where he sang opening night. Deceased started in show business with the Redpath Lyceum and Chautauqua Bureau. His widow, Jane Williams, is also a singer.

WILLIAMS—John Stanbroke, 41, associated with the Cleveland B. Chase Vocafilm Corporation, Philadelphia, for the past eight years, October 11 in Temple University Hospital, Philadelphia, after a short illness. His widow, Adelaide, survives.

ZERH—Lottie Barber, better known as Jolly Dolly, at her home in Wyoming, R. I., October 23 after a brief illness. Survivors include a sister in Brooklyn.

ZIMMERMAN—Clarence G., professionally known as "Zimmy," who operated his own concession on Wildwood (N. J.) Boardwalk for over 20 years, October 21 in Walter Reed Hospital, Washington, after a lingering illness. Presenting his underwear show in recent years, Zimmerman was employed by the Carl-Ramagosa amusement interests in Wildwood Casino Arcade, and in recent years divided his time between concessions in Wildwood and St. Augustine, Fla., where interment was made. His home had originally been in Philadelphia.

Marriages

ANDERSON-BUCK—Fred H. Anderson and Lillie Mae Buck, both well known on the carnival midway, in Dallas October 21.

BAIRD-HART—Raymond Baird, vaudeville actor, and Dorothy Hart, nonpro, October 19 at the Blessed Sacrament Church, St. Albans, L. I., N. Y.

BERNARD-LAMSON—Willie J. Bernard, showman and freak animal dealer of South Liberty, Mo., and Mrs. Etta O. Lamson, of Springfield, N. H., in Liberty, Mo., October 31.

BOLL-LEITZKE—Richard W. Boll, a Federal Communications Commission inspector, and Viola Caroline Leitzke, October 26 in Madison, Wis.

BONIN-KOONS—John H. Bonin, nonpro, and Julia Janice Koons, singer, in Wilkes-Barre, Pa., October 23.

BROWN-CRAFTON—Kenneth Brown and Verglyn Crafton, both with the Imperial Shows the past three years, in St. Augustine, Fla., October 19.

BUTTONS-GLICKMAN—Red Buttons, burlesque comedian, and Roxanne Glickman, night club dancer, currently at the 606 Club, Chicago, recently in St. Louis. Miss Glickman was formerly married to Kingfish Levinsky.

CROWELL - ERDLITZ—Samuel E. Crowell and Mary Elizabeth Erdlitz, former aerialist and estrienne with the Ringling Brothers and Barnum & Bailey Circus, October 26 at West Palm Beach, Fla.

DEUTSCH-GOETSCHUIS—Emery Deutsch, violinist, composer, and orchestra leader, and Marjorie Goetschuis, nonpro, October 31 in New York.

DIXON-SNEAD—Don Dixon, of Station KDKA production staff, Pittsburgh, and Patty Todd Snead, nonpro, of Beaver, Pa., in Pittsburgh October 19.

FRISCH-HOBBS—Edward F. Frisch and Bernice Hobbs, staff member of Station KPZ, Fond du Lac, Wis., August 31 at Dubuque, Ia., it has just been revealed.

FUERST-COADY—George William Fuerst, NBC traffic manager, and Mary Ellen Coady in San Francisco October 19.

GARGUILLO-DECHRISTOPHER—William Gargullo and Marie DeChristopher, dance team known as the DeMayos, October 20 in Philadelphia.

GILL-BINGAY—Frank Gill, motion picture critic of *The Detroit Free Press*, and Sybil Bingay, daughter of Malcolm Bingay, editorial director of the same paper, recently.

HING-LEW—Ah Hing, Chinese magician of San Francisco, and Bertha Lew, former chorus girl at the Forbidden City, San Francisco Chinese night spot, in Reno, Nev., recently.

KARN-BARNETT—Edward Karn, manager of the Farmer Family Pat Show on World of Miris Shows, and Ruth Barnett, a member of the unit, in Columbia, S. C., October 26.

LEWIS-POTTER—Samuel Ernest Lewis, of West Baden, Ind., Tilt-a-Whirl foreman with the Pearson Shows, and Lora Olive Potter, secretary to Mrs. Anna Jane Pearson, of the Pearson Shows, October 15 at the Methodist Church, New London, Mo.

MCGILL-SISK—Johnnie McGill, son of W. E. McGill, concession manager of the Walworth County Fair, Elkhorn, Wis., and Ruth Sisk, the past three years a feature rider on the Dottie Moss Thrill Arena with Gold Medal Shows, in Rossville, Ga., October 12.

MARKLING-SAMMONS—George Markling, nonpro, and Judy Sammons, member of the Radio City Music Hall Rockettes, New York, October 18 at the Little Church Around the Corner, New York.

MAYNARD-DENHAM—Ken Maynard, cowboy actor and circus star, and Bertha Rowland Denham, circus performer, both with Cole Bros.' Circus, October 22.

O'KEEFE-DUNA—Dennis O'Keefe and Steffi Duna, film players, in Phoenix, Ariz., last week.

OWEN-AMES—Loy Empfield Owen, of Lincoln, Neb., and Frances Newman Ames, radio entertainer and director of the Ames School of Dramatics, Newark, N. J., recently.

PACKER-KNIGHT—Harry Packer, drug firm official, and June Knight, film actress, in Yuma, Ariz., October 19.

PHIPPS-SCHILLING—Charles R. Phipps, former director of the Madison, Wis., Civic Theater and now working in pictures in Hollywood, and Ella Schilling, in Madison March 18, it has just been revealed.

REYNOLDS-ANDERSON—Lou Reynolds, concessionaire on the Buff Bottle Shows, and Dorothy Anderson, daughter of the Merry-Go-Round foreman on the Evangeline Shows, in Ruston, La., October 15.

RINGLING-BAUERNFEIND—Robert Ringling, senior vice-president of the Ringling Bros. and Barnum & Bailey Circus, and Irene Bauernfeind, of Evanston, Ill., October 23 at St. Mary's Church, Des Plaines, Ill.

ROBINSON-JONES—Jack Robinson, nonpro, and Thelma Jones, formerly with John Francis and Royal American shows, in Miami October 2.

RUDLEY-LORING—Herbert Rudley, actor, and Ann Loring, actress, October 9 in Greenwich, Conn.

SHARKEY-PAGE—James F. Sharkey, branch manager at Detroit for RKO Pictures, and Margaret Alice Page, nonpro, recently.

WORTHING-MOORE—Robert Worthing, of Hopewell, Pa., and Anna Moore, formerly Mrs. John P. Res, of Lock Haven, Pa., October 22 in Columbianna, O.

Joseph A. Williams, on advance with Wallace Bros.' Shows, and Opal La-Gora, nonpro, of Paducah, Ky., soon.

Ether C. Rosar, of Scranton, Pa., and J. L. Joyce, manager of the Hippodrome Theater, Pottsville, Pa., in St. Mary's Catholic Church, South Scranton, November 21.

Frank Cyr, of the service staff at the Waldorf-Astoria Hotel, New York, and Estrellita Johanson, member of the La-Comparsa dancers at Club Ball, Philadelphia, in New York soon.

John Rufino, on the staff at Covered Wagon Inn, Stratford, Pa., night club, and Margareta Bachman, daughter of the owner of the night club, in Philadelphia soon.

Ruth Gregory, of Cetlin & Wilson Shows, and Sally Long, nonpro, of Altoona, Pa., soon.

John Demko Jr., member of the Scranton (Pa.) Philharmonic Orchestra, and Romaine Bloom Wilbur, Scranton nonpro, soon.

Ronald English, nonpro, and Rita Gallagher, associated in the operation of Club Ball, Philadelphia night club, in Philadelphia in January.

Harold Larzeler, manager of the Evergreen Casino, Philadelphia night club, and Edith (Sunny) Leeds, concessionaire at Club Century Tavern, Philadelphia, in that city soon.

J. Labor Joyce, theater manager, and Esther C. Rosar, nonpro, November 21 in St. Mary's Church, South Scranton, Pa.

Rita Johnson, film actress, and Stanley Kahn, of Hollywood, soon.

Births

A son to Mr. and Mrs. Sidney Bloomfield in Philadelphia October 17. Father is manager of the Ideal Theater, Philadelphia.

A daughter to Mr. and Mrs. Jimmy Ball in Camden, N. J., October 10. Father is former manager of Warner Bros.' Stanley Theater in Camden.

A son to Mr. and Mrs. Sam Lefko at Frankford Hospital, Philadelphia, October 21. Father represents RKO Pictures Corporation in the Allentown, Pa., territory.

A son, Edward Sayre Jr., to Mr. and Mrs. Edward Sayre Webb in M. & S. Hospital, San Antonio, October 11. Parents are members of Beckmann & Gerety Shows.

A daughter to Mr. and Mrs. Ray Johnson in Wilshire Hospital, Hollywood, October 23. Mother was a dancer at the San Francisco International Exposition before her marriage and is the daughter of Evelyn Joyce Cook, equestrienne with the Ringling show.

A daughter to Mr. and Mrs. Lew Wasserman in Los Angeles October 18. Father is an executive of Music Corporation of America in Los Angeles.

A son, Meredith Mason, to Mr. and Mrs. John Mason Brown, October 18 in the Harkness Pavilion of the Columbia-Presbyterian Medical Center, New York. Father is drama critic of *The Post*.

A son to Mr. and Mrs. E. C. Jennings, of Dayton, O., in St. Ann's Maternity Hospital, that city, October 19. Parents, known as Boots and Dayton, have been with Cole Bros. and the Will H. Hill Society circuses. Father is now night clerk in the Van Cleve Hotel, Dayton.

A daughter, Shelley, to Mr. and Mrs. Leon Ames in Chicago October 25. The father is a member of the cast of *The Male Animal*, currently at the Selwyn, Chicago. Mother is the former Christine Gossett, motion picture actress.

A son to Mr. and Mrs. Pat Stanton at Kensington Hospital, Philadelphia, October 23. Father is vice-president and general manager of Station WDAS, Philadelphia.

A son, Harris Jr., to Mr. and Mrs. (See BIRTHS on page 34).

Divorces

Thelma Maude Jones from Robert Lowery Jones in Miami October 1.

Fred Brown from Ellen Drew, film actress, in Reno, Nev., October 8.

Mrs. Amos Crawford Atkins from Amos Crawford Atkins in Rock Island, Ill., October 22.

Whitney Bourne, socialite actress, from Stanton Griffin, film executive, in Reno, Nev., recently.

46th YEAR

The Billboard

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Weekly in the World
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By The Billboard Publishing Co.

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Vol. 52 NOVEMBER 9, 1940 No. 45

SHAW, stripper, currently playing night
club near Roxboro, N. C. . . . NEW AD-
DITION at the Gayety, Baltimore, Md., is
Jack Hyatt's orchestra. . . . DIANE
BURTON has joined a Hirst show and
opened recently at Utica, N. Y. . . .
AMONG NEW PAGES seen for the first
time on the Hirst Circuit this year are
Patricia Perry and Valerie. . . . AMONG
THE EX-BURLY chorines now working
at the Gayety night club, Baltimore, Md.,
are Irish Hutt, Ethel Nelson, Doris Perry,
and Betty Ingless.

REVIEWS OF UNITS

(Continued from page 26)
show with a little ditty about noise, and
plenty of it follows. There's a parade of
motley people thru the aisles and onto
the stage a la Olsen and Johnson but
lacking the O. & J. comedy touch.

The Three Flashes, roller-skating act,
present an excellent routine of the usual
tricks, including giving the fat woman
from the audience a ride. Alexander
D'Arcy is introduced and in turn intro-
duces Tom Brown, and there is some in-
teresting Hollywood crossfire. Then Brown
asks for volunteers to help with some
magic. Shaw and Lee, planted in the
audience, respond, and Brown strings
out the old egg in the hat gag to in-
terminable length, garnering a few laughs.
A blonde in scarlet dress steps out to
sing something about Mr. Rhythm that
has no connection with anything that
follows.

Shaw and Lee, who used to be very
funny in vaude and musical comedy, do
a series of blackouts that are mildly
funny but much too long.
D'Arcy and his wife, Arleen Whelan,
on for more Hollywood gags, a song, and
some ballroom dancing that any ball-
room habitue could do as well. The pair
seemed lost in getting about the stage
and getting off.

A really fine novelty is the Black
Magic veddo dance of Judith Allen and
Carlyle. Miss Allen, blue-lighted, and
Carlyle in a skin-fitting costume simulat-
ing bronze, present a sensational
exotic dance that holds attention and
wins generous applause.

Ginger Manners, tall blonde, employs
a "whodunit" technique to introduce
some piano-song-talk comedy that fails
to jell. She has possibilities but needs
to learn a lot more about a comedian's
technique before she can do a quality
show. There were a couple of other numbers
that were not caught. Show lacks co-
ordination, but maybe the movie per-
sonalities are sufficient to carry it thru
for a satisfactory one-time shot.

Nat Green.

Bragging About a Shot in the Dark

In the issue of April 13, 1940, ex-
actly four weeks prior to the opening
of the World's Fair, the Out in the
Open column predicted that paid at-
tendance would be between 18,000,-
000 and 20,000,000. Attendance was
19,115,713. Professional prophets,
please note.

mark, anyway, and its approximate mil-
lion for the low-out week-end.

Also, this year's first 300,000-plus day
came in May, whereas last year it wasn't
reached until late in August. Four Sun-
days in October of both years brought
better than 300,000 each, which is an-
other 1939-1940 parallel, as well as a
distinct "coincidence," but last year's
Sunday record was marred in this month
because there were five Sabbaths and
the first drew a paltry 154,000. Harvey
D. Gibson ought to make something out
of that, even tho' it's only an inexorable
calendar fact that's involved.

What a Pass List!

About 5,285,000 came in on passes this
year. Last year there were nearly seven
million cuffs. Paid attendance for the
two-year period was 44,932,978, with
comps, working permits, and other-type
let-ins bringing the two-season total to
57,187,835. Any enterprise would enjoy
getting only a small percentage (paid)
of the two-year pass list alone.

BURLESQUE NOTES

(Continued from page 27)

current at the Palace Theater, Buffalo.
... BERNHARDT AND KETROW are
in their sixth week with the Midwest Cir-
cuit. . . . BILLY JAMES ANDERSON, of
Knoxville, Tenn., has quit his job as press
agent for Mary Loraine Bradley. . . .
BON BONNE, stripper, formerly on the
Midwest Circuit, has jumped into Chi-
cago after two weeks at Kelly's niteroy on
Cincinnati's Barbary Coast.
JOE BROWN, concessionaire at the
Gayety Theater, Baltimore, Md., was op-
erated on last week and will welcome
letters from friends. . . . DELORES

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I. Opened May 11. Closed Oct. 27

Stretch of 1940 Fulfills Every Expectation; Paid Gate 19,115,713

NEW YORK, Nov. 2.—That the World's
Fair of 1940 vintage fulfilled every ex-
pectation in the re-issued stretch is easily
visible in the cold figures which appear
on this page. The 170-day run brought
a paid total of 19,115,713, a decrease of
about 5,000,000 against the correspond-
ing period in 1939, but less than 4,000,000
if measured against the first 170 days
of the first edition. Daily average this
year, 112,386, was about 27,000 less than
last.

If the expo just closed had had the 15
extra days which '39 enjoyed, it would
have drawn 1,675,800 more people accord-
ing to the daily average. Month-by-
month attendance stacked up about the
same, with October-September in the
1-2 positions each year. This year's June,
fourth in ranking, was fifth in '39. This
year's July, fifth in gate, was the real
sticker, and when the time comes to
write history, it will be found that this
year's month prevented the second edition
from making the maiden showing look
to its laurels. Last season's July was
third best. Third best this year was re-

served for August, while the same month
in '39 was fourth.

Best "Bests" in 1940

Best month's record, as stacked against
last year, was the Forty Pair's No. 1
stretch, October. The daily average in
this 27-day month was 171,931, yielding
a total of 4,642,150, which was less than
500,000 off last year's pace. Had '40s
October had the advantage of the four
extra days which '39 did, the daily aver-
age would have boosted the month's total
to 5,329,852, or about 190,000 better than
was done last year. This phase will also
be looked into by the professional ana-
lysts.

When it comes to "bests" and special
days, 1940 can look at 1939 and be very
smug about it, having enjoyed a superior
"best" Sunday, Monday, Wednesday,
Thursday, and Saturday. Both July
Fourths were about even, but this trip's
Labor Day was over 100,000 better and
its best week-end 137,000 in the van.

Last year there were 114 days with
better than 100,000 attendance, or about
62 per cent of the 185 days. This year
there were 59 in the 100,000-plus section,
or about 35 per cent. Herein will be
found another and very deep department
where the Leap Year run fell down, but
that was no more than expected for a
second appearance. Forty can always
point to its 537,000 throng at the finish

Strike Holds Up Demolition; Final Aquacade Figures

NEW YORK, Nov. 2.—A truckmen's
union strike following close of the
World's Fair last Sunday and continuing
until today stymied clearance work at
the big plant, with even Mayor Fiorello
H. La Guardia, a usually skillful medi-
ator and patcher, expressing pessimism.
Involved in the strike are teamsters,
chauffeurs, housewreckers, and plumbers'
locals. Efforts were being made for set-
tlement by early next week. Demolition
at many points on the grounds is being
held up as a result.

Final Aquacade figures were an-
nounced by Billy Rose as follows: Paid
admissions — 3,172,276, compared to
3,400,204 in 1939; total for two seasons,
8,672,780; total of 2,203,022 in the 40-
cent seats; 207,337 in 25-cent pews (child-
ren's). The 641 performances this year
grossed \$1,523,483. (As of and including
Sunday, October 20, however, the Rose
office said the gross was \$1,576,940.)

Parachute Jump is definitely ear-
marked for Steeplechase Park, Coney Is-
land, next season. On the closing night,
George P. Smith Jr., co-director amuse-
ments department, acting for Harvey
Gibson awarded a plaque to Comm.
James Strong, U.S.N. (retired) in behalf
of the National Parachute Jumpers' As-
sociation. Presentation was in recogni-
tion of the commander's contribution
to safe parachuting and hence national
defense. William de L'Horbe Jr., of Fly-
ing Scooters, acted as general chairman.

Fireworks Director Frank P. Duffield
left for Chicago home base early in the
week, followed yesterday by Supervisor
Art Briese. Rex D. Billings, manager of
Montreal's Belmont Park, and W. St. C.
Jones, Boston equipmentier, were brief
visitors. Bob Shepherd, of the amuse-
ment department, landed a job with
Edo Aircraft.

John T. Dolan, manager of Gay New
Orleans, was tendered a testimonial dinner
attended by 250 employees. He was
given a wrist watch and airplane bag-
gage. Mardi Gras ark played during the
fife and entertainment, directed by
Sammy Lambert, included Ben Dova,
Ann Lewis, St. Elmo Johnson Choir, and
emcee Homer H. Simons. Committee was
composed of Simons, Frank Kingsley, Ed
Miller, Hershel Cropper, Ed Turin, Doug
Way, Harold Cully, and John Haynes.

Walter Walt, boss of the Swiss Pa-
villion, is active in town with a night
club venture, Treasure Island.

Final Paid Attendance— Facts, Figures, Summary, And 1939 Comparison

(May 11 to October 27, 1940)

Saturday, October 26	364,578
Sunday, October 27	537,062
*Previously reported	18,213,183
Total, 170 days	19,115,713
First 170 days, 1939	23,094,219
May 11 to October 27, 1939	24,129,016
1940 decrease, first 170 days	3,978,506
1940 decrease, corresponding period	5,013,303
1940 daily average	112,386
1939 daily average	139,552
1939 total, 185 days	25,817,265

Month By Month

(Figures in parenthesis indicate order of superiority)

(1940)	(1939)
(6) 1,757,478	198,791 (7)
(4) 2,234,930	3,500,247 (6)
(5) 2,270,724	3,878,437 (5)
(3) 3,308,049	4,263,241 (4)
(2) 3,951,934	4,097,214 (3)
(1) 4,642,158	4,740,598 (2)
	5,140,737 (1)

"Bests" and Special Days

(1940)	(1939)
537,952	492,446
(Oct. 27)—Best Day—(Sunday, Sept. 3)	
(Same as above)—Best Sunday—(Same as above)	
322,246	229,900
(Labor Day)—Best Monday—(July 3)	
130,255	216,710
(Oct. 15)—Best Tuesday—(May 30)	
189,281	180,549
(Oct. 16)—Best Wednesday—(July 10)	
317,058	276,922
(May 30)—Best Thursday—(Oct. 27)	
178,261	245,750
(Oct. 25)—Best Friday—(Oct. 22)	
384,578	327,010
(Oct. 26)—Best Saturday—(Oct. 7)	
317,058	216,710
214,149	214,050
322,246	218,949
602,530	765,712
12,940	39,729
(Oct. 26-27)—Best Week-End—(Sept. 2-5)	
(Wed., Oct. 2)—Low Day—(Wed., May 3)	

Gate Marks

(1940)	(1939)
59	114
Days Above 100,000	
24	37
Days Above 200,000	
9	16
Days Above 300,000	
1	2
Days Above 400,000	
1	8
Days Above 500,000	
5	
Week-Ends Above 500,000	

*Corrected.

J. J. Page Season Satisfies; Monroe Finale Is Success

MONROE, Ga., Nov. 2.—With an estimated 5,000 on the grounds on the final day, J. J. Page Shows concluded their 1940 tour at the American Legion Fair here on October 26 in highly satisfactory style. This year's trek, which covered an estimated 3,500 miles, took the shows into five states, including Tennessee, Virginia, Kentucky, North Carolina, and Georgia. Shows were out 27 weeks and staff remained intact, R. E. Savage reported.

Minstrel Show had its best day of the season on closing day here, while remainder of attractions did well. Ben Mottie's cookhouse and two other eating stands were sold out before the closing gong. Many members of the personnel accompanied the shows to quarters in Johnson City, Tenn., some to unload equipment, while other will make their homes there this winter. Owner J. J. Page and family again will take an apartment there instead of moving into their home, purchased last spring.

These members gave these destinations: Billie and Flo Clark, Leo Bistany Shows, Blountstown, Fla.; Mr. and Mrs. Ben Mottie, Gibsonton, Fla.; Mr. and Mrs. Bob Coleman and agents, Athens, (See J. J. PAGE SEASON on page 39)

Great Lakes Expo SLA Show Scores

ANDALUSIA, Ala., Nov. 2.—Great Lakes Exposition Shows' midrange jamboree on Covington County Fairgrounds here on October 17 for the Showmen's League of America Cemetery Fund proved successful, netting the club \$105, Harry Smyley, show's press representative, reported. It was held in the Minstrel Show tent, with Mr. and Mrs. Al Wagner playing a prominent part in the affair's success.

In charge of arrangements were Mr. Mazie, Johnny Castle, Bob Kline, and Fred Miller. On the program were Mrs. Fred Miller, Flying Fishers, Flying Wards, Davis Sisters, Blue Ridge Orchestra, and members of the Minstrel Show.

Among those in attendance were Mayor May and Judge Clark. The Wagners are conducting a membership drive for the SLA.

Beverly White Funeral Is Attended by Many Showmen

CHICAGO, Nov. 2.—More than 75 showmen and friends attended the funeral last Monday of Beverly T. White, veteran publicity man, at the Starburo mortuary. Services were conducted by members of St. Cecilia Lodge No. 885, A. F. & A. M., of which he was a member. White was laid to rest in Showmen's Rest, Woodlawn Cemetery. A short Masonic service was held at the grave. Pallbearers were L. Clinton Kelley, Harry A. Atwell, Walter F. Driver, Jack Pritchard, Frank (R. O.) Sweeney, and Nat Green. There were beautiful floral tributes from the Showmen's League, Goodman Wonder Shows, Beckmann & Garey Shows, and others.

Among those who attended the funeral was Henry Barrett Chamberlain, chairman of the Crime Commission of Illinois and White's "boss" of 40 years ago when Chamberlain was managing editor of the old Chicago Herald.

Starkweather Reports '41 Prospects Look Favorable

NORTH TONAWANDA, N. Y., Nov. 2.—C. V. Starkweather, secretary and treasurer of Allan Herschell Company here, returned this week from a trip thru the South and reported that showmen in that section are apparently satisfied with prospects for 1941. He visited the Cetlin & Wilson Shows in Wilson, N. C., where Charles Cohen placed an order for one of the company's Rocket rides for April 1 delivery.

In Atlanta another Rocket was sold to R. E. Griffin, and in Cornelia, Ga., Starkweather had an enjoyable visit with L. C. McHenry, owner of Crescent Amusement Company, who purchased a ride for his Florida fair tour. "None in my experience," Starkweather said, "have customers been laying it on the line for new rides like they are at this time."



THIS HAPPY GROUP represents participants at the wedding of Edward Karn, manager of the Farmer Family Fat Show on the World of Mirrh Shows, and Ruth Barnett, a member of the cast, who were married in Columbia, S. C., on October 26. Left to right are witnesses Mrs. Thomas Moore and Thomas Moore, daughter-in-law and son of Paul V. Moore, secretary of South Carolina State Fair; the bride and groom; Mrs. Max Linderman, bridesmaid; Max Linderman, head of the WM Shows, best man, and the Rev. Dr. John Madison Youngner, who presided at the nuptials. Photo by Eddie Terjan.

SLA Chairmen Named for Ball

CHICAGO, Nov. 2.—Plans for the annual banquet and ball of the Showmen's League of America gained impetus this week when President Frank P. Duffield, back from the finale of the New York World's Fair, and Sam J. Levy, banquet and ball chairman, together with members of the board of governors, met and appointed chairmen of the various committees for the event in the Hotel Sherman on December 4.

Past President Edward A. Heck will again handle tickets and reservations. A. L. Roseman was named program chairman, and other committee chairmen appointed were: Entertainment, John M. Duffield; reception, Bernard Mendelsohn and Ned Torti, co-chairman; press, Nat Green. Each chairman will appoint the members of his committee.

Brydon's Oddities Click At Muskogee Engagement

MUSKOGEE, Okla., Nov. 2.—Altho hampered by small quarters, Ray Marsh Brydon's International Congress of Oddities chalked a winning stand at a downtown location here last week. Layout of the unit was satisfactory and attendance was good thruout. Local papers and radio station were liberal with space and air time, and Arthur Hoffman, public relations director, made a number of 15-minute broadcasts during the stay here.

Owner Brydon was guest at a Rotary Club luncheon on Thursday and that night many Rotarians attended the show.

Exhibits at Chi Fair Convention Will Be Center of Big Interest

CHICAGO, Nov. 2.—The exhibition to be held at the Hotel Sherman in connection with the fair men's and showmen's convention on December 2-5 promises to be an important feature of convention week. With probably 90 per cent of the convention visitors headquartered at the Sherman, and all interested in new equipment and supplies for the coming season, the exhibits in the exhibition hall, on the mezzanine floor, and in the lobby will be a center of attraction.

The exhibition is being handled by the Showmen's Exhibit Association, a non-profit organization, and all profits accruing from the sale of exhibit space will be given to the charity fund of the Showmen's League of America.

Arrangements have been made to attractively dress up the exhibit booths. Those in charge of the sale of space re-

Patrick's Win Suit In La Grande, Ore.

LA GRANDE, Ore., Nov. 2.—Mr. and Mrs. W. R. Patrick and shows bearing their name were absolved of all responsibility in a \$2,900 damage suit at a jury trial brought this week by Mrs. Mabel Thomas for injuries alleged to have been sustained when she fell from a Merry Mix-Up Ride seat while it was in motion here on July 30, 1938.

The accident, the suit alleged, permanently disabled Mrs. Thomas. Three-day trial, which began on October 21 to determine whether the negligence lay with the show owners or the plaintiff, ended with the jury handing in a verdict in favor of the defendants.

Mrs. Thomas first brought suit for \$10,500 against the city of La Grande, but the case was twice dismissed from court. After the second dismissal she brought suit against the Patricks.

Gecoma To Use Old Title

CHARLESTON, S. C., Nov. 2.—John Gecoma, general manager of the Great Bright Way Shows, said here this week that his organization would go out in 1941 under his old title, Bright Lights Exposition Shows. Gecoma said shows will play a few more spots in South Carolina and then head for quarters.

Among visitors here were Charlie Simons, Joe B. Webb, Mr. and Mrs. Mormon Anderson, Floyd King, Bud Anderson, and Willard Clark, Jones and Boss, champion bag punchers, joined here. Frieda-Fred, annex attraction, continues popular.

Franks Tour Beats '39; J. W. McCall Heads '41 Edition

ASHBURN, Ga., Nov. 2.—Franks Greater Shows rang down the curtain on the 1940 tour last Saturday night to one of the best weeks of the season while furnishing the midway at Turner County Fair here. Owner W. E. Franks said that altho spring business was spotty, the fall falls were very good and business on the season showed a 40 per cent increase over 1939. Shows played 24 weeks in Georgia.

All equipment has been placed in storage in Albany, Ga., and members of the personnel have either gone to their homes or to other shows. Franks is currently working on plans for the erection of Playland Park at Albany, where he plans to operate the rides all winter. Park is located near the new city airport and Franks will spend his time between there and hunting trips until Christmas when he contemplates beginning rebuilding activities for 1941.

Franks said that his brother-in-law, J. W. McCall, will manage the shows next year, while he handles the advance work.

Prell's '40 Tour In Click Closer; Members Scatter

ELBERTON, Ga., Nov. 2.—With good weather thruout, Sam E. Prell's World's Fair Shows closed a 30-week tour on October 26 with a successful week's stand at Elberton Fair here. Anticipating only a normal turnout, only half the shows were brought here. However, stand surprised management when the fair committee, under direction of Ivy Hulm, and with co-operation of shows' billing staff, widely advertised the event, which resulted in consistent day and night business. Show opened Monday night on new grounds, which were completely

(See PRELL'S '40 TOUR on page 42)

Alamo Scores in Texas; Ape Succumbs in Fire

PORT ARTHUR, Tex., Nov. 2.—Alamo Exposition Shows' stand at downtown Pleasure Pier here proved a winner for all with it. Larry Mullins reported. Monday night's opening drew an excellent crowd and attendance increased nightly. Peak was reached Friday night when a public wedding boomed attendance.

Aided by favorable weather, business was good thruout, and matinees on Wednesday, Saturday, and Sunday proved profitable. The Flying Millers received several feature stories in The Port Arthur News and Beaumont Enterprise. Bally programs were carried over the local radio station.

Only marring note during the local stand was a fire which resulted in the death of Tongo, giant ape, purchased from Hennes Bros.' Shows in the spring by Owner Jack Ruback. The fire also demolished the show front and equipment which housed the ape. Damage was estimated at about \$1,000 and only quick work on the part of Herman Reynolds saved other shows from serious damage.

Management announced here that Agent Louis Ringold was awarded the contract for shows to furnish the midway at the 1941 Charro Days Celebration at Brownsville, Tex. It was reported that Ringold was the first carnival agent to put a show on Pleasure Pier here since 1930 and shows were believed to have been the first to play inside the city limits in six years.

Park Amusement Returns To Lake Charles Quarters

LAKE CHARLES, La., Nov. 2.—Park Amusement Company, managed by Cliff Liles of this city, returned to quarters here today after covering three Deep South states and 25 communities since opening in April. Management plans to play a week's stand at a downtown location here before breaking up, however. Almost all members of the staff are natives of the area. Liles announced that he plans a complete renovation this winter of the organization, which now includes five rides and seven shows.

Buckeye State SLA Benefit Is Success

NATCHEZ, Miss., Nov. 2.—Buckeye State Shows' third annual benefit performance for the Showmen's League of America in the Minstrel Show top in Cleveland, Miss., on October 25 was highly successful from a financial and social standpoint. A benefit bingo on October 24 also clicked, with all proceeds going to the same fund.

Benefit show was emceed by Date Curtis, and among performers were Mr. Shaeffer, Tony Aranz; Lee Gainsy, secretary of Cleveland Fair; members of the Minstrel Show, and Pearl Johnson and entertainers from the Parisian Life Show. At the conclusion refreshments, provided by Owner and Mrs. Joe Gallier, were served in the cookhouse.

Bob Murphy Host to 100 PCSA Members in Balboa

BALBOA, Calif., Nov. 2.—Nearly 100 members of the Pacific Coast Showmen's Association and Ladies' Auxiliary turned out for the gala party held in their honor by Brother Bob Murphy at his Bamboo Inn here on Thursday night. Big event was the last to be held until after the club's annual banquet and ball in the Biltmore Hotel, Los Angeles, on December 17. Party was a huge success, with the Murphys proving wonderful hosts, and nothing was left undone to make the party one of the best ever given club members.

A six-course turkey dinner with all the trimmings was served by a corps of Murphy's waiters, who seemed to delight in trying to make everyone feel at home. The large dining room was set up in banquet style, and Brother Harold O. (Pop) Ludwig, emcee, introduced the hosts, Mr. and Mrs. Murphy, and many members of their staff. He then introduced Brother Joe Olacy, first vice-president, who in turn introduced many officers and members. President Nina Rogers of Auxiliary introduced members of that organization.

A colorful floor show was divided into two parts to permit dancing before, during intermission, and after the show. Jeff Treg emceed the floorshow, with the entertainment program being headlined by Jack and Peggy Mack. Others on the bill were Joe Horowitz, Capt. Dave Barnett, and Doc Dobbs and wonder dog, Bruce.

Among those attending were Clarence Alton, Jack Bigelow, Mabelle and Frank Bennett, Harry Chipman, Capt. David Barnett, Capt. William Ament, R. B. Eyber, Lucille King, Zack Hargis, Alexander and Ann Stewart, Jewel Wocley, Bill and Jewel Hobday, Babe Miller, Nina Rogers, Frances Panthea, Al Anderson, Mr. and Mrs. M. R. Smith, Betty Wilson, Vivian Gorman, Harry Wallace, Tilly Palmeter, Lou W. Johnson, John A. Pollitt, Clyde Gooding, Norman Paul, Nick Wagner, Meyer Schlom, Mr. and Mrs. Harold O. (Pop) Ludwig, Harry Martin, Francis O'Conner, Dan Stover, Joe Olacy, Bob Meyers, James P. Gallagher, Al W. Weber, Joe Horowitz, Jeff Treg, Ed C. Martin, Doc Dobbs, Jack and Peggy Mack, Al Onken, E. C. Moore, John H. Ward, Edwin Hill, Cal Lipps, Ben Beno, and Pat Armstrong.

Bortz Finishes '40 Tour In Black; Quarter in Mo.

DONIPHON, Mo., Nov. 2.—Equipment of Bortz Amusement Company was stored in quarters here last week following close of the 1940 tour in Bragg City, Mo. Owner Leo Bortz said that altho business was below that of last year, shows wound up the season on the right side. He said that he and Mrs. Bortz have purchased a night club and tourist camp near here and will operate it during the winter.

Dorris and Frank Wilson have stored most of their equipment in quarters, but will take out their python snake attraction to play several Mississippi spots. Capt. Wild Bill's Mechanical Show is headed for Texas, as are Mr. and Mrs. Koffman.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

F. H. Bee Jr. Dies After Long Illness

LEXINGTON, Ky., Nov. 4.—F. H. Bee Jr., 44, widely known owner-manager of the shows bearing his name, succumbed to a blood infection in Good Samaritan Hospital here at 12:30 a.m. today.

Owner Bee, who was a former school teacher and had been in show business



F. H. BEE JR.

for 18 years, had been in the hospital for 19 weeks. Further details in the Final Curtain next issue.

Interment will be in Woodmere Cemetery, Huntington, W. Va., on November 6.

Dyer-Hennies Bros. Dispute Results in \$10,000 Lawsuit

BIRMINGHAM, Ala., Nov. 2.—Ernestine (Sis) Dyer, well-known show woman, who claims ownership of a snake and monster show, has filed suit here against Hennies Bros.' Shows for \$10,000 damages. Show is wintering on Alabama State Fairgrounds here. Mrs. Dyer alleges that Hennies Bros.' Shows took possession of her show and "did so negligently operate the show" that three rattlesnakes, five South American boa constrictors, one gray fox, and one Gila monster died.

She also alleges that the carnival management took possession of her two pythons, one Chinese dragon, one parrot, two raccoons, five monkeys, one show front, public-address system, African relics, knives, woodworking, and electrical equipment. The pythons, according to Attorney J. L. Drennen, representing Mrs. Dyer, are valued at \$25 a foot and each is said to be 22 feet long.

Mrs. Dyer's suit sets out that she "was injured in her reputation as a business show woman and caused to suffer great worry, anxiety, and physical and mental pain." Attorney Drennen said the argument arose over a debt which operators of Hennies Bros.' Shows allege Mrs. Dyer owes them and that the operators will not let Mrs. Dyer have her show until she pays this alleged debt, while Mrs. Dyer contends the amount owed is smaller than that claimed by the operators of the shows.

Bantly Member Killed, One Hurt on Trek to Pa. Barn

REYNOLDSVILLE, Pa., Nov. 2.—H. W. Lester, of Bantly's All-American Shows, was killed and another member of the shows, Jack Keown, seriously injured here on October 29 while returning to local quarters with the shows from Lancaster, S. C. Both were riding atop a huge semi loaded with ride equipment. While passing under a bridge Lester came in contact with its bottom and was knocked to the pavement, sustaining fatal injuries.

Keown also was knocked off the truck and sustained a fractured skull. He has a good chance for recovery. Shows were returning to quarters after closing a successful 1940 tour in Lancaster.

Max Gruberg Contracts Two N. C. Fairs; Preps for '41

MANNING, S. C., Nov. 2.—Max Gruberg, owner World Famous Shows, announced here this week that his organization has been booked to furnish the midway attractions at 1941 fairs in Oxford and Thomsville, N. C.

Gruberg, who was stricken blind last year but regained his sight and health after undergoing an operation, is mapping plans for a larger and more attractive organization in 1941.

Sheesley Does Biz At Alabama Stands

TUSCALOOSA, Ala., Nov. 2.—Rain and cold weather hampered attendance and business for Mighty Sheesley Shows at the local fair, which ended tonight. Normally a good spot, the elements made it necessary for management to keep the fairgrounds constantly covered with awnings, cinders, and sawdust. Despite unfavorable conditions the stand proved fair.

Shows came in here from a successful engagement at Central Alabama State Fair, Montgomery. With Managing Director Harry E. Wilson of the fair giving good co-operation, shows, rides, and concessions did exceptionally well. J. B. Hendershot, veteran general agent, directed the local fair and gave good co-operation. Formerly with the Sheesley contingent and for the past several years a West Coast concessionaire, John L. (Spot) Ragland played host to a group of Mrs. Minnie Pounds' friends at a surprise birthday anniversary party in the Hotel Burchfield here on November 1.

In attendance were Mr. and Mrs. John D. Sheesley, Capt. John M. Sheesley, Mr. and Mrs. Henry Curtin, Verna Sullivan, Charles Pounds, Bernard McLendon, A. C. Bradley, Charles E. Sheesley, Roberts and Rosetta Desnos, and Mrs. Ruth Korte. Mrs. Pounds received many gifts and greetings. E. H. Smith, assistant to Charles Sheesley, will leave for Jacksonville, Fla., at season's close. Visitors here included Jean Beatty, fire chief; Mr. Boykin, executive secretary Chamber of Commerce; Leslie Deis, State tax commissioner; Ben Evans, supervisor Alabama field tax agent; Chief of Police Billingsley, Sheriff King, and Bernard McLendon, Columbus, Ga.

Ted Miller Signs To Pilot Bantly Combo Again in '41

REYNOLDSVILLE, Pa., Nov. 2.—L. C. (Ted) Miller, general agent of Bantly's All-American Shows this season, will pilot the shows again next year, Owner Herman Bantly said this week. Miller came to Bantly's from the Cotlin & Wilson Shows, where he had been press agent from 1937 thru 1939.

He is a protégé of L. H. Cann, general agent of the World of Mirth Shows, who introduced him into the carnival field. Miller also has been handling publicity for the Frank Wirth Booking Association for the past several winters.

FUNLAND SHOWS WANT

For winter's work, Parrot Shows, Girl Posing Shows; Minstrel Troupe, with or without outfit; Deems, Big Snake and Side Show, Open Cookhouse, Arcade, Popcorn, Scales, Shove Rack, Diggers, Hoop-La, Blower, Wheels, Lead Gallery, etc. Want M. G. R., Roll-Planes and Octopus. All join on wire. THOS. BUCHANAN, Asst. Mgr., Sanford, N. C., uptown, this week; Nov. 11-16, District Apt. & School Fair, Taber City, N. C. Conditions good.

THOMAS COUNTY FAIR

Thomasville, Ga., November 11 to 16
Want Rolloplane, worth-while Shows and legitimate Concessions of all kinds except Bingo and Cook House. Address
KEYSTONE MODERN SHOWS
Moultrie, Ga., this week.

WANTED FOR ANDERSON, S. C., COLORED FAIR

WEEK NOVEMBER 14TH TO 16TH
All Concessions open except Bingo, Want Kaka, Drinks and Diggers. CAN PLACE OCTOPUS RIDE AND KIDDIE AUTO FOR BALANCE OF THIS SEASON AND NEXT. All the above address:
LAWRENCE GREATER SHOWS, INC.
Greeter, S. C., this week, with Anderson in follow.
P.S.: FRANK (BRAUN) BRAUNSTEIN NO LONGER CONNECTED WITH THIS SHOW.

CENTRAL AMUSEMENT CO.

Wants for Belle Glade, Fla., Fair, Armistice Celebration and Firemen's Convention, Nov. 11th to 16th, also string of Fairs, Concessions and Shows during winter. Best One more Flat Ride, Shows. Any newly trained Show that gets money. Legitimate Concessions all open. All contact
SHERMAN HUSTED, MGR., BELLE GLADE, FLA.
P.S.: You don't have to buy Florida license states. We have state wide permit.

MADISON COUNTY FLORIDA FAIR

MADISON, FLA., NOV. 11 TO NOV. 16
Followed by Levy Co. Fair, Branson, Fla.; Marion Co. Fair, Ocala, Fla.; then the big one at Starks. Want Concessions that operate for not over ten cents. Show of merit. Want Chair-Planes or any Ride not conflicting. Want Motor Drums. We have best route in Florida, not an winter. All address
N. P. ROLAND AND GEORGE GOFFAS
MIGHTY MONARCH SHOWS, GAINESVILLE, FLA., FAIR THIS WEEK

"TENTS—BANNERS"

NEW TENTS
USED TENTS
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MAY WE SERVE
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Write—Wire—Phone
BAKER-LOCKWOOD
KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

BIG TURKEY AND ARMISTICE CELEBRATION

Billed for Miles Around
GREAT LAKES EXPOSITION SHOWS, Inc.
Furnish All Attractions

Can place for several weeks of Fairs, Concessions of all kinds, especially Ball Games and Long Range Shooting Gallery, legitimate Concessions all kinds. Can use Grab Joints for Unions, Harry Snider can use Agents for Blowers, Side Show Acts, etc. Use Shows with own emcee. Man for Snake Show, have complete transport. Cookhouse wanted. Address: **AL WAGNER, Manager, Uxtontown, this week; Union Springs, Ala., November 12th to 16th. Geneva Peanut Festival follows. Route to interested parties.**

WANT

For Big Armistice Celebration and Fair at Lake City, S. C., November 11 to 16.
Concessions of all kinds except Bingo and Cookhouse. Rides—Roll-Planes, Octopus, Toss-a-Wheel, Kiddie Rides. Also Grand and Bally Shows. Wire
MAJESTIC SHOWS
Hemingway, S. C., Fair this week

FOR SALE

Ride Show complete, everything in good shape and ready to go. Consisting of Top and Side Walk, 25x125; Poles, Stakes, etc. One Steel Banner Line, 138 ft., complete with Fences, Bally Platform and Tires, Beams, Posts and Outside Light Strips with Lights, 400 Amps, Main Switch and Cable and Arches, Pit Cloths, Pit Tables, 30 Watt Amplifier with Microphone and Speakers, Proscenium Curtain for Arches, plenty of Banners, couple of good Blasters; in fact, everything complete and one of the best framed Side Shows on the road. Priced to sell.

L. B. BARNEY LAMB
Care of Swamp Shows, Alexandria, La., week Nov. 11, after that, The Billboard, Cincinnati, O.
P.S.: Terms to responsible party.

GM DIESEL LIGHT PLANTS

Constant Money Savers! Cost Less Than 1c Per K.W. Hr. To Operate



CALL—WIRE—WRITE TODAY!

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(Phone: 5-2733)

GENE AUSTIN'S MUSICAL SHOW EQUIPMENT

Purchased at public auction. Will install as whole or in part. Main Tent, 5000 seating capacity; Kitchens, Tent and Equipment, Stage, Sawney, Piano, Bleacher Seats, Canvas Bottom Chairs, Travel Booths, 8 Foot, 1 1/2 Ton Trucks, 1 Ford, 3 Ton Panel, 1 Findley Trailer, 4 Masfield Trailers, 3 Shogans Trailers, 1 Water Tank Trailer, 1 Chetco Trailer, and 1 Electric Light Plant, 220 volt DC, consisting of 1 Sorel Ice Lighting Plant, 10 KW, 80 Amp., 125 Volt, with Chrysler Industrial Motor, 1 Star Electric Motor, 5 KW, 40 Amp., 125 Volts, and 1 Fairbanks-Morse DC Generator, 20 KW, 174 Amp., 115 Volts.

GAYLE'S GARAGE
2608-14 Huntington Ave., Newport News, Va.

INSURANCE

Charles A. Lenz
"Showman's Insurance Man"

4738 Insurance Exchange, CHICAGO

AMERICAN LEGION ARMISTICE CELEBRATION

Heart of the City, Week of November 11th
Can place Bides and Shows that do not conflict.
All Concessions open. Free gate. Want one
own Free Act. Write or wire care **LEGION**
COMMITTEE, Skating Rink, West Columbia,
South Carolina.

WANT CONCESSIONS

For **AMERICAN LEGION ARMISTICE CELEBRATION** and **LAMAR COUNTY FAIR**

Barnesville, Ga., next week, Nov. 11th to 16th. Can use one more Free Act. Address: **MIKE CONTI**, Barnesville, Ga.

NIXES EUROPEAN CIRCUS

Wants for all winter in the south, rubber, reliable Agent with var. small Family Acts and Bides with Concessions. All Animal Acts booked. Mag Joint, (Arab or small Cook House). All Circus privileges open. Dealing about Nov. 11th. No outside wires.
ROUTE 4, WAYCROSS, GEORGIA
Will buy small Light Plant.

WANTED—CIRCUS ACTS

for Indoor Show, Dog and Poind, Acrobats, Teeterboard Acrobats, Wire Act, Clowns, Winter's work. Must do two or more acts. Salary within reason. Pay every night. We furnish gas after joining. Can place high class Promoter, also Banner Man. Address: **GEO. HOWE**, General Delivery, Teasarkana, Ark.

BRIGHT LIGHTS EXPOSITION SHOWS

Playing Choice Locations in and Around Charleston. Want Shows and Concessions of All Kinds. Write or wire **JOHN GECOMA**, Hotel St. John, Charleston, South Carolina.

Fall From Richey Rigging Fatal to Walter Caldwell

MILFORD, Del., Nov. 2.—Coroner's jury has held Lee Phillip Baker in \$10,000 bail for hearing in February in connection with the fatal injury of Walter C. Caldwell, who died springboard clowning with Billy Richey's Water Show, following a Halloween celebration here on October 31 in which the Richey show appeared.

It is alleged that Baker backed his automobile into a stake supporting a guy wire of the Richey rigging, which Caldwell was dismantling, snapping the wire and causing a ladder to break loose and throw Caldwell to the ground. He died in Milford Memorial Hospital a few hours after the accident. The 34-year-old Caldwell was known professionally as Little Harry Bentum to distinguish him from Harry Bentum, manager of Bench Bentum's Diving Sensations. He was a relative of Bench Bentum and had appeared with her show several seasons. His body was sent to Greensboro, N. C., for interment.

Elite Hillbilly Club's Second Banquet Clicks

WILSON, Okla., Nov. 2.—About 35 members of Elite Exposition Shows attended the Hillbilly Club's second banquet of the season in the Busy Bee Cafe, operated by Mr. and Mrs. Batterson, while showing here. Frank Carter, entertainment committee chairman and toastmaster, was in charge of arrangements, with the dinner menu being prepared by chef Adolph Hogenson, former trouper.

Dining room was decorated under direction of headwaitress Clista Lewis. Several members of the club and Manager Charles Rotolo made brief talks. Music was provided by an orchestra. Plans for the final banquet to be held during the week of December 15 were discussed.

Mrs. Bankard Given Shower

BEAUMONT, Tex., Nov. 2.—Women members of the Beckmann & Gerty Shows, providing the midway attraction at South Texas State Fair here, tendered Mrs. Evelyn Bankard a baby shower on October 31. She was the recipient of numerous gifts.

BEAUMONT, Tex., Nov. 2.—W. H. (Bill) Naylor, press representative of Beckmann & Gerty Shows, said here today that he plans to leave the shows next Friday night and expects to arrive in Chicago November 10. Harry Bert, special agent of the shows, left last week for the Windy City. Naylor plans to winter at his home in Oak Park, Ill.

Pearson Stores in Ramsey

RAMSEY, Ill., Nov. 2.—Pearson Shows' equipment has been stored in quarters here, since the organization closed a successful 1940 tour on October 19. Owner Mrs. J. A. Pearson said this week. Shows were out 25 weeks.

ROUTES

(Continued from page 21)
Tobacco Road: (Parkway) Madison, Wis., 2-9; Sloot's, L. Verne, Theater Workshop; Richmond, Utah, 5; Logan 6; Ogden 7; Grantsville 8; Salt Lake City 9-11; Draper 12; Mount Pleasant 13; Monroe 14; Salinas 15.

GRAND-STAND AND FREE ATTRACTIONS

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

Blondin-Bellini: (Rice Festival) Crowley, La.; (Celebration) De Funiak Springs, Fla., 11-16; Crawford, Aerial; Quitman, Ga. Fisher's, Bob, Feagins, Flyers; (Fair) Lake City, Fla.; (Fair) Live Oak 11-12; Fishers, Flying; (Fair) Jackson, Ala.; (Fair) De Funiak Springs, Fla., 11-16.

Gardner's, Cheerful, Elephanta; (Fair) Phoenix, Ariz., 9-11.
Romas, Flying; Houston, Tex., 4-15.
Rosa's Surprise Band; (Fair) Anderson, S. C.; Zolar, Ruth & Eddie; (Fair) Chester, S. C.; (Fair) Anderson 11-15.

MISCELLANEOUS

Biehler, Ray, Bears; Lima, O., 4-9; Englewood 11-16; playing schools.
Bragg Bros.' Show; Longview, Tex., 11-15.
California Cousins Carnival of Fun; Greenfield, Mass., 6; Cummington 8.
Lucy, Theo, Elmore; Little Rock, Ark., 4-9; Hot Springs 11.
Powers, Yeo D., Dogs and Bears; Playing schools in Syracuse, N. Y. and suburbs, 4-9.
Wyatt, Mabel, Attractions; Sale City, Ga., 4-9.

CARNIVAL

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

A. & A. Am. Co.; Rey Del, Ark.
All American; Lawton, Okla.
Antique Am. Co.; Enigma, Ga.
B. & H. Am. Co.; Neesa, S. C.; Swansea 11-16.
Barick's Cosmo; (Fair) Bradley, Ga.
Beckmann & Gerty Shows; (Fair) Beaumont, Tex.
Bradley & Beresoff; St. Matthews, S. C.
Buck Am. Co.; Fairfax, S. C.
Central Am. Co.; Keshell, Fla.; Belle Glade 11-16.
Ceslin & Wilson; Fayetteville, N. C.
Clark's Greater Shows; San Diego, Calif., 7-17.
Coconut Am. Co.; De Funiak Springs, Fla., 4-11.
Crystal Expo.; (Fair) St. George, S. C.; Brunswick, Ga., 11-16.
Dadley Bros.; Waukegan, Ill.
Dodon's Works; (Fair) Jacksonville, Fla., 7-17.
Down East Attr.; Lane, S. C.
Evangelina; Bastrop, La.
Fleming, Mad. Coy.; (Colored Fair) Dublin, Ga. (Armistice) Alma 11-16.
Florida Expo.; Estill, S. C.
Frank Greater; Camden, Ark.
Funland; (Moose Fair) Sanford, N. C.; (Fair) Taber City 11-16.
Funnell's United; Prescott, Ark.; North Little Rock 11-16.
Gold Medal; (Fair) Sylacauga, Ala.
Great Bright Way; Charleston, S. C.
Great Eastern; Franklin, S. C.
Great Lakes Expo.; Uniontown, Ala.; Union Springs 11-16.
Greater United; Eagle Pass, Tex.
Groves Greater; Steele, Mo.
Hanes, Bill; Nacogoches, Tex.
Hughes & Gentsch; Rule, Miss.
Jones, Johnny J., Expo.; (Fair) Anderson, S. C.

Joyland; Dinuba, Calif.
Kaus, W. C.; (Colored Fair) Charleston, S. C.
Krus, E. O.; Waco, N. C.
Kremer Modern; (Fair) Moultrie, Ga.; Thomasville 11-16.
Lang's, Dec. Famous; (Turkey Trot) Osceola, Tex., 4-11; season closes.
Lawrence Greater; Chester, S. C.; (Fair) Anderson, S. C., 11-16.
Lewis, Art; Norfolk, Va.
Lile's Park Am. Co.; Lake Charles, La.
Mack's Caravan; Hixson, Ark.
Majestic; Hemingway, S. C.; Lake City 11-16.
Marks; Fayetteville, N. C., 4-11.
Mildly Monarch; Gainesville, Fla.; Madison 11-16.

Miller Bros.; Bishopville, S. C.
Miller, Ralph R., Am.; Church Point, La.; Arnaudville 11-16.
Nall, C. W.; Jena, La.
Orator State; Panama City, Fla.; Marianna 11-16.
Paradise; Brinkley, Ark.
Peach State; Abbeville, Ga.
Reynolds & Wells; Palacios, Tex., 4-10; season ends.
Rogers & Powell; Ray St. Louis, Miss.
Santa Fe Expo.; San Benito, Tex., 4-11.
Shugart, Doc; Atlanta, Tex.
Siegward Bros.; Ajo, Ariz.
Smith Bros.; (Fair) Ocala.
Snapp Greater; Baton Rouge, La.; Alexandria 11-17.

Southern Attr.; Hinesville, Ga.
Southern State; Lake City, Fla.
Southern United; Marias, Okla.
Star Am. Co.; Holly Grove, Ark.
Stritch, Ed; Protection, Tex., 6-11.
Sutton; De Witt, Ark.
Tassell, Barney, Unit Shows; (Fair) Panama City, Fla.
Texas Shows; Corpus Christi, Tex.
Texas Longhorn; Rule, Tex., 6-16.
Texas Kid; Snyder, Tex.
Tigwell, T. J.; San Angelo, Tex.
Tom's Amuse.; Quitman, Ga.
Troy Am. Co.; (Colored Fair) Trio, S. C.
Ward, John R.; Crowley, La.
West Coast Am. Co.; (Fair) Porterville, Calif., 5-12.

White-McNalley; Wister, Okla.
Wolfe Am. Co.; Royston, Ga.; Lexington 11-16.
World of Mirth; Augusta, Ga.
Zachimi Bros.; Bushnell, Fla., 4-11.
Zimdars Greater; Hot Springs, Ark.

CIRCUS

Cole Bros.; El Reno, Okla., 5; season closes.
Coe, James M., Indoor; Geneva, N. Y., 5.
Rochester 6-7; Horell 8; Trumanburg 9.
Hamid-Morton; (Springs) Baltimore, Md., 4-9.
Polak, Bros.; (City and) Galveston, Tex., 31-Nov. 6; (Forum) Wichita, Kan., 11-16.
Rindling Bros. & Barnum & Bailey; Atlanta, Ga., 4-5; Augusta 6; Charleston, S. C., 7; Savannah, Ga., 8; Jacksonville, Fla., 9.

ADDITIONAL ROUTES

(Resolved Too Late for Classification)
Benot, Jean; (Bertolotti's) NYC 4-9.
Cavanaugh, Cynthia; (Bertolotti's) NYC 4-9.
Cooper, Eloise; (Bertolotti's) NYC 4-9.
DeLeon, Great Leon; Pensacola, Fla., 4-9.
DeLooney Sisters; (Red Gables) Indianapolis 4-9.
DeLeon, Eleanor; (Hilltop Casino) East Duquenne, Ill., 4-9.

Clifford, Moya; (Bertolotti's) NYC 4-9.
Henry, The; Ocala, Fla., 4-10; (Shrine Circus) Houston 11-16.
Lane, Loreta; (Bertolotti's) NYC 4-9.
LeBato, Paddy; (Wonder Ray) Detroit 4-9.
Lewis, Ralph; (Paul Young's) Washington 4-9.
Moore Bros.; Show; Marion, Mo., 4-9.
Nichols, Howard; (Paramount Theater) Los Angeles 4-9.
Vanline & Cazan & Co.; (Nusbaum's Casino) Rochester, N. Y., 4-9.
Walker's Show; Broadheart, Ga. (P. O. Office, Jessup, Ga.) 4-9.

BIRTHS

(Continued from page 30)
Harris Sims Moore at Baugh's Infirmary, Decatur, Ala., October 24. Father is a roadside operator.

A son to Ruth and Russell Sturtevant, night club and carnival troupers, in Polyclinic Hospital, Harrisburg, Pa., October 19.

A daughter, Letitia, to Mr. and Mrs. Joe Perer at Doctors' Hospital, New York, October 15. Parents are legit performers.

A son to Mr. and Mrs. Ray Schneider, October 27 in Pittsburgh. Father is senior announcer at Station WBSW.

A daughter, Betty Lynne, to Mr. and Mrs. Seymour Ellison at Michael Reese Hospital, Chicago, October 28. Mother is Sharon Grainger, Chicago radio actress currently cast in the *Story of Bud Barton*.

REP RIPPLES

(Continued from page 28)

nightly. "I can do better in halls and theaters than in a tent," Whitton writes. . . . BARRY'S vaude-picture trick is reported doing okeh in Western North Carolina, featuring in flicker form *The Life of Jesse James*. . . . HARRY LA TIER says business is satisfactory with his small trick in Marshall County, Tennessee. . . . Mr. AND MRS. PAUL A. KLOTZ, now working store demonstrations thru the Lone Star State, were visitors on the Harley Sedler Show at Post, Tex., recently. "The show was well received, well patronized, and received much favorable comment," the Klotzes postal.

. . . MRS. NEVA BRASFIELD has returned home after 10 weeks in a hospital with a broken leg sustained in a car wreck. She is out of the cast and doing swell.

CRIX ACCURATE

(Continued from page 28)

gathered its maximum in 54 performances.

Hold On to Your Hats, 100 per cent, a hit as predicted.

Johnny Belinda, 56 per cent, now fighting gallantly for life.

Boys and Girls Together, 100 per cent, smash hit.

The Gondoliers, 45 per cent, and other operas in the Gilbert and Sullivan collection, presented as a revival in repertory. Lasted just a few weeks.

Journey to Jerusalem, 22 per cent, reached 17 performances.

Boyd's Daughter, 17 per cent, achieved three performances.

Shad Alley, 78 per cent, is going along pretty well.

Charley's Aunt, 94 per cent, might well have had the top score for the record it is chalking up.

George Washington Slept Here, 44 per cent, is doubtful.

Tis of Thees, 5 per cent, closed after the first performance.

Cabin in the Sky, 78 per cent, is doing better than the figure represents. Cast responsible for the box-office draw.

Suzanna and the Elders, 6 per cent, closing this week.

Panama Hat, 100 per cent, on top with the smash hits.

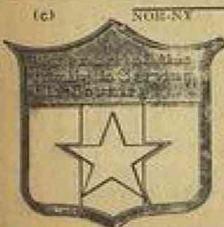
Canton Down to One Show

CANTON, O., Nov. 3.—Only legit in prospect for Canton this season is a scheduled one-night appearance of *There Shall Be No Night* at the Palace here March 27. Show will be under the auspices of the Canton Players' Guild.

Last year the guild made a successful venture into the road show business by bringing four stage productions to Canton.

NEW YORK WORLD'S FAIR MUSEUM

Wants outstanding attraction that can be featured. All Accidents, Mental Act, Freak for window, 30 weeks' work for competent people. Robert Carter, Wendell Knut, wire, Nov. playing show engagement, downtown Hartford. Address: **FLOYD KING**, New York World's Fair Museum, 155 Aoyam St., Hartford, Conn.



SERVICE BANNER

Millions of families will want to display a Service Banner.

A Beautiful Shield in full color—Two Star & Red, White and Blue stripes on Blue satin background. Size 8x12 inches.
\$1.50 Dozen • • • **\$16.50 Gross**
Some design in DECALCOMANIA 6x6 inches — for the door or window.
\$1.20 Dozen • • • **\$13.50 Gross**

Sample or Detail and Banner, 25c. No orders accepted without 25% deposit.
THE ABBOT CO. 76 Spring St., NEW YORK CITY

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Nov. 2.—Many of the boys have closed their season and a good gathering greeted President Frank P. Duffield as he presided at his first fall meeting. Seated at the table with him were Second Vice-President Carl J. Sedlmayr, Treasurer Fred H. Kressmann, Secretary J. L. Streiblich, and Past Presidents Sam J. Levy, Ernie A. Young, and J. C. McCaffery. After invocation all remained standing in silent tribute to the late Brother Lincoln G. Dickey. Membership committee reports the total is ahead of last year and still going strong. Lou Leonard looks like a probable winner of a gold life membership card.

Relief committee reported that Brothers Hogan, Carsky, and Nelson are resting nicely and showing improvement. Brothers Tom Rankine and James Murphy are up and around but were unable to attend the meetings. Jack Lydick is still in Veterans' Hospital, Dayton, O., as is Brother Arthur Hopper. Tom Volmer also is in Veterans' Hospital. Banquet Chairman Sam Levy said that the event will intertwine with the golden anniversary of the International Association of Fairs and Expositions and the price will be \$5 per person, the same as last year. Brother S. T. Jessop was appointed general chairman of registrations for the convention and will name his committee. Talks were made by Vice-President Carl J. Sedlmayr, Past President J. C. McCaffery, Ernie A. Young, H. A. Miller, Dr. Steinberg, Ned Torti, and Sunny Bernet. Rube Liebman attended the meeting and then left for the West. Mr. and Mrs. Maxie Herman have forsaken Chicago for their home in Florida.

Applications presented for ballot and elected to membership were Joseph M. Upchurch, Robert Waldrop, Ray E. Hamilton, John S. Meyers, John P. Snyder, and Peter D. Rawekin. Chairman Ernie A. Young announced that the big annual president's party on November 30 will be an outstanding affair. Brother and Mrs. M. J. Doolan left this week-end for a brief visit in Hot Springs. Brother Percy W. Abbot was selected to fill the vacancy on the board of governors occasioned by the death of Brother Lincoln G. Dickey. A letter advises that Brother and Mrs. Oscar V. Babcock will leave Philadelphia for their home in Monmouth, Ill. Babcock is slowly recovering from several injuries sustained the past year. Letters with remittances brought proceeds of benefit shows held by Brother Al Wagner's Great Lakes Exposition Shows, Hennies Bros.' Shows, Beckmann & Gerety Shows. Thanks have been sent them. Showmen's Home trustees are starting a concentrated effort to bring payments on pledges to the fund up to date. Letters will be sent out next week and the list will be placed on the bulletin board in the clubrooms. New resolution frames have been placed on the wall and are an improvement over the former way of handling them.

Other communications were received from Frank R. Conklin, S. T. Jessop, Lee E. Sloan, Joe Archer, Elwood A. Hughes, William Carsky, L. S. Hogan, Lew Keller, Albert J. Moran, and Richard Miller, who is in Florida. Late returns brought dues from W. W. Wilno, Al Wagner, William H. Blencoe, F. A. Woods, Charles Moss, John S. Bullock, George A. Hamid, O. N. Crafts, James Campbell, Louis Schlossburg, Harry W. Hennies, P. A. Boudinot, William W. Davies, Pat Purcell, Robert E. Hickey, James C. Smith, F. E. Gooding, Harry A. Kiefer, Ben Levine, Frank Hanesaki, Rube Liebman, Eddie Phillon, Taylor G. Brown, Phil G. Travis, Albert Schlossburg, William Carsky, Rudolph Singer, Max and Nat Hirsch, Sam Bloom, and Hadji Delgarin. Past President J. C. McCaffery sent in remittance for his pledge to Showmen's Home Fund. Co-operation to date in the 1940 annual Cemetery Fund Drive is from Johnny J. Jones Exposition, The Billboard, Golden Gate Exposition, Rubin & Cherry Ex-

Club Activities

position, Great Lakes Exposition, Beckmann & Gerety Shows, and Hennies Bros.' Shows.

Al Wagner writes they received good co-operation from John R. Castle and Harry Mazey. Mr. and Mrs. Harvey A. Miller, of Hennies Bros.' Shows, are wintering here, and F. A. Woods visited before leaving for the South. Among those who subscribed to the Showmen's Home Fund on the M. J. Doolan Attractions are George Bates, Ralph Ziegler, John Grys, Thomas Hartly, Martin Boland, Lawrence and Bernard O'Connell, Morris Silverman, Ray Olsen, H. Bently, Charles Watson, and John Kellner. Harry H. Hancock phoned he is on the indisposed list. Fred Kressmann, Sam J. Levy, Ernie A. Young, and President Frank P. Duffield are here for the winter. A. L. Miller, Louis Schlossburg, and Brother John Lorman are among the regulars at the rooms. Orval H. Harris is back. Robert Miller was given much credit for the capable arrangements for burial of Brother Beverly White. All his efforts to contact relatives have been futile.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on October 31 at the Sherman Hotel. (See SHOWMEN'S LEAGUE on page 42)



National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Nov. 2.—Club's social season got off to a good start on Wednesday with the Ladies' Auxiliary Halloween Party a huge success. Brother George A. Hamid was present and, as usual, proved an active spark plug in the festivities. President Midge Cohen of the Auxiliary reminded those in attendance that the banquet will be held November 27 at the Hotel Astor. Reservations are coming in nicely, but those who are going to attend are cautioned about "first come, first served" for choice locations. Program ads are being received and again club requests members to send in prospective advertisers' names and addresses as well as trying to obtain at least one ad themselves. Hon. Harold G. Hoffman will act as toastmaster at the function and many big names and celebrities are being lined up for the biggest showmen's affair of its kind in the East.

Brother Oscar C. Buck dropped into the rooms and left a check for his table reservation for the banquet, as well as \$75, representing the net profit from a jamboree his shows held in Hagerstown, Md. He also left membership applications for Stanley Kumat, William Howard Sendel, James Ashner, and Granville L. Buck. Brother Dave Endy sent in a check for \$25, donated by C. S. McClean and W. H. Jarvis, of the Danbury Fair, as their contribution to the jamboree held there. Brother George Rittinger is in Englewood (N. J.) Hospital with lockjaw. Members and friends are requested to visit or send him a card. Brother Phil Isser sent in an application for Isaac Goodman. Organization also received the Johnny J. Jones Exposition's check for over \$120, which shows sent in as their contribution from a jamboree.

Welcome visitors to the clubrooms after a long absence were Harry (Bosco) Sander, Frank Miller, Jack Gordon, Lew Lange, Harry Nelson, Gene Hamid, Willis Lish, and Joe Basile. New applications were received from George Hamid for Frank T. Hogan and from Charles Lewis for Steve Bronson.

Birthday congratulations: Lew Lange, G. H. Messmore, Guy R. Markley, November 6; Lawrence Neumann, Alex Brown, William Ricardo, 9; Joseph Casida, Mal M. Fleming, 10; A. E. Dumont, 12.

Ladies' Auxiliary

A visit to the Philip Morris broadcast was arranged for the ladies thru the courtesy of Brother Harry Kaplan. Group included President Midge Cohen, Margaret McKee, Lillian Tobias, Lillian Brooks, Leah Greenspoon, Anita Goldie, Lydia Nall, Ethel Gross, Irene Greene, Mae Sobocnemaker, Jean Winsor, Helene Rothstein, and Rose Rosen. Sister Panny Linderman proposed Elizabeth Turn-

quist, Sister Julia O'Donnell proposed Neena Johnson and Ray Perry, and Sister Bess Hamid the application of Pearl Haines. Sick sisters, Shirley Lawrence and Kate Bennet, are still in the hospital. These two and Minette Dobson were remembered at the Halloween party with shipment of flowers and fruit. The fund for Poor Children's Christmas Party is going along famously and it will be a day to be long remembered. Sister Rose Goodman has donated a beautiful handmade spread. Auxiliary is working hard to make the annual banquet a success. See you there! Margaret Lux proposed Louise Endy and Leah Greenspoon sent in application of Rose Rosen.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Nov. 2.—Regular Monday night meeting was called to order with President Dr. Ralph E. Smith presiding and First Vice-President Joe Glass and Secretary Al E. Weber on the rostrum. Minutes of the last meeting were read and received with hearty approval. Brother Ludwig gave a report on the party staged at Bamboo Inn, Balboa, by Brother Bob Murphy and stated it was a huge success. Chairman Bill Hobday of the Banquet and Ball committee said that reservations are coming in fast. He stated that the annual event, which will be held on December 17, should have the support of every member. He also expressed the hope that all would make every possible attempt to attend and suggested they send in their reservations early.

President Smith said that because Armistice Day, November 11, falls on Monday, the meeting set that night will be held on November 12. Brothers S. L. Cronin, Harry Fink, and Roy E. Ludington were called on the floor and introduced to all.

New applications and reinstatements were read and approved and included Brothers Adrian James Whalen, Jack De Saloo, David C. Van Der Beck, Albert Bozarth, and Harry Cohen. The meeting was adjourned at 9:15 p.m. and luncheon was served by Brothers Ben Beno and Jack Bigelow.

Ladies' Auxiliary

Meeting, called to order by President Nina Rodgers, with Vice-President Babe Miller and Secretary-Treasurer Vivian Gorman in their respective chairs, was well attended. Cecelia Kanthe drove in from her show for the meeting and returned to Bakersfield, Calif., afterwards. Rose Clark came in for the night and reported that the Clark Greater Shows will close soon. Fern Chaney, who is with the Tip Top Shows, attended, as did Lil Shue and Elva Rockwell. Peggy Forstall was among those present, and Edith Bullock, Blossom Tipton, and Edith Lenzner came in from Venice, Calif. Topsy Gooding and Betty Lips were here from Long Beach. Mother Minnie Fisher was kept busy in the reception room greeting the girls as they arrived. Bonnie Hobe, a new member, was introduced, as was Elva Rockwell's daughter-in-law, Estelle Hanscom and Ruth McMahon plan to play hostesses at club's next meeting. Ester Carly enjoyed the meeting. Club members were pleased to see Maxine Elman and Gladys Forrest back again. A letter was read from the National Showmen's Association Ladies' Auxiliary inviting members to attend club's Banquet and Ball. Luggage donated by Mary Taylor for award on November 18 is on display in the clubrooms, and Mary reports that books are coming in nicely. President Rodgers spoke regarding membership applications and stressed the fact that care should be taken in the sponsorship of new applicants.

Chairman Mora Bagby reported no one on the sick list. Martha Levine contributed several good ideas in regards to lunches to serve in the clubrooms. Suggestions for and against the measure came from Mabel Bennet, Ann Stewart, Lillabelle Williams, Estelle Hanscom, Martha Levine, Edith Bullock, Fern Chaney, Peggy Forstall, Ester Carly, Grace Asher, Rose Rosard, Vivian Horton. (See PSCA on page 47)



Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Nov. 2.—Brother Chester and Mrs. Levine returned from a highly enjoyable trip, on which they report they were royally entertained for five days at the home of Abner and Virginia Kline in Salem, Ore. They also attended the International Stock Show and visited Portland, Ore.; Seattle; Vancouver, B. C., and spent a week in New York and then went to Philadelphia before coming home. Brother Frank Capp left on a week-end trip to Tulsa, Okla., on business. Brother G. F. Rhodebaugh now is general superintendent at Baker-Lockwood Company. Brother Red Du Vall returned to the city this week.

Brother Sammy and Mrs. Ansher closed with Hennies Bros.' Show and returned here for the winter. New club members include George Barton, George Gilbertson, Jack Doellinger, Eddie Phillon, Bill Stephens, and Frank Layman. Cash White of International Congress of Opticians, is here seeking a location for his show. Brother Harold Elliott went to Houston to deliver two new cars. Mrs. Mace and son came in from Dallas for the winter.

A number of the members here now, having closed with various shows in the vicinity the past few weeks. The Banquet and Ball Committee reports the ticket sale for the annual event, which will be held at Hotel Phillips on New Year's Eve, is clicking nicely. Secretary McGinnis again requests that members advise club of their permanent address. Treasurer Harry Altshuler reports dues continue to come in in good style and that many requests have been made for reinstatement.

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE TILT-A-WHIRL

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

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FULTON BAG & COTTON MILLS
Manufacturers since 1870
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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.

CONCESSION CARNIVAL TENTS

Our Specialty for Over 40 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

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Several Good Used Concession Tents With Frames.
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4811 North Clark Street, CHICAGO, ILL.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

WIN in fish-bowl bingo?

A RECENT addition to the Gitter Gals attraction on Cettin & Wilson Shows is Greta Campbell.

EMSEE and talker on Arthur's Double Circus Side Show on Hilderbrand's United Shows is Tom Williams.

"NEXT year's the big one!"

VISITING relatives at their home in El Cerrito, Calif., are Verna Seeborg and Hazel Fisher.

EDDIE AND EDITH PEDEN, who closed their 1940 tour recently, plan to spend the winter in Phenix City, Ala.

"AFTER the bowl (season) is over."

A. B. (RUBE) WADLEY cards from Jackson, Miss., that he joined Rogers & Powell Shows with his concessions.

RETURNING to Augusta, Ga., after having closed with Miller Bros.' Shows was James H. Drew Jr.

SEASON for oranges or snowballs (or both) is in the offing.—Milo McCoof.

NO, a show can't click with cliques and cliques.—Whitey Cooks.

AFTER a two-week visit with his parents, Mr. and Mrs. Bull Montana Walker, in Phoenix, Ariz., Alfred Walker left for his home in San Pedro, Calif.

CONTRACTING agent of Prell's World's Fair Shows, Charles Powell has some promotional work lined up in Newark, N. J., for winter.

OUR boss had a birthday last week and we got together and gave him—three rousing cheers!—Side Show Sal.

FORMER ride superintendent with World of Fun Shows, Whitey Davis reports from McRae, Ga., that he successfully closed the season in York, S. C.

MAILMAN and The Billboard sales agent on Prell's World's Fair Shows, Harry J. (Dad) Ward reports this season's sales were best in his seven years with the shows.

ON the Raw Deal Show some of the working boys sloughed all the chips before the tool boxes were taken to quarters.

AMONG visitors to Dee Lang's Shows in Center, Tex., were Sam Leibowitz, Sol's Liberty Shows; Ned Torti, Wisconsin De Luxe Corporation, and Frank B. Joerling, The Billboard, St. Louis.

A GOOD and respected carnival title is an asset that will bring cash in the market. Sure, there's a reason.

FORMER shooting gallery operator, M. D. Durham reports from Portland, Ore., that he has been successfully operating a rifle range and Penny Arcade in a storeroom there for the past year.

HAVING closed a successful season with their photo gallery on Pauland Shows, Mr. and Mrs. Tommie Cook are playing still dates to satisfactory business in Alabama.

A SUMMER h. r., remember, can always be converted into a winter one if it has not been too sensitive to the warm, lazy days.

MR. AND MRS. HARRY SUCKER, who have been vacationing in Los Angeles for the past few weeks, have booked their rides and concessions at Artoona State Fair, Phoenix, Walton de Pellaton reports.

AFTER two successful weeks with Blue Ribbon Shows, Pat and Billie Brady closed the season and will winter in Davisboro, Ga. They spent the early part of summer in Indiana and Illinois with their concessions.

THE boss had a lot of crust to keep us out an extra week just for that Pumpkin Pie Fagant.—Muggie's Machine Mazie.

THEXTON TERRY, 147 Washburn Street, Lockport, N. Y., requests that anyone knowing whereabouts of his sister, Phyllis Terry, have her contact him immediately. Terry says his father is seriously ill.

"P. L. SWEENEY is doing a good job in advance of Pioneer Shows," George Harvey scribbles from Waverly, N. Y. "Things are shaping up well for the 1941 season and several new rides are to be added to the midway."

IF the boss doesn't loosen pretty soon I won't be able to mitt more than one bellhop to page me at the Chicago meetings.—A. Gent.

AFTER closing the season with Pryor's All-State Shows in Point Pleasant, W. Va., H. Kermit Summers spent a week on Four Star Show and then went to Knoxville, Tenn., where he is operating a store for the winter.

PAUL D. SPRAGUE closed his season with Bill Holt's Hawaiian Show on Beckmann & Gerety Shows a couple of weeks early so as to begin booking Harry Lewiston's Museum, which goes into store-rooms soon.

OF COURSE, there is a big demand for good spots. There also is a healthy demand for good carnivals.

SECRETARY of Buckeye State Shows, H. G. Starbuck was called home to Memphis from Oxford, Miss., because of the death of his mother, Mrs. Flora Starbuck. Charles Savage took over Starbuck's office duties during his absence.

"WHILE passing thru Leachville, Ark., we stopped to visit Jack and Peggy Burton, who had just closed with the Pearson Shows," pencils Harold Boss. "They now are on the Barker Shows with a concession."

"THOSE clothes affected by our manager," confides Frozen Custard Fiza, "undoubtedly helped to bring on Noise Abatement Week."

SINCE closing for the season J. C. (Jimmy) Robeson, who has been doing

CONSISTENT MONEY MAKERS

Loop-o-Plane
Octopus
Rollo-Plane

Leading All Sales for 1940

HOLLO-PLANE
WRITE FOR DESCRIPTIVE LITERATURE.
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PENNY PITCH GAMES

Size 48x48", Price \$20.00.
Size 48x48", Price \$24.00.
Size 48x48", with 6 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamp, Aluminum Ware, Games, etc.

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Oulja Books, Answers All Questions, Each .95
Single Sheets, 8 1/2 x 14, Typewritten, Per M. .50
Analysis, 9-p., with Blue Cover, Each .25
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Samples of the 4 Readings, Four for 25c.
No. 1, 24-Page, Gold and Silver Covers, Each .95
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Gazing Crystals, Oulja Boards, Planchettes, etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Sample, 25c.

PACK OF 70 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c

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Graphology Charts, 9x17, Sam. 5c per 1000 \$0.00

MENTAL TELEPATHY. Booklet, 21 p., 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 p., 5c. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.

Shipments Made in Your Customers' Order Only Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
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Instant Delivery. Send for Wholesale Prices.

The Improved Kiddeo Airplane Swing
Attractive Special Orders and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed airplane and beautifully hand-decorated, creations with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

WANTED

RELIABLE RIDE HELP for Merry-Go-Round, Ferris Wheel and Mix-Up. MINSTREL SHOW PERFORMERS. CONCESSION AGENTS for Bingo, Ball Games and 5c Slum Stores.

PARK AMUSEMENT CO.
LAKE CHARLES, LA.



THE SHORT, THE LITTLE, AND THE BIG of draft registration on October 15 were caught by the camera on grounds of the State Fair of Louisiana, Shreveport, where a special office was instituted for showfolks. Left to right: Registrar D. B. Hearn; John L. Gilmore, "The One-Quarter Boy," who was lifted to the table to register as Morlan Hinkle and Leander (Tiny) Kistler, fat boy, look on. All three are in the Kortez side show on the Beckmann & Gerety Shows. Photo was conceived by William B. Naylor, shows' publicity director, and taken by J. E. Gasquet, Shreveport Times photographer.

RAMON DEVORE (Electro-Ray) writes from Du Quoin, Ill., that he will spend the winter as chef at a tourist camp there.

ADDITIONS to Mark Williams' Side Show on Southern State Shows recently were Gene (Tuffy) Davis, Harry Fink, Frances Murphy, and Pete Holmes.

WINTER QUARTERS are for shows that know when their season is over.

FRANK CONDON, well known in outdoor show business, is in the poultry business in Crystal, Mich., for the winter, reports Walter F. Kirby.

FORMERLY with West Coast Amusement Company, Ted Levitt joined Bowen's Joyland Shows as general agent in Firebaugh, Calif.

THERE are now a lot of carnivals that look good in the daytime.—Colonel Patch.

MR. AND MRS. PETER RICHARDS, late of Hilderbrand's United Shows, are now with the Frank Babcock Shows, playing Southern California.

SINCE leaving the W. E. West Shows in July, Curly and Maybelle Lents have been operating a sandwich shop in California, Calif.

SINCE closing with Prell's World's Fair Shows Marge Stevens has signed with a national concern to exploit its product thruout New Jersey.

ABE AND BENNETT PRELL, sons of Manager Sam E. Prell, Prell's World's Fair Shows, have assumed executive positions with a Newark, N. J. concern since closing with the shows in Elberton, Ga.

WHAT this country needs is a law providing that press agents shall be employed all year around.—Six Syllable Webster.

MR. AND MRS. JOE KRUG joined Hilderbrand's United Shows in Coolidge, Ariz., after closing a successful season with Rubin & Cherry Exposition in Dallas.

AMONG floral offerings at the funeral in Oklahoma City on October 22 for Mr. and Mrs. L. Opal's grandson was a huge wreath sent by members of the J. J. Colley Shows.

STILL undetermined whether to cut lea and jackpots north this winter or go south and pick oranges and suckers.—Road Map Johnson.

EDDIE AND DOROTHY MALEIN, who closed with Baysinger Shows in Missouri, will take their concessions to Chicago, where Eddie plans to work department stores this winter, Jack Winters reports.

HURRY! HURRY!

HAVE you sent us Your Guess on how many separate pieces make up a 1940 Model No. 5 Wheel? We're giving \$25 in SILVER Prizes. Hurry, and Get in. The Contest Closes on November 15.



ELI BRIDGE COMPANY
Builders of Dependable Products
800 Cass Avenue, JACKSONVILLE, ILL.

carpenter work at Fort Bragg, near Fayetteville, N. C., reports that he has seen a number of carnival folk there and, from present indications, there should be a full winter's work in that section.

MONTE NOVARRO, who closed with his *Parasienne Folies* on Lawrence Greater Shows, has booked the unit into clubs thru Jimmy Daley's office, with the University Grill, Albany, N. Y., as first spot. Doc Jones will handle publicity for the unit.

BEST boomerang I know is to turn against those who have befriended you in distress.—Mrs. Uphaw.

WILLIE J. BERNARD info from South Liberty, Mo., that he has moved his *Freak Animal Show* into new quarters there from the old one in New Hampshire. Bernard was manager of the office-owned *Monkey Circus* on Edward W. Burr's *Playtime Shows* this season.

"CLOSED the season with *Goodman Wonder Shows* here at *Brasos Valley Fair*," tells Capt. Jimmy Nelson, monkey trainer, from Waco, Tex. "Spot proved a red one and the show is returning to Little Rock, Ark., quarters. I plan to winter in San Antonio again."

HUSTLING Gate & Banner Shows did much work this season, nearly all of the trucks being lettered—at least on one side.—Smackover Sam.

MAIL MAN and *The Billboard* sales agent on Davis & Parrott Shows, Pat Lovell scribbles from Tabor City, N. C.: "Stand at Vance County Fair, Henderson, N. C., was one of the best of the season. Fair Manager Robert Hawkins and Secretary Brooks Hawkins gave good co-operation."

PEGGY WEST inquired at the carnival desk last week as to the whereabouts of her dad, Billy West, promoter and outdoor showman, whom she saw last in Ashland, Ky., when she was seven years old. She is anxious to hear from him. Miss West resides in Cincinnati with her mother.

HAVING CLOSED with Lee Simon's Show of Shows on *Goodman Wonder Shows* in Waco, Tex., Juquzo Mahra and Alice Randall are en route north with Waneta Lane to join Bob Allen's second edition of his *Scrap Book Revue*, where Thomas Bell will handle the advance. Mahra again is to be featured, and Waneta Lane is producer.

"WELL have the boys out of the red by Christmas," promised the winter-trooping showman who was looking for live ones.—Dime Jim Johnson.

SON of Mrs. J. E. Walker, of Cetlin & Wilson Shows, Irvin Walker celebrated his sixth birthday anniversary with a party while shows were in Wilson, N. C. Attending were Sonny and Donnie Preiler, Jo Anne Savage, Robert (Skipper) Campbell, Anita Fontaine, Jimmy Warrington, Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. Cetlin, Della Carroll, and members of the *Paradise Revue*.



KING REID (left), New England showman, while on a recent tour of Southern fairs, talked things over with his host, John W. Wilson, in front of the *Cetlin & Wilson Shows'* office wagon in Albemarle, N. C. Reid also was guest of Art Lewis, James E. Strates, W. C. Koss, O. C. Buck, and numerous other shows, which he visited on his annual trek.

MEMBERS of the *Paradise Revue* night club on Cetlin & Wilson Shows entertained the Rotary Club of Fairmont, N. C., in Fairmont Hotel while the shows were at South Robeson Fair. Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson were guests of the club at the dinner meeting. On the program were Pearl Lipsey, Martha Lucas, June English, Wesley Charles, and *Paradise Revue* dancers.

AFTER Walter Lankford's band closed its eastern tour with *Prell's World's Fair Shows*, Lankford announced that he and several members of the unit would make several more stands before going to their winter locations. In the line-up will be Carl Woorich, Walter and Harold Lankford, cornets; Frank Owens, clarinet; Jingles Carsey and John Bensted, trombones; Al Richards, baritone; J. A. Allen, bass, and Lester Lankford, drums.

MANY of those who spent so much time gossiping in cockhoses will cry about what a lousy season it was when they find themselves tapped out this winter.—Oscar, the Ham.

"HAVING been called home by illness of my wife, who was in Macon Hospital but now is recuperating at our home here, I'm assembling a show which is to be known as *Texas Kiddie Circus* and *Animal Menagerie*," letters Tex J. Allison from Macon, Ga. "Have the unit booked in a number of schools and features will include clown bits, juggling, magic; Buddy, educated dog, and lectures. Mrs. Allison would like to read letters from friends."

NOTES from *Punland Shows* by Ted C. Taylor: Shows had poor play but good weather during their stand at *Tri-County Fair*, Littleton, N. C. Only good day was Saturday, Colored Day. Business during the stand in Eñenon, N. C., under *Lions' Club* auspices, was good despite rain and cool weather. General Agent Billy Marco worked hard to overcome local opposition and was successful. Business at Eñenon, N. C., Tommy Buchanan added two more stores to his department and Webb's stores clicked. A. L. Mansfield's two rides were added recently.

OUR penny-pitch promotions were far better than many fairs up country, so everybody will frame a penny pitch next season.—Cat Rack Aam.

NOTES FROM *Tower Amusement Company* by Bob Rogers from Hemingway, S. C.: Frank Harrison, owner-manager, reports he's well pleased with attendance and business thus far. Local stand started with good crowds Monday and continued thruout. Harrison plans to enlarge the organization, and Maj. George Scott, formerly with Eric B. Hyde Shows, joined with his shows and concessions for the winter tour. Raymond Grant joined with photo gallery, and Earl Miller is expected soon with his three concessions. The writer has the cockhouse and is shows' electrician. Dan Rogers is ride superintendent, and Leo Fry is concession manager. Walter H. Wise is *Kiddie Ride* foreman. Shows purchased their own electric plant, and Richard Harrison has been doing the advance work. Mrs. Harrison, better known as Madam Wright, is doing her mentalist act with the shows.

RECENT visitors to O. H. Hilderbrand's office on *Arizona State Fairgrounds*, Phoenix, included Mr. and Mrs. Tony Spang, Mr. and Mrs. Arky Risner, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Ted Corey, Mr. and Mrs. Martin Arthur; Mr. and Mrs. Herb Usher, Mr. and Mrs. Bull Montana Walker, Mr. and Mrs. Glenn Henry, Marlo and Ted LePora, George and Ruby Morgan, Ed Smithson, Mr. and Mrs. Buck Reger, Thomas E. Miller, Frank and Jack Dykes, Lou Swift, Mickey Doyle, Roy Marston, Tom Williams, Jerry Jackson, Pat Patterson, H. E. Speyere, Mrs. C. W. Stump, Dick Peterson, Jack Austin, Henry Ewald, Mr. and Mrs. Fred Oberhansli, Phyllis and Alfred Walker, Mr. and Mrs. Cannonball Bell, Mr. and Mrs. Marshall Brown, Burt Warren, Ida Mae Langer, John H. Hobday, Curly Cummings, Mr. and Mrs. Blacky McGregor, Art Tedlock, Robert Van Horn, H. Goodson, Joe Marchand, and Mickey McCloud.

MANAGEMENT of the *Great Sweet Potato Shows* reports a poor season and that the former g. s. is still to blame because the show went to pieces after he left.—Cousin Peleg.

NOTES from Phoenix, Ariz., by Walton de Pellaton: Hilderbrand's *United Shows* closed a fair week's stand at *Casa Grande*



OWNERS-OPERATORS of *Bantly's All-American Shows*, Mr. and Mrs. Herman Bantly posed in front of their office trailer while the shows were at *Six Counties Fair*, Mebane, N. C. Mrs. Bantly is daughter of Mr. and Mrs. Harry Copping, who formerly operated the *Harry Copping Shows* but now are proprietors of a hotel in *Reynoldsville, Pa.* Bantly is a former *Johnstown, Pa.* merchant and much of the shows' growth in the last five years has been credited to his business methods.

and *Coolidge, Ariz.*, and then moved to Chandler. The *World's Fair Shows* and *Coe Bros' Circus* arrived from Albuquerque and opened at *Safford, Ariz.*, their first stand in the State. O. H. Hilderbrand, Irene Brooks, Mrs. John H. Dye, Fred Dye, and the writer visited *White City Shows* at *Globe, Ariz.*, and then continued on to the *Hilderbrand United Shows* at *Casa Grande*. Delbert C. McCarty, sound technician, returned from an Eastern trip and then left on a Western. He was accompanied by Lou Swift, of the *Arizona State Fair* commission. Tommie Miller visited the writer here. Mr. and Mrs. Herb Usher established themselves in an apartment here until the duration of the fair. Mr. and Mrs. Ralph Balcom spent last week-end visiting the various shows in this vicinity. Special Agents George and Ruby Morgan have established themselves at the *Patrick Hotel* and are working on their banner campaign. Frank and Jack Dykes have taken a cabin near the fairgrounds and are commuting to the shows, where their diggers are located. Mr. and Mrs. Frank Cantel are constructing several grab stands for the fair. Secretary John H. Hobday has recovered from a recent attack of the flu. Frank Schafer joined Hilderbrand's *United Shows* with several concessions. Among other concessionaires at the fair here are Mrs. Lucille Zimmerman, Roy Marston, Harry H. Clayton, H. Speyere, C. Stump, William Roach, D. W. Sims, H. Goodson, Robert Van Horn, Henry Ewald, and Jack Huddleston. Jerry Doyle, former showman, is located here,



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FOR BIG AMERICAN LEGION ARMISTICE WEEK CELEBRATION, N. LITTLE ROCK—EXTENSIVELY ADVERTISED—AUSPICES FOUR LEGION POSTS—BIG PARADES

WANT RIDES—Silver Streak, Ride-O, Octopus or any Ride not conflicting. SHOWS—Will book Mechanical, Monkey, Motordrome, Crime, Fun House, Penny Arcade, Girl Revue or any worthwhile Show not conflicting. Want capable Manager with groups for newly framed *Winged GORGEONS*—Juice-Grab, Long and Short Range Gallery, Candy Flies, Mist Camp. WANT capable Concession Agents for Coupon Stores, Ball Games, Penny Pitch, Scales, etc. Those desiring space write Prescott, Ark., this week. T. A. FUZZELL, Manager, ROY GOLDSTONE, Concession Manager.

Draft Serial Numbers of Troupers Who Gave The Billboard as Their Permanent Address

CINCINNATI, Nov. 2.—Below are given the names and serial numbers of men engaged in various lines of show business who registered under the Selective Service Act and gave either the home office of The Billboard or one of its branches as their permanent address.

The Cincinnati, Chicago, and St. Louis lists given herewith are not by any means complete, as out-of-town cards are still coming into the draft board located nearest to The Billboard's address in each city. Additional names will be published as soon as they are obtainable, as will the names of any troupers who used The Billboard's New York address.

In New York the list on file at the board located nearest to The Billboard's office at 1564 Broadway did not contain any names of showfolk giving The Billboard or 1564 Broadway as their permanent address. Out-of-town cards there had not yet arrived, and Selective Service headquarters advised that the cards were expected early next week.

In Cincinnati the draft board thru which registration cards clear is known as Hamilton County Draft Board No. 7, and is located in Room 201, Havlin Hotel, Opera Place and Vine Street. In Chicago the board, known as Chicago Draft Board No. 1, is located at 35 S. Dearborn Street. In St. Louis the board, known as the Fifth Ward Draft Board, is located at 715½ Chestnut Street.

Registered men are advised to get in touch with their respective boards or The Billboard if they are in the first call.

To learn one's order or call number, it is necessary to check the "master list" of order numbers being issued by the federal government to the various draft boards. Such a list has also been published in the daily newspapers thruout the country.

Draft Board No. 7 in Cincinnati issued the following statement as regards transient showmen: "The original address given on a card as 25-27 Opera Place or The Billboard will be considered the home of each registrant who has a serial number from the board in that location. Up to the present there is no provision for a transfer card, but arrangements can be made for examination by the advisory or medical boards at locations that will be convenient for the registrants.

"The boards are responsible for sending mail only to the original address. It is up to the registrant to see that his mail reaches him after it is sent there."

Following are the Cincinnati, Chicago, and St. Louis lists:

CINCINNATI Hamilton County Draft Board No. 7 Room 201, Havlin Hotel

Adams, Walter W.	3553
Adams, George	3251
Agin, Benjamin	3026
Aigner, Wm. Robert	3063
Alkins, Edward Jack	3352
Alford, Elmer Roscoe	3481
Allen, Billy	3470
Allen, Claude Woodrow	3222
Allen, Clarence	3167
Alvarado, Tom	3204
Anderson, James	3219
Anderson, Jesse Brooks	3437
Andes, Wm. Gardner	3633
Andrus, Clifford Telford	2930
Arbogen, George C.	3343
Archer, Horace Lewis	3240
Ashworth, Richard Leroy	3217
Astrologow, James M.	3087
Austin, Richard Lesley	3634
Babbs, Louis Warner	3549
Babrka, Joseph	3000
Bacon, John Joe	3478
Ballie, John Brown	3505
Baker, Lawrence Russell	3208
Baker, George Lewis	3081
Baldwin, Buel Milton	3606
Ball, Emorie	3483
Ball, John Edward	3224
Barbay, Stanley Jos.	3027
Barber, Otis G.	3757
Barbours, Cley B.	3074
Barfield, David	2994
Barfield, Carl Campbell	3132
Barrett, Lyell	3235
Beardsley, George	3113
Beaver, Clarence E.	3512

Bearfield, Robert C.	3210
Bemore, Willard H.	3021
Ber, Frank A.	3818
Bickford, Amos L.	3472
Bigonk, Roger E.	2992
Billen, Steve	3156
Binder, Herman E.	3166
Blachhall, Thomas S.	3628
Blair, Singleton W.	3303
Blakely, William	3150
Blankenship, Walter	3284
Bohn, Carl H.	3048
Bookman, Charles C.	3764
Boersdorf, Arthur E.	3571
Boris, Valerian	3700
Bostwick, Grover F.	3129
Bowman, Charles R.	3979
Bowen, Perl J.	3029
Boykin, Jesse E.	3747
Bragg, Albert W.	3230
Brewell, Wm. D.	3199
Bresley, Charles C.	3309
Brewer, Jos. A.	3831
Bright, James H.	3671
Brodia, Jos. John	3322
Brower, Jos. J.	3015
Brown, Bernard Jos.	3148
Brown, Jim Joe	3504
Brown, Everett Lee	3490
Browning, James J.	3306
Bruggeman, Clifford U.	3058
Bruno, John L.	3067
Bryant, James H.	3209
Buechling, Wm. L.	3257
Burgess, Earl G.	3008
Burke, Alfred Wm.	3745
Bursch, Frank C.	3264
Butters, Edward W.	3139
Byrd, Wm. Edgar	3149
Cahill, Jos. Lee	3605
Calhoun, John B.	3302
Campbell, Frank A.	3181
Cantwell, Charles	3373
Carey, Thomas C.	3582
Castle, Chester	2932
Casey, Jos. Jr.	3016
Chandler, Ray	3700
Childers, Wm. R.	3259
Christe, Vernon	3573
Christo, Pedro E.	3356
Clabough, Virgil J.	3145
Clark, Robert A.	3278
Clem, Robert L.	3505
Clemens, Francis B.	3338
Clopp, Barbee B.	3233
Coleman, Wm. J.	3253
Colemaure, Charles T.	3018
Conroy, Harry T.	3467
Coon, Roy J.	3891
Corey, Bernard Jos.	2973
Costello, Tom	3234
Counter, Wm. J.	3128
Cowell, Arthur B.	3611
Cox, Walter B.	3361
Craig, Jos. J.	3532
Crawford, Kenneth E.	3010
Cress, Earl A.	3146
Crete, Romeo Jos.	3257
Crowe, Chas. H.	3634
Crow, Richard D.	3028
Cruz, Duyo	3248
Cunningham, James D.	3103
Custer, Robert P.	3287
Dakoff, Mike	3387
Danels, Raymond	3336
Daricek, Rudy Peter	3617
Darrow, John C.	3559
Davis, Bennie J.	3516
Davis, Robert L.	3157
Davis, Arthur R.	3037
Davis, Harvey S.	3056
Davis, Earl W.	3601
DeBardleben, Fred J.	3190
DeBow, James H.	3252
DeChant, Frank H.	3180
DeCrisolo, Anthony	3588
Demmlen, Raymond R.	3588
Demetro, Walter	3408
Demetro, Archie	3587
Demetro, Tom	3323
Dolliver, Fred J.	3632
Dooley, Wayne A.	3335
Dorrell, James V.	3705
Dow, Bennie	3442
Dowell, Clarence E.	3225
Dowell, Earl T.	3509
Downey, Harry LaVerne	3188
Doyle, Henry M.	3164
Drake, Jos. E.	3392
Drouin, Wilfred	3527
Dryden, Alvin V.	3164
Dyck, Marie E.	3392
Eagle, Clifford B.	3527
East, Walter B.	3942
Eckhart, Harry Arthur	3311
Edwards, Albert	3648
Edwards, Gerald S.	3068
Edwards, Tom	3068

Elliot, Muri R.	3547
Ely, Mike J.	3694
Endicott, Ray	3200
Endicott, Jimmie R.	3236
Erwin, Ernest B.	3244
Eysted, Benjamin A.	3335
Farlosse, Paul E.	3522
Farmer, Lewis E.	2980
Farrington, Ralph W.	2931
Faultz, Chas. T.	3004
Felmet, Robert G.	3609
Fineman, David E.	3012
Pinegold, Harry H.	3158
Fisher, Thomas G.	3136
Fisher, Chas. D.	3690
Fitzgerald, Edward R.	3073
Fleming, Lloyd P.	3705
Flick, Edward L.	3268
Florence, Elmo	3513
Fogg, Ormand A.	3639
Fogg, Chas. H.	3147
Fondren, Fred L.	3051
Force, Harold W.	3261
Ford, John W.	3107
Forikum, Chas. A.	3665
Forsythe, Fred M.	3712
Fox, Bennie	2967
Frances, James H.	3301
Frick, Jack L.	3102
Freisbie, Alfred L.	3662
Gabel, Nathaniel	3093
Gallagher, Arlin W.	2972
Galluppo, Jack O.	3138
Garner, Rob. A.	3594
Gaverson, Steve Jos.	3530
Geiseneffer, Frank A.	3039
Gibson, Glenn G.	3365
Gibson, Howard C.	3445
Gibson, Bert Dale	3101
Gibson, Don I.	3276
Gilly, Ralph E.	3657
Gillette, Floyd E.	3105
Gloster, Edward Jos.	3701
Goldfarb, Ivy	3080
Goodwin, Wm. P. Jr.	3364
Gordon, Chas. L.	3061
Goudie, Frank Ch.	2928
Gould, Stanley A.	3667
Graf, Louis E.	3324
Graham, Perry D.	3249
Grant, Harry Lee	3664
Greaves, Wm. P.	3673
Green, Thomas H.	3596
Green, Russell	3096
Greenberg, Myer M.	3062
Greer, George Melvin	2971
Greer, Haverl	3070
Greske, Michael	3502
Gribble, Ralph V.	3066
Griffin, Edwin F.	3042
Hager, James R.	3631
Haley, Elmer R.	3744
Hall, Loron D.	3247
Hall, Chas. P.	3519
Hamilton, Floyd	3009
Hammerschmidt, George J.	3491
Hammond, Carl Jos.	3111
Haney, David B.	3687
Hapack, Jos. Rob.	3515
Hardner, Wm. R.	3506
Harmon, Willie H.	3568
Harper, Edward L.	3755
Harper, Marshall T.	3508
Harrison, Thomas	3455
Hart, Thomas D.	3713
Hartman, Henry	3526
Havilla, Albert	3043
Haughton, Robert F.	3603
Haworth, Jos. Jr.	3174
Hayes, Kay	3330
Heady, Abram B.	3710
Heckmann, David R.	3246
Helms, Chas. P.	3023
Helson, Herman	3334
Henley, Arvil P.	3544
Hendrix, Eugene W.	3241
Hennessey, Frank Wm.	3524
Hensley, Wm. L.	3067
Hicks, Arthur H.	2985
Higgins, Pat	3275
Hill, Linzette Lew	3750
Bobbs, Willie	3002
Hodges, Cecll C.	2938
Hoff, Joe	2500
Hoffman, Lawrence	3090
Hoffman, Woodrow	3368
Hogg, Mack	3001
Hollingsworth, Howard H.	3221
Hoyer, Chas. Rob.	3308
Honeycutt, Hurstle H.	3741
Hopper, Harry J.	3644
Horn, John T.	3084
Horton, Wentworth Jr.	3009
House, Leonard H.	3326
Hudspeth, Fred W.	3604
Humphreys, Arlee	3242
Hurd, Edward C.	3293
Jackson, Fred R.	3040

Jackson, Edward F.	3529
Jackson, Robert	3686
Janecek, Stephen J.	3572
Jensen, Ralph P.	3254
Jeter, Van Lee	2663
John, Frank S.	3394
Johnson, Cody T.	3357
Johnson, James H.	2937
Johnson, Mike	3593
Johnson, Mike P.	3680
Johnson, Mike	3708
Johnson, Paul	3484
Johnson, Pete B.	3072
Johnson, Pete T.	3358
Johnson, Russell T.	3450
Johnson, Stacy H.	3570
Jones, Carl E.	3268
Jones, Eugene A.	2979
Jones, Harold H.	3519
Jones, James O.	3344
Jones, John Wm.	3371
Jones, Kenneth McLain	3181
Jones, Roger Lee	3525
Jones, Robert L.	3044
Jones, Wilbur A.	3203
Jones, Willoughby W.	3466
Kasher, Volney Carl	3328
Kenny, Henry Patrick	2933
Kelson, Charles	3183
Kelly, John Lisbon	3187
Keller, William Alvin	3069
Keith, Ferrell E.	3043
Kenley, Edwin M.	3586
Killebrew, Raymond Otis	3697
King, Henry	3746
King, James J.	3270
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King, William Robert	3765
Kirksey, Marvin Ch.	3006
Knight, Joseph Patrick	3267
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Kohls, Fred	3096
Krause, Walter L.	2920
Krieger, Albert W.	3678
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Miller, Stanley	3510
Miller, Richard Ralph	3692
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Miller, Frank Gene	3003
Miller, Ralph A.	3635
Miller, James E.	3409
Miller, Cole	3235
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Wade, Harper Felton.....	3286
Wagner, Howard Robert.....	3682
Wall, Otis Lee.....	3271
Wall, Thomas Ruffin.....	3477
Wapnick, Nathan.....	3301
Warbritton, Glide Ruben.....	3130
Ward, Clyde.....	3333
Ward, Theodore Cecil.....	3333

Warmus, John Joseph.....	3501
Washburn, Nelson.....	3046
Watkins, William.....	3600
Watson, John.....	3285
Watts, Herman Hartwell.....	3741
Weathers, Sandy Franklin.....	3360
Weaver, Carl Owen.....	3648
Webster, Earl Claris.....	2952
Wells, Albert.....	3279
Wesley, George.....	3092
West, Huel L.....	3232
Western, Stanley J.....	2999
Western, Maloney John.....	3098
Western, George J.....	3099
Weston, William F.....	3749
Westmoreland, Melvin D.....	3509
Wigley, J. T.....	3587
Wiggins, Roy.....	3626
Wilat, Richard L.....	3041
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Wilkinson, Robert Lee.....	3243
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Wilson, Clark D.....	2982
Wilson, Richard P.....	3488
Wilson, Harry John.....	3331
Wilson, James Russell.....	3632
Will, Paul Vern.....	3161
Willard, Verne.....	3639
Williams, Claude.....	2935
Williams, Clyde.....	3215
Williams, George.....	3511
Williams, Oscar Hugh.....	2924
Wheeler, Carl.....	3625
White, Richard.....	3462
White, Richard Leroy.....	3633
Whyte, Clifford Mark.....	3114
Womack, Carmack Dalmer.....	3485
Woodard, Russey W.....	3294
Woods, Earl Edward.....	3011
Woodard, Robert Lee.....	3310
Wright, Vernon.....	3007
Wyatt, Richard Leon.....	3030
Yelton, Bob.....	3263
Yonko, Frank.....	3480
Yonko, Nicholas.....	3213
Yonko, Spero.....	3479
Yost, Arthur Maxilliam.....	3065
Young, Howard A.....	3339
Young, Skillman Price.....	3469
Young, Russell Glenn.....	3311
Zimmerman, Hubert.....	3750
Zubel, Alexander.....	3304
Zupana, August Victoria.....	3562

CHICAGO
Chicago Draft Board No. 1
35 S. Dearborn Street

Averill, William George.....	1389
Baldi, Francis James.....	2051
Carter, Thomas J.....	834
Cox, John A.....	834
Davis, Kenneth LeRoy.....	598
Donahue, John P.....	860
Hallett, Robert Francis.....	236

Hassen, Ollie.....	842
Laycock, Walter Lewis.....	370
Long, Maurice.....	1120
Matheron, Charles Allen.....	2385
Overland, Leo Eugene.....	2126
Rhodes, James Alden.....	35
Teeter, Virgil Leroy.....	2120
Warner, Arthur G.....	2225

ST. LOUIS
Fifth Ward Draft Board
715 1/2 Chestnut Street

Bales, Pete Jean.....	1439
Beaudreau, Carlisle Albert.....	1428
Benjamin, Chester Everett.....	2544
Brown, Irvin Finess.....	2492
Clark, James Harley.....	1435
Cody, Texas.....	2449
Davis, James Harry.....	2443
Duffy, Roy Thomas.....	1430
Durso, Frank Thomas.....	2486
Eubanks, John Madison.....	2495
Gallagan, John.....	1468
Good, Charles Edward.....	1426
Hedger, Sherlie Reuben.....	1429
Higgins, Raymond Clark.....	1448
Hodges, Edward.....	1477
Hodges, Joe Harry.....	1478
Langmo, Harvey Loomis.....	1431
Learned, John Raymond.....	1436
Lester, Harry.....	2528
Lambert, Edward Joseph.....	1453
Morgan, Robert Lee.....	1422
Oliver, Clarence J.....	2494
Priddy, Earl Vernon.....	1605
Sears, Edward Fitzhugh Jr.....	1492
Sewell, Charles Merle.....	1488
Shallow, Thomas Alonzo.....	2444
Stark, Mike.....	2493
Stephenson, Ralph Tate.....	1434
Whisher, Lawrence Homer.....	1432
Williams, Barney George.....	2550
Williams, Joe.....	2445

Los Angeles

LOS ANGELES, Nov. 2.—Hotel Bristol here is the daily meeting spot for show-folk who are returning to town for the winter. Mr. and Mrs. Archie C. Clark were in town for a day en route to Arvin, Calif., where shows opened Monday night. Clark said shows' business has been good. Orville N. Crafts, Roy E. Ludington, and Jimmie Lynch were permitted to bag eight doe on their deer hunting trip. Deer are in cold storage awaiting the annual Crafts venison dinner. Carl H. Steffen's Shows closed a fair week's stand at Studio City, Calif., under auspices of Studio City Get Acquainted Committee. Hor Campbell's Tip Top Shows are playing near-by spots. West Coast Amusement Company opened at Bakersfield, Calif., Tuesday night to good business. The Five Juggling Jewels, who closed a week at the Orpheum Theater, obtained some flattering press notices in local dailies. George Reynolds is with the act. Joe and Pete Michon, novelty comedy acrobats, are working West Coast cities. Mr. and Mrs. Al Painter are making special events with their Little Wild Horses. Winn Clarke is recovering from a serious illness at Sawtelle, Calif., Military Hospital. Mr. and Mrs. Harry Taylor are located at Venice, Calif., for the winter. Mickey Wilson arrived for the winter. Harry Pink's first big affair of the winter for the San Fernando, Calif., Elks was a huge success. Clyde Gooding and Roy Barnett worked the show for Harry.

J. J. PAGE SEASON
(Continued from page 32)
(Ga.) Fair: Buster and Helen Hayes and Bud Valer, Mighty Monarch Shows; Mr. and Mrs. W. H. Haverly, Knoxville, Tenn.; Mr. and Mrs. Mickey Donahue, New York; Charlie Thomas, Rome, Ga.; Tex Thorpe, Johnson City; Mr. and Mrs. Ackerman, Muskegon, Mich.; Mr. and Mrs. Wade Beard, Savannah, Ga.; Joe Longmore and Frank Neister, Commerce, Ga.; R. L. Johns, Washington, Ga.; George and Nita Lanning, and Donna Jacobson, Columbia, S. C.
C. F. Tidball, Chris Jernigan, Roy Fann, Hance Boyd, Johnson City, Tenn.; Mr. and Mrs. Jimmie Allen, Newman, Ga.; Mr. and Mrs. Carl Fann, Florida, and Jack King, Johnson City. Ministerial group went to Johnson City to work out of there. However, one member, Luther Ervin, left for Paducah, Ky. Mr. and Mrs. Trevor Montgomery went to their home in St. Clair, Pa., but will later trek to Florida. Roy Carey will winter in Johnson City, as will Mr. and Mrs. R. E. Savage. Roy Fann again has charge of quarters, with Edward Hayes and Rance Boyd as assistants. Visitors here included Bennie Fowler, Micker O'Brien, Mr. and Mrs. Sanford Steadman and family, and Mr. Kelley, secretary Gwinnett County Fair, Lawrenceville, Ga.

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Address..... New.....Renew.....

City..... State.....

Direct From the Lots

lective service draft plan. General Manager Art Lewis was on hand to see that members were on time to register. Charles Lewis has been busy signing up members for the National Showmen's Association, as he is in line for a gold life membership. F. PERCY MORENCY.

John H. Marks

Greenwood, S. C. Week ended October 26. Location, Greenwood County Fair, Auspices, American Legion Post. Business, excellent. Weather, fine.

With beautiful weather, the annual Greenwood County Fair attracted a record attendance, July 30 per cent over last year, according to figures released by Secretary E. B. Henderson, who did a good job of exploiting the event. Fairgrounds are close to town and Monday's crowds were large. Children's Day, Tuesday, drew 20,000, while Saturday afternoon and night's attendance was the largest in fair's history. A big street parade preceded opening of the fair Monday afternoon. Orphans from the Connie Maxwell Home were guests of shows Wednesday afternoon. Great Billett Troupe and John Robinson's Elephants were the free acts. On Saturday night a radio was awarded to patrons who guessed closest to the combined weight of the elephants. Guests during the week included Sam E. and Abe Proll, Charles Powell and Tommy W. Rice, Proll's World's Fair Shows, and Max Gruberg, World's Famous Shows. Organization has two more weeks to go before heading for the barn in Richmond, Va. John Robinson's Elephants will be shipped on November 2 to quarters in Terrace Park, O.

WALTER D. NEALAND.

Mighty Monarch

Elizabethtown, N. C. Week ended October 26. Location, Elizabethtown Fair, Auspices, Rotary Club Charity Fund. Business, excellent. Weather, fair.

This spot, booked on short notice, was far above expectations. All shows, rides, and concessions reported one of their biggest grosses of any spot of the season. Kibby, educated chimp, appeared at the Rotary Club dinner here, and committee handled all details and gave excellent co-operation. Town is the home of Bob Work Shows, and Ray Highsmith joined with his cookhouse. He replaced Nick Patrinos, who died in Bamberg, S. C. The writer presented his wife with a new car on her birthday anniversary at Madison, Fla. N. P. Roland, Jack Purcell, and the writer are busy on the Florida Fair circuit. Showmen's League benefit show is slated to be held at Madison, Fla., on November 14. TERRY MARTIN.

Great Lakes Expo

Andalusia, Ala. Week ended October 26. Auspices, Covington County Fair. Business, good. Weather, fair.

Shows arrived here on time after a successful stand at Dale County Fair, Ozark, Ala., and organization is chalking up satisfactory results on its first tour of Alabama. Stand at Selma, Ala., was good and General Agent Bob Kline deserves much credit for the success of the stand in Selma and for the route shows are playing. Manager Al Wagner has a good line-up of attractions. Highlight of the local engagement was the birthday anniversary party tendered Mrs. Hattie Wagner in her house trailer. A birthday dinner was served in Nick Brandon's cookhouse, with staff and personnel in attendance. Bob Kline was toastmaster and Mrs. Wagner received many gifts. The Flying Fishers and Erma Ward, free acts, are proving popular. General Manager Al Wagner and Bob Kline returned from concluding negotiations to have shows winter in Alabama. HARRY SMYLEY.

Prell's World's Fair

Bennettsville, S. C. Week ended October 19. Auspices, Marlboro County Fair Association. Business, fine. Weather, fine.

This spot started slowly because of the fact that the populace had just completed the celebration of a Cotton Festival the previous week. However, on Tuesday, crowds began to show up and increased spending was noted in all departments. Wednesday drew a huge crowd and business was more satisfactory. All rides and shows were open and did business until early morning. Thursday proved a real one, but Friday was easily the banner day of the stand. T. C. Crossland and E. W. Odom, fair president and secretary, respectively,

city, with over 20,000 troops quartered there, helped considerably. An automobile race promotion by Ralph Hankinson was largely responsible for nearly all midway units doubling their usual Saturday grosses. The Silver Streak surged ahead of its high gross attained last year. Rides were popular, with almost all shows having a better week than anticipated. Contracting Agent Gerald Snellens was stricken ill while in advance of the shows here and entered Columbia Hospital. Snellens managed to carry on most of his work via a phone installed at his bedside. He is expected to be out in about a week. Visitors included committee members of the Augusta (Ga.) Exchange Club Fair; Jimmie Simpson, and Mr. and Mrs. Rubin Gruberg. JIM McHUGH.

Dee Lang's

Center, Tex. Week ended October 19. Auspices, Shelby County Fair. Business, big. Weather, ideal.

Shows repeated here to an increase of 20 per cent over last year's gross. An exceptionally large parade ended at the fair gate and gave shows an excellent start. Monkey Town Circus, managed by Milt Hinkle, tied with Dixie on Parade managed by H. B. Blackburn, for top money. Carl E. Martin's Dope Expose and Unborn shows are clicking. The writer spent nine days visiting in the Rio Grande Valley in shows' interest.

Manager-Owner Dee Lang made a hurried trip to Hot Springs, Ark., to see his brother, Leo, who was taken suddenly ill and had to be returned to his home in St. Louis. Babe and Les Hutchinson are successfully operating office concessions. Doc Carver's high diving horse, ridden by Sonora Carver, continues popular.

Lu/kin, Tex. Week ended October 12. Location, fairgrounds. Auspices, Texas Forest Festival. Business, good. Weather, good.

This town, for the third consecutive year, gave shows a swell week's business. Fair Manager M. D. Abernathy gave good co-operation. The concession line-up has been augmented by the arrival of Lenord McLemore's string of seven. His agents include Walter Critzer, Mrs. Critzer, Tom Brookshire, Mrs. Bill Gant, Mrs. James Williams, Don Anawalt, Douglas Parker, George Graham, Darnell Pool, E. J. Hardy, Mrs. McLemore, treasurer of her husband's concessions, renewed acquaintances with Mrs. Norma Lang. Other concessionaires joining here were Treetop Buchanan, Hollywood Studio, and Myrtle Havens, with two, in charge of Babe Brunson and J. R. Carroll. Mickey Farrell is in charge of office-owned stock stores. Stanley Minns, secretary Chamber of Commerce at Crockett, Tex., visited. DAN J. MEGGGS.

Endy Bros.' Expo

Gainesville, Ga. Week ended October 26. Auspices, Gainesville Fair. Business, good. Weather, perfect.

Another long jump put shows in the South, but everything was ready Monday night and much credit was given mechanic Jake Davis and Sam Murphy for the shows' getting in on time. This was a new fair, and Fair Manager I. V. Hulme and District Manager Walter Adshoe did a real job in conjunction with the county school superintendents in putting on the event. Attendance was good and shows obtained co-operation of all city and county officials. The Great Wilno, human cannon ball, proved popular. Visitors included J. A. Mitchell, E. C. McHenry, Mr. and Mrs. George A. Hamid, Gene Hamid, Jane Hughes, and J. H. Williams.

Greenville, N. C. Week ended October 19. Business, great. Weather, rain one day.

This was another good date for the shows and, after a long move from Danbury, Conn., everything was ready

for Monday night's opening. Fair committee, A. J. Grey, fair manager, and Correy Brothers gave good co-operation. Children's Day proved successful. Lee Erdman's Monkey Show led shows, while new Rocket led rides. Over 50 concessions were on the midway here, with 27 paid attractions and four Ferris Wheels. Wilno, human cannon-ball act, again scored, each night drawing larger crowds. Duke Drukenbroad entertained visitors here. Norman Wolf purchased a new car, as did Jack Metts. Bob Holmes, of Midget Show, also purchased a new car, as did Frosty Winters, of the Ramagosa Ice Show. Visitors included Frazier McDevitt and Edgar Rowe, Washington (N. C.) Fair, Manager David B. Eady is away on a trip to purchase some equipment. GLEN IRETON.

Kaus Expo

Goldboro, N. C. Week ended October 19. Auspices, Wayne County Fair. Business, fair. Weather, cold.

Shows played on new fairgrounds here, a much better location than the old grounds. Ample parking space helped considerably. Attendance was good the first part of the week, but rain Thursday night followed by exceptionally cold weather the rest of the week held down the crowds. Business could not com-



PRESIDENT NINA RODGERS, Ladies' Auxiliary, Pacific Coast Showmen's Association, purchased ticket No. 2 from William (Bill) Hobbay, chairman of the PGSA's 19th annual banquet and ball, to be held in the Gold Room of the Hotel Biltmore, Los Angeles, on December 27. Photo was snapped after a meeting at which final plans were mapped. Club President Dr. Ralph E. Smith was purchaser of the first ticket.

pete with the weather, and all departments suffered. Mr. and Mrs. Charles Ague and daughter, Betty, joined with their custard machine. E. Kruper is operator, Judge Paul, of Washington, N. C., and Corporal Hunt, of the highway patrol, visited Business Manager George Whitehead. Ralph Decker and George Whitehead visited Art Lewis Shows, and J. E. Kaus was a New Bern visitor. Dolores James reports a good season with her Penny Arcade. She's driving a new car. W. C. Kaus Shows and Russel Owens, of W. C. Kaus Shows, visited here, as did Louise Susser, of Mount Olive, and Messrs. Godley Jones and Rawl. Mrs. Godley accompanied them. LESTER KERN.

Art Lewis

Emporia, Va. Week ended October 19. Auspices, Emporia Fair. Business, fair. Weather, cold.

Local fair was a disappointment to all because of inclement weather. However, much credit must be given to B. M. Garner, secretary, who gave good co-operation. October 16 being registration day and Kiddle Day, Garner arranged with the registration board to take care of all on the shows who came under the se-

Cetlin & Wilson

Wilson, N. C. Week ended October 26. Location, fairgrounds. Auspices, Wilson County Fair. Business, good. Weather, unsettled, with four cold nights.

Shows moved here from Henderson, N. C., and were ready for opening Sunday afternoon, playing until 7 p.m., when all amusements close for church services. Monday was fair, and Tuesday's business showed a decided increase. Wednesday was excellent. Thursday and Friday, Children's Days, were big, and Saturday afternoon and night were good. Fattie Belle Buffin, head of the City Recreation Department, and children welfare groups were entertained by Co-owners I. Cetlin and Mrs. John W. Willson. W. H. (Doc) Dunn, secretary, and other fair officials, including J. D. Bobbitt, president, and Z. V. Morgan, commander of American Legion Post, co-operated. John Gold, publisher The Wilson Times, and his newsboys were guests on Wednesday night. Ed Davis, The Wilson Times editor, was liberal with space. Kiwanis Club had dinner in Speedy Merrill's cookhouse on Thursday night and attended Paradise Revue night club as guests of Mr. and Mrs. Cetlin and Mr. and Mrs. Wilson. Hal Wilson, manager of Station WGTM, gave several radio programs for shows and rides. James A. Payne, secretary Wilson Chamber of Commerce, was a midway guest, as were Ruby and Daisy Day, draft registrars, and Mary and Flora Robinson. Benefit show at midnight in Paradise Revue Tent netted \$137 from tickets and box lunch auction. Proceeds were used to pay for appendicitis operation of John Renstrom, and helped defray Milton Wright's funeral expenses. Stickney Boyd, a member of the fair board, co-operated. RAY D. MURRAY.

World of Mirth

Columbia, S. C. Week ended October 26. Auspices, North Carolina State Fair. Business, good. Weather, good.

Gross here jumped 20 per cent ahead of last year's high. Better business conditions and the establishment of Fort Jackson, less than four miles from the

3000 BINGO

Heavyweight cards, black on white. Wood markers printed. Two sides. No duplicate cards. Put up in the following size sets and prices. 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.20; 200 cards, \$5.40; 250 cards, \$5.75; 300 cards, \$6.00. Remaining cards, \$5.00 per 100. No. 140 - Extra Heavy Green Both Sides. Per 100, \$5.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—get up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All items on this list are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Automatic Bingo Marker, Real Glass \$12.50

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$1.25

Lightweight Lancers, 5x7, Per 100 \$1.50

5,000 Small Title "Borealis" Bingo Sheets, 7 colors, pad of 25, Size 4x9, per 1,000 \$2.00

5,000 Featherweight Bingo sheets, 5 1/2 x 7, 25, \$1.25 per M. Stapled in pads of 25, Per M \$1.50

Postage extra on these items. \$25,000 for 1,250 Dice boards and pads, warabito checks, coupon books, subscription books, etc., heavy, cat. and sample cards free. You pay my C. O. D. fees. No personal checks accepted. Instant delivery.

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gave good co-operation. They and Manager S. E. Proll were responsible for the award of a new car. Giveaway proved a good draw, with some 12,994 coming out. Saturday was only fair and personnel devoted some time to the dismantling of paraphernalia, some of which was stored in the various fair buildings, as Manager Proll had closed contracts earlier in the season to winter the shows here. THOMAS W. RICE.

Frisk Greater

Monticello, Ark. Week ended October 26. Auspices, American Legion Post. Business, good. Weather, good.

Shows opened to crowds Monday night, when a local school band paraded to the lot from downtown. Frank Schimnowski reports a good week's stand with his corn game. Mrs. Floyd Hall returned to Hot Springs, Ark., to enter her daughter in school. Tom Wells visited the Moss family here and Manager Botschen made a business trip to Little Rock, Ark. Joseph Brothers left for Delhi, La., with their Loop-o-Plan.

Warren, Ark. Week ended October 19. Auspices, Warren County Fair. Business, good. Weather, hot.

After a good week at Hamburg shows moved in here and everything was in readiness for opening Monday morning. Good crowds came out early and remained late. All reported good business. Rides did well and Ted Sharkey's show led that department. Barrel of Fun was purchased by the Elman Shows. Committee gave good co-operation. KEN C. SOMMER.

United American

Vicksburg, Miss. Week ended October 26. Location, Grove Street Ball Park. Auspices, VFW Post Community Fair. Business, satisfactory. Weather, warm and clear. Pay gate, 10 cents.

Because of a last-minute change in route shows came in with little advance advertising, which retarded attendance until the latter part of the week. There being a local ban on sound trucks, it was necessary to use other forms of street advertising, so Danny, shows

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 23-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

clown, and Burma, elephant, paraded daily. Saturday's matinee and night business, which was built up by radio announcements and newspaper advertising, clicked satisfactorily, and engagement was marked by perfect weather. Ingenuity of Owner C. A. Vernon was taxed to the utmost here to provide agricultural displays to comply with the State law, but he was successful in his efforts. Mr. and Mrs. James Altman, who had been with the organization all season, closed here and left for their home in Beeville, Tex. Mr. and Mrs. Ivan Merrick also closed and departed for Centerville, Ia., where they will engage in commercial photography this winter. Mr. and Mrs. Roy Coons purchased a house car at Greenwood, Miss. Owner Vernon and Ray Swanner made a hurried one-day business trip to Mobile, Ala., Wednesday, and the writer made two out-of-town trips during the week. Visitors included Robert Hughey, Hughey & Gentsch Shows; Mr. and Mrs. Helnie Fritz, Buckeye State Shows; Will T. Hatch, Hatch Show Print; Whitely Rogers, and Harry (Ice) Wilson. WALTER B. FOX.

night, December 2, 1940, at 11 o'clock. Subsequent sessions are planned for the ensuing evenings of that week at the same time and place, subject to the action of the membership at the annual meeting. All of the sessions of the annual meeting will be held in Room 118 of the Sherman Hotel. It will be very helpful if you will acknowledge receipt of this notice of meeting and advise whether you plan to be in attendance. Items of importance will be brought to the attention of the membership at the coming sessions, and we strongly urge your attendance. Your earliest response will be greatly appreciated. From the correspondence being received at this office, indications are that we shall have a fine attendance at the annual meeting.

We have received word from the Interstate Commerce Commission that the new edition of the motor carrier safety regulations, as made applicable to private carriers of property by motor vehicle engaged in interstate commerce, is now in process of preparation and will be ready for distribution early in November. Those interested may obtain copies by writing the Superintendent of Documents at the Government Printing Office, Washington, D. C.

A copy of the motor carrier safety regulations as applicable to private carriers can also be obtained by writing the Interstate Commerce Commission, Bureau of Motor Carriers, Washington, D. C. If you are subject to the law, Members of this association who are interested in this information can obtain it by writing this office, and we will submit their names and addresses to the ICC and copies will be sent them when available.

Bowen's Joyland

Firebaugh, Calif. October 22-27. Auspices, Firebaugh Fire Department. Business, big. Weather, good.

After playing Sutter-Yuba County Fair at Marysville, Calif., shows made the long jump here without mishap. Owner Hugh C. Bowen reported that shows will stay out all winter, playing Southern California and Arizona. Homer Rees, ride superintendent, is getting it up and down and over in good style. Bud Cross joined with one of his Rolloplanes for the winter tour, and O'Neil Brothers came on with their Animal Circus. Owner Bowen recently bought three new semis and two Diesel light units. Legal Adjuster Ed J. Harris is keeping the concession boys in good spirits. Johnnie Miller has enlarged his cookhouse and added a grab stand. Don Gonzales took over the Slide Show and is doing well. Sally Rees, of bingo note, has recovered from a recent illness. Berthe Kanthe and her two concessions are doing well. Special Agent D. E. Clippely is doing a good job on publicity. Show now comprises 11 rides, 9 shows, and about 30 concessions. All rides and show fronts are being repainted for the winter tour. Joe Zotter will join soon with two more rides. The writer joined recently as assistant to Ed J. Harris. Mrs. Levitt, now in New York, will join her husband, Ted, on the shows soon. W. W. BARNES.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 2.—Official notice of our seventh annual meeting will be forwarded to each member under date of November 9, 1940, as follows: "Please take notice, in accordance with Article 2, Section 1, of the bylaws of the association that the seventh annual meeting of the association will be held at the Hotel Sherman in the city of Chicago, Ill., commencing on Monday



Special cover design for the first page of the section—printed in gold and black.

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in the
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Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Extempor., Tex.
Week ended November 2, 1940.

Dear Editor:
Here on the eve of election the entire show staff is laying the odds on who will be who. Rather than lose out for future political favors, Candidate for President Pete Ballyhoo, who was running on a straight carnival ticket, withdrew from the race and asked his personnel to vote for both Roosevelt and Willkie. Thus by double voting, regardless of who the winner may be, our show can claim to be 100 per cent for either party. Wires have been sent to every show that is still open announcing the withdrawal of the carnival world's most beloved trouping politician. There isn't a doubt in the writer's mind that this will be a terrible disappointment to our competitors, who have always spoken of him so highly to the different fair and committee officials.

Now that he has withdrawn from the Presidential race he has beat his competitors to the knock, "What! Book his show? Why, every voter in America is against him. He didn't even get to first base as President, let alone making good at your date." Then again another might crack, "Yeah, it was the fair secretaries all over the country who beat him." Or, "The public in general was well fed up on his type of attractions; had he won, the entire country would have been on brass and the Treasury G-d and strip-teased out of money." The big boss of our show stated at a cookhouse housewarming, "My duty lies with the organization, I have no one with the show who is capable of selling the exclusive to two different concessionaires for the same kind of a stand at the same date."

Weekly for the past season our entire personnel has been meeting in the girishow tent. Presided over by the five Ballyhoo brothers, the object of these gatherings has been to let each employee air out all differences and misunderstandings. The right to free speech has always prevailed at these meetings. Taking their turns, men, women, and children alike always arose from their seats and spoke their minds. Each time in the past the speeches consisted of "Hurrah for Ballyhoo Bros. I, as an employee, consider them the world's greatest showmen." Then again it was, "I am glad to be here. There isn't a better show to be with in the country." Occasionally, "I would have been starving today if you five grand gentlemen of the midway world hadn't made it possible for me to be with you." The meeting this week was entirely different. The first subject brought up was, "Who will go and how will the staff's trip to the Chicago meetings be financed?"

For some reason or other the hurrah for the bosses from those who were so glad to be here and those who would have starved was not made. The attention of the entire crowd was soon focused upon a concessionaire who had flashed his roll and whose jackpots for big money ran into four figures. Seeing that his sudden popularity was too much for his modest heart, the bosses asked him to stand up. It was then that he was immediately rebuffed for 1941 and asked for a deposit for the coming season and

the first two weeks' privilege in advance. Hitting the hand that fed him, this concessionaire (who wanted to make the winter on what he had) deliberately denied that he had been starving when he joined and he cracked aloud, "I'm fed up with this show," and walked out. Half of the crowd yelled, "We are fed up, too," and followed him thru the exit.

There was nothing left to do but vote on the subject. The vote showed the entire personnel to be fed up, so the bosses, who had little realized until now that they were feeding too heavily, decided to cut down on the chow and to appropriate the difference in the grocery bill to finance the Chicago trip. Should be able to mooch enough mileage from their brother managers to get back.

MAJOR PRIVILEGE.

SHOWMEN'S LEAGUE

(Continued from page 35)

with President Mrs. Ida Chase presiding. Seated on the rostrum with her were Mrs. Joseph L. Streiblich, first vice-president; Mrs. Leah M. Brumleve, second vice-president pro tem; Mrs. William Carsky, treasurer, and Mrs. Bert Clinton, secretary. Invocation was rendered by chaplain pro tem Mrs. Mattie Crosby. Relief Chairman Bessie Simon reported that Myrtle Hutt is recuperating at her home from a serious illness. Edith Bullock, secretary Ladies' Auxiliary, Pacific Coast Showmen's Association, is also recuperating at her home from injuries sustained in an automobile accident.

Letters were received from Grace Goss, secretary Missouri Show Women's Club, and Edith Bullock, who thanked members for candy sent to her during her illness. Frances Barth received a rising vote of thanks for decorating the rooms for Halloween. Coffee and cake, donated by President Ida Chase, were served after the meeting.

Applications were received from Gene May Martin, Opal Phillion, Mrs. E. A. Lawrence, Gene May Martin, and Mrs. Moletoe Shumway. Cards will be forwarded to those elected to membership. Club received a beautiful plant of flowers from Brother Courtemanche, and Francis Barth thanked members for the floral piece sent her sister, who died recently. Dues were received during week from Mrs. H. A. Miller, Ann Mae Roth, and Anna Jane Pearson.

At every regular meeting an award of \$1 will be made to some member. Winners at the last two meetings were Mrs. Joseph L. Streiblich and Mrs. Edna O'Shea. Awards will be made only to members present at meetings.

These were appointed to nominating committee: Mrs. Henry Belden, chairman; Mrs. Leah M. Brumleve, Mrs. Anne Sleyster, Mrs. Jeanette Wall, Mrs. Anne Young, and Bessie Simon. Mrs. Belden presented the following ticket: President, Mrs. Joseph L. Streiblich; Mrs. William Carsky, first vice-president; Rose Hennessy, second vice-president; Mrs. Bert Clinton, third vice-president; treasurer, Mrs. Lew Keller, and secretary, Jeanette Wall.

Board of governors includes Mrs. Al Wagner, Mrs. A. J. Welas, Mrs. Noble Pauly, Mrs. Abner Kline, Marie Kortez, Ruth Martone, Rachel Collins, Sis Dyer, Betty Hartwick, Meta Eyerly, Louise Rollo, Ann Young, Rose Page, Edna O'Shea, and Anne Sleyster.

Mrs. Streiblich will be hostess at the social on November 7. Be sure to attend and receive some of the lovely prizes.

Material Protection Bureau



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Upon receipt, the packet will be dated and filed away under your name. The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

PRELL'S '40 TOUR

(Continued from page 32)

fenced, and flags and bunting prevailed everywhere. Local authorities staged a series of pageants daily, at conclusion of which crowds made for the fairgrounds.

A combination farewell party and wedding anniversary, in a downtown nitery, was staged Thursday night after the show in honor of Mr. and Mrs. Campbell, he being the show's free act. Charles Powell, contract agent, emceed the event, assisted by Abe and Bennett Prell, Ted Barro, Freddy Blyth, and Thomas W. Rice. A note of sorrow hit the midway with the announcement of the sudden death of the mother of Mrs. James P. Price, wife of show's electrician. Members offered condolences and forwarded a floral tribute. The Great Berostini Troupe, free act, proved popular here and were recipients of a farewell party tendered them on closing night. Troupe, consisting of Joseph, Sonkie, Josephine, Clara, Mike, and Veno Berostini, reported a successful 30-week tour. The Lankford band clicked here. At close here all Ford band equipment was returned and stored in quarters in Bennettsville, S. C., which will be in charge of Stacy Knott, with a small crew consisting of Harry J. (Dad) Ward, Ben Cheek, Harry Fox, and Sam Caruso.

These members announced the following destinations: Abe and Bennett Prell, H. Jacobson, and Charles Powell, Newark; Mr. and Mrs. Thomas W. Rice, Florida; Mr. and Mrs. James T. Price, St. Petersburg, Fla.; Buster Reinhardt, Paterson, N. J.; James (Shorty) Preston, Miami, Fla.; Mr. and Mrs. Joseph Parsons, Sumter, S. C.; Myer Max, New York; Charles Tashy, Baltimore, and Abe Wolf, Boston. Freddy Blyth, manager Jones's bingo, announces several winter dates, after which he and staff will scatter to these points: Blyth, Buffalo; Louis Bartley, Norfolk, Va.; Walter A. McMachen, Michigan; Henry and Mattie Palmer, Miami, Fla., and George Julian, Portsmouth, Va.

Marge and Harry Stevens will go to Union City, N. J., and Florida; Mr. and Mrs. Yule Parkerson, Miami, Fla.; Mr. and Mrs. Clarence Lauther, with daughter and son-in-law, Mr. and Mrs. W. E. Evans, and Billy Jr., Florida. The Berostini Troupe after a few winter dates will winter in Tampa, Fla. Mr. and Mrs. Sonny Boy Campbell plan to go to Alltoona, Pa. Among recent midway visitors were Max Gruberg, Gruberg's World's Famous Shows; Pessy Hoffman, Eddy Bros.' Shows, and C. Jack Shaffer, John H. Marks Shows. General Manager Prell visited John H. Marks.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Varied Bill Popular At Wichita Festival

WICHITA, Kan., Nov. 2.—At Wichita Harvest Festival and 4-H Club Fat Stock Show here on October 14-19 main attraction of the annual merchant-sponsored event was a three-hour variety show, *Casualty of Stars*, staged in the Forum, municipal auditorium, by MCA's Hogan Hancock, Music by Johnny (Seat) Davis and his band and Johnny emceed. Dorothy Byton's chorus line added interest. Bud Hughes and his Pais, Parish Sisters, Texas Tommy and Baby Doll, Joe and Jane McKenna, and Bob Neller with Reginald J. Tricketts carried the first half successfully. Buster West and Lucille Page, George Givot, and Julie Sherwin and Bill Owens took charge of the second part.

Overleade opened light on Monday but played to near capacity, 4,000, the rest of the week. Approximate gross was \$10,000 at a 40-cent to \$1 gate. Show went on nightly at 8:15 and at 2:30 at business on Wednesday and Saturday. Managing Director of the festival was Fred G. Whitlock, who for many years produced big Shrine circuses in Wichita.

The 4-H Clubs of Kansas opened their Fat Stock Show on Tuesday and it ran thru Saturday noon in the north half of the municipal building. Gate was free and attendance was good. On Wednesday the festival sponsored a big parade downtown. On Thursday and Friday afternoons Act Lillard's Circus of Death was presented in Lawrence Stadium. The thrill show was worth the small admission charge asked but had practically no business. Free street acts daily during festival week helped boost local interest in the civic enterprise. In spite of so much sponsored entertainment, independent operators in Wichita boasted good business during the week.

Lake Michigan in connection with the 1941 festival. It is not proposed, it is said, to abandon any part of former programs that have been popular. It is planned to spread them over the city, holding lesser pageants, musical contests, concerts, and other events in park band shells, on park lagoons, in the auditorium, and on or near neighborhood business streets.

Work Started on Building For Coast Christmas Show

BEVERLY HILLS, Calif., Nov. 2.—Ground has been broken for a building to house the Christmas Land Show, which will be staged in Miracle Mile area here under auspices of the British War Relief Association of Southern California, and workmen are constructing a modernistic 280-foot front and inside features. Underwritten for \$55,000, the show is to run five weeks. Sponsors are expecting profit of about \$100,000.

Waldo T. Tupper is managing director. Associated with him are Earl I. Hall, assistant manager; Harry Oliver, art director; Bert Conklin, tickets; Steve Henry, talent director; Marion Parks, research director; Jack Stratton, publicity; David Cavendish, public relations, and Alice McCauley, secretary to Manager Tupper.

Shorts

In Milwaukee Auditorium The Milwaukee Journal will sponsor a four-day aqua star and style show. Aquatics, which will include straight and comedy routines by talent from Billy Rose's New York and San Francisco Aquacades, will be under supervision of Sam Snyder, Boston. Admissions will be 35 cents, 35 cents, and \$1.10.

FOLLOWING the successful Montgomery County State Fair, Montgomery, Ala., October 21-27, Managing Director Harry E. Wilson left for Jacksonville, Fla., where he annually directs the Moose Christmas Charity Bazaar and Fair.

To Spread Milwaukee Fete

MILWAUKEE, Nov. 2.—Milwaukee Midsummer Festival Commission is considering staging a patriotic pageant on

PHONE MEN

Can use two more good Phone Men for deals in Albany and Capital District. Programs, Tickets, Banners and Indoor Events. No advances.

KAREN ENTERPRISES

4 Clinton Avenue, Room 108
Albany, New York

ATTENTION!

POLICE AND FIRE DEPARTMENTS

If your department needs money let me stage a benefit for you. I produce events.

J. W. DUGGETT

H. 3, Box 95, Seattle, Washington

HARRY WILSON WANTS

Programs and Phone Men for Moose Charity Ball. Ed K. Johnson and Jimmy Mason, contact me immediately Care Moose Club, 212 E. Forsyth St., Jacksonville, Fla.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

New White Plains Rink Bows

WHITE PLAINS, N. Y., Nov. 2.—Exhibitions by national and State champions of Earl Van Horn's Mineola (L. I.) Roller Rink was featured at opening of White Plains (N. Y.) Roller Rink on October 4. Bill Holland, former Mineola floor manager, is manager of the new establishment. Mr. Berliner is one of the operators. Manager Van Horn presented 11 of his skaters. The group was slated to give exhibitions at Fordham Roller Rink, Bronx, N. Y., on October 22.

Rink is booking semi-private parties on regular nights and private groups on Monday, Wednesday, and Thursday nights. New feature is a free dance instruction class each night between 7 and 8 o'clock, in charge of Betty Nesser, bronze medal skater. Greystone is headquarters of Columbus Roller Club, which has over 700 members, who meet monthly.

PRODUCER of skating records, Tempo Record Company has recorded for the first time a combination said to result in brilliant, snappy skating music. With an investment of over \$5,000 in mu-

ical instruments, they bring together two organisms in what might be called a competitive role. Lloyd Sullivan, at the Hammond, and Herb Kern, of Pan-Pacific Skating Rink, on the Novachord, with the new Solovox, a combination that has never before been recorded.

BUSINESS is good at Carl D. Willis's Jax Roller Rink, Fayetteville, N. C., reports Harry Davenport, advertising manager.


SATURDAY morning Children's Club sessions are making a hit at Earl Van Horn's Mineola (L. I.) Roller Rink, as evidenced by rapid growth in attendance. Each child is given a button and made a member of the club, feature of which is instruction in dance skating. Bargain rates have been established. Earl Van Horn's Figure-Skating Club has started (See RINKS on page 47)

New 15G Rink in Belvidere

BELVIDERE, Ill., Nov. 2.—Otto Fox, owner of Ing Skating Palace, Rockford, Ill., and operator of a portable rink in the summer, opened a \$15,000 rink at Biester's Field here on October 23, reported Elliott Biester. The new 70 by 150-foot building is of steel construction, with removable walls for summer skating. James Davis is floor manager and Paul Rosengrans is organizer. Owner Fox recently completed a successful summer season with his portable outfit.

N. Y. Group Is Chartered

ALBANY, N. Y., Nov. 2.—A charter of incorporation has been granted here by the secretary of state to Lincoln Square Roller Rink, Inc., New York City, to construct and maintain a roller skating rink. Backers of the project are given as Edward R. Redmond and Justine Q. Perline, New Rochelle, N. Y., and Benjamin F. Morey, Bridgeport, Conn.



HYDE'S ROLLER RINK SHOES

10 STYLES FOR MEN AND WOMEN

A new enlarged line of roller rink shoes embracing every popular price range. Each pair is backed by over a quarter century of shoe craftsmanship and built for long, sturdy wear. Includes both low and high shoes.

Write for Catalog
HYDE ATHLETIC SHOE CO.
 Division A. R. Hyde & Sons Co.
 CAMBRIDGE, MASS.



QUALITY

RICHARDSON BALLBEARING SKATE CO.
 Established 1884.
 3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

TRAMILL SELF-LOCKING SECTIONAL FLOORS
 are the result of thirty-five years' experience in laying over a million feet of maple flooring. They are used under covers and in some of the finest buildings in the U. S. Send 10c for information.
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PROFESSIONAL
 "Roller Skating and Dance Floor Mats"
FOR STAGE, CLUBS, HOTELS
 Maple Hardwood—Roll-Up Construction—Portable Design. Custom made in various sizes at reasonable prices. Highly endorsed and recommended. Write us your particular requirements.
THE G. L. MORRIS CORP.
 401 C. A. C. Bldg., Cleveland, Ohio

BEAUTIFUL SHOE SKATE PIN
 3-Color Enamelled Gold Plate. Closed Pin Back.
\$6.50—1.00 \$4.00—50
NATIONAL EMBLEM CO.
 872 Broadway, New York City

No. 321 DUSTLESS FLOOR DRESSING
 Cleans, shines, dries, and protects floors with less wax and lower maintenance cost. \$4.00 per gal. \$2.50 per 1/2 gal. container. 4 gal. approx. \$14.00. 5 gal. approx. \$17.50. Terms: C. O. D. (Cash on Delivery) or order, balance C. O. D.
CAGAN BROTHERS
 44 Second St., EVERETT, MASS.



MELVA BLOCK, 15-year-old free-style amateur skater, who finished second in novice competition at the 1940 national contests in Cleveland, and known as the nation's best dressed roller skater, is shown here with some officials of the Roller Skating Rink Operators' Association of the United States during her visit to Cincinnati on October 10, when she appeared at the Segferino Rolderdrome. Left to right are Cap Seferino, chairman of the ESROA speed committee; Miss Block; Owner William F. Seferino, of the Rolderdrome and member of the ESROA board of control, and Fred A. Martin, secretary-treasurer of the ESROA and general manager of Arena Gardens Roller Rink, Detroit, who is directing Mrs. Block's good-will tour of ESROA rinks. She is a member of Detroit Figure Skating Club, of Arena Gardens. Costume worn by her is of sequins and valued at \$150, and her complete wardrobe of more than 20 costumes is valued at several thousand dollars.

ROLLER rink has been installed in the basement of new Municipal Auditorium at Zanesville, O. It has a 60 by 105-foot hardwood floor and is operated by Herbert Ehrnfield, who has operated rinks in a number of cities and had an outdoor rink in Zanesville during the past summer.

RIVER PARK Roller Rink, Winnipeg, Man., is being transported to University of Manitoba grounds, about a mile distant, where it will be used as a drill hall for the Artillery Training Center.

BOB-O-LINK Roller Rink is slated to open on November 3 in Powell's Hall, Antigo, Wis. Hall is being remodeled.

O. SHEPPARD'S portable roller rink which opened recently in Natchez, Miss., is doing good business despite a poor cotton crop in the area. Prizes are given by the management once a week. New skaters are taught by the rink instructor.

MERCURY Roller Rink, a portable, opened recently in Jackson, Miss., to good business. Daily afternoon and night sessions are held.

MANAGER CLARENCE SALISBURY of Broadway Roller Rink, Salt Lake City, is visited by many professionals passing thru the city. His walls are adorned with pictures of such artists as Tom, Jerry, and Happy; Jack La Rue, film actor; Boots and Carl, and Scotty and Naida, skating team. Two skaters were recently married at the rink in a public ceremony.

OREYSTONE SKATELAND, Columbus, O., is in full operation, with sessions on Tuesday, Friday, Saturday, and Sunday nights, and Saturday and Sunday mat-

HYDE PRESENTS THE Betty Lytle ROLLER RINK SHOES



LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoes bearing her name exclusively. Thousands of roller enthusiasts are asking for them.



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 CAMBRIDGE, MASS.
 Write for Catalog

"OMAHA FIBRE" RINK SKATE WHEELS
 Fit All Make Rink Skates • Over 1 Inch Wide
 Regular Brown 90c | XX Black Fibre \$1.00
 Fibre Rink - per Set (Extra Hard) per Set
 Write Today for Our Complete Skate Parts List and Other Rink Products.
OMAHA FIBRE PRODUCTS CO.
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New Rubber Hub Cap
 Protects Your Floors



No. 855 with No. 89 Rubber Cap

—Just what you have been looking for—
No. 89—Rubber Hub Cap mounted on No. 88NS "D" Washer. Can be assembled on any "CHICAGO" Skate.

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GLOBE RINK SKATES

New Streamlined design . . . for shoe attachment.



Complete Size Range
GLOBE-UNION, INC.
 MILWAUKEE, WIS.
 10 Degree Action

Gainesville To Produce Show For Houston Shrine

GAINESVILLE, Tex., Nov. 2.—October is usually a dull month for the Gainesville Community Circus, due to the usual September closing of the tenting season, but this year it was an exception.

Manager Roy Stamps and Program Director A. Morton Smith were in Houston recently and closed contract with John Dreaper, director general of Arabia Shrine Temple, to produce this year's show, using Gainesville performers and equipment. The show will feature Terrell Jacobs and his lions and tigers; Dolly Jacobs and her horse-riding lions; Peejay Ringens, and the Downie Bros' elephants, now owned by Ray Rogers. Baron Nowak will be the concert feature. Stamps will be equestrian director; Smith, announcer, and Verne Brewer, superintendent.

Brewer and Boss Canvasman Paul McGeehee took the big top to Palacios last week, and it is now in use housing workers on the U. S. army barracks now being constructed there. Rev. J. W. E. Airey, of Houston, has the housing contract for the workers and leased the big top for that purpose. McGeehee is in charge of the tent.

Six Santa Claus parade contracts have been completed, and others are in the making, indicating a long season for the unit, which will carry 6 persons, 15 ponies, 3 tableau wagons, and a calico wagon.

Stamps and Smith were in Durant, Okla., October 26, where they visited Owner Obert Miller and other members of the personnel of Al G. Kelley-Miller Bros. Circus.

Mr. and Mrs. Arthur Henry, who have been playing fair dates, will arrive here about November 3 to assist in readying the circus unit for the Houston date and will accompany the unit to that city.

Hamiter Putting Out New Indoor, Outdoor Circus

CHICAGO, Nov. 2.—James J. Hamiter, who for some time past has played Shrine and other circuses with his trained horses, ponies, dogs, and elephants, is launching a circus of his own, according to a letter received from Al Clarkson, his general agent.

New show will be known as Jimmie Hamiter's Circus. It will play a number of winter dates, starting at Dallas, and next season will play under canvas thru the Middle West and West. According to Clarkson, the show will move on trucks this winter, but next summer will move by rail. Show is quartered at Dallas. "All equipment with the show will be brand new, from the advance trucks to the ring pads," says Clarkson. "The indoor dates have already been contracted and an order has been placed for canvas for next season. At present there is much activity at quarters, where Hamiter is breaking in a new horse act that will be a novelty." Clarkson will have a staff of five men and women for the indoor dates.

MR. AND MRS. FRANK DUNOAN closed the season with Al G. Kelley-Miller Bros. Circus at Smithville, Okla., October 26, this being their third season with the show. Frank had charge of the No. 2 car. They will spend a few weeks at Hot Springs, Ark., before returning to their home in Wichita, Kan.

Weed Via Bull Route

ROCKY MOUNT, N. C., Nov. 2.—Quite a bit of interest was created here when "Tony," ex-circus elephant, was photographed hauling several loads of tobacco to one of the warehouses in Rocky Mount. So far as is known this is the first time that tobacco has been hauled to market by the elephant route.

Numerous instances of other modes of transportation of hauling tobacco are known, such as the airplane, but to see an elephant drawing a load created some excitement.

The tobacco was of a high type, and farmers, wanting to do something out of the ordinary for the Rocky Mount market, engaged the services of "Tony," John Robinson bull, now with the Marks Shows (carnival).

Russell Bros. Circus
Eddie WOEKENER
 and his World Famous
CIRCUS BAND
RUSSELL BROS. SUNBURY
3 RING CIRCUS
 AFTERNOON & NIGHT
TUE. SEPT. 3
 TWICE DAILY 2 P. M. & 8 P. M.

A ONE-SHEET on billboards and in windows was used by Russell Bros. Circus this season, advertising Eddie Woekener, band leader. When Eddie was with Hagenbeck-Wallace Circus a 20-sheet was used on the boards, advertising Woekener and the entire band.

England Tent Tour Practically at End

LONDON, Eng., Oct. 7.—With only Rosaires still on the road, and they contemplate carrying on until the end of October, England's 1940 tenting season is practically at an end, a finish not much earlier than that of normal times. Shows packed up in winter quarters are Lord John Sanger (Horley), Sir Robert Fosssett (Dunston), Paulo's International (Wolverhampton), Mrs. E. Pinder (Dumtree), Chipperfield (Stochbridge), Tom Fosssett (Bishop's Castle), and William Pinder (Carlisle). All experienced an average of good business, a state of affairs still being enjoyed by Rosaires.

Blackpool Tower Circus shuttered on Saturday, several weeks ahead of usual season close. This in part due to fact that Blackpool will not this year stage its usual four weeks of illuminations. Business has on the whole been good with some weeks up to peace-time standards.

Watson Loses Props

Johnny Watson, 99-year-old performer, lost pooch-act props thru air bombings while playing London six-vault houses. Dogs and the veteran artist, being elsewhere at the time, escaped without harm. In his younger days Johnny was a star circus jockey-rider, the dog act being an enterprise of the past 20 years.

Circus tent is being used by Tommy Mann, showman of Manchester, for touring exposition of German bomber plane. Show stands in big towns for a number of days, proceeds being given to local funds for purchase of Spitfire fighting planes.

Hamid-Morton Draws 100,000 At Shrine in Toronto, Ont.

TORONTO, Nov. 2.—More than 100,000 persons saw the Hamid-Morton Circus here at the Maple Leaf Gardens during its six-day run, which ended October 26, under auspices of the Shrine Ramesses Temple, and a gross of \$50,000, an all-time record for a Canadian indoor circus, was estimated by Don Pierce, assistant recorder. The concert played to 40,000 during the six days and a gross of \$4,000 was estimated. Total gross profits will be between \$18,000 and \$20,000, according to Pierce. The profits are to be divided between the crippled children and Canada's War Effort fund. The Shrine has awarded the contract to Bob Morton for 1941.

The first performance Monday matinee played to a capacity house, standing room being at a premium. Some 500 school children were turned away.

Beverly White

By WILLIAM (BILL) FIELD

Once again the Angel of Death has stepped into the world of sawdust and spangles and removed from our midst one of the truly great circus press agents—Beverly T. White.

The man who for many, many years headed the coming of circuses and carnivals has gone to the Greatest Big Top of Them All, where he has justly earned a place and eternal rest.

Those of us who were privileged to know Beverly White came to respect and love him for his kindness, generosity, and deep devotion to his work and the shows which he so well represented.

By JOHN F. FENELON

It was a distinct shock to me to learn that our old friend, Beverly White, dropped dead. He was a press agent of the old school and well liked by all with whom he came in contact. His friends in the show world and newspaper field were legion.

Let us trust that Beverly, like Dexter Fellows and many others who have gone to join the great fraternity of showfolk in the Great Beyond, is now enjoying eternal peace and happiness. I have known him for over 25 years and to me he was ace.

McLOD'S Royal Scotch Highlanders, well known to circus folks, are playing Eastern Ohio night clubs. The Highlanders formerly were with the Hagenbeck-Wallace and other circus side shows. They currently are playing at the Blue Willow night club, near Akron, O.

Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

Kelley-Miller Show Closes; Season Good

SMITHVILLE, Okla., Nov. 2.—The Al G. Kelley-Miller Bros. Circus is scheduled to close here today. The show's season has been exceptionally good, reports Ted La Velda, side show manager. The kid show business also was good.

La Velda will open a store show or museum around November 15, possibly in Little Rock, Ark. Charles Lawless will be contracting agent, and Homer B. Phillips will have the merchants' advertising banners. Harry Leonard will be inside lecturer and do magic. Phillip Phyllis Longton will be featured in the annex. Also in the annex will be a mechanical man, a bagpiper for bally, and a midget clown.

Bert (Kid) Wheeler Suffers Heart Attack

ST. PAUL, Nov. 2.—Bert (Kid) Wheeler, electrician at the Auditorium here and formerly one of the best known circus opposition agents and billposters in the country, is bedridden at his home here, 187 West Sixth Street, recovering from a heart attack.

Al Butler, business manager of the Holy Land Exhibition, which is here now under The Dispatch-Free Press, says Wheeler has a fine collection of letters, photographs, letterheads, and contracts that is worth thousands of dollars. He has letters from the first time he was with a show, some from A. G. (Gus) Ringling and some from Charles and John Ringling. Bert has billposting contracts signed by many a circus agent who has passed on, such as Ed Knapp, Buck M'Case, E. C. Warner, H. S. Rose, John Nevins, Lawrence Ledoris, George Meighan, John Henry Rice, Harold Busher, George Goodheart, W. H. Horton, Tom Dalley, Lester Murray, Denny Lynch, and Nick Pettit.

The Holy Land Exhibition has just had one of its biggest weeks.

Strike Called by Billers Against Michigan Plant

DETROIT, Nov. 2.—First strike against a Michigan plant in several years was called last Friday against the Jackson plant of the Packer Outdoor Advertising Corporation, according to Michael Noch, business agent and international organizer for the billposters and billers' union. Strike was called by Local No. 94, of Detroit, which has jurisdiction over Jackson, he said.

Basis of the strike was the demand of the union for an increase of the wage scale from 75 to 80 cents an hour, Noch said, and no question of recognition was involved as the company had signed with the union a year ago. A 100 per cent effective strike is claimed by the union.

The strike does not affect other plants of the Packer Company in other cities, Noch said, and added that the plant should not be confused with the plant of another company which was also located at Jackson.

Trumdrum Shrine Show At Canton, O., Off

CANTON, O., Nov. 2.—Plans have been abandoned for the annual Shrine Trumdrum Indoor Circus, which was to have been held December 31-January 4 at the new Timken Vocational High School auditorium. Floyd V. Casper, general chairman, has announced.

Board of Education officials, it was said, refused to permit the presentation of animal acts on the stage of the new auditorium or allow stock to be brought into the building. The municipal auditorium, where the Shrine circus has been held for several years, has been closed for several months and was not available for the show this year.

TOTAL mileage for Russell Bros. Circus, motorized, this season was 8,074.



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, W. M. BUCKINGHAM, Secretary, 25 Murray St., New Britain, Conn. (Conducted by WALTER ROSENADL, Editor "The Circus Times," care Rosenadl Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 2.—As a memorial to Harry Hertzberg the members of the Alfredo Codona Tent in San Antonio have been given permission to add after their tent name, "In Memoriam to Harry Hertzberg." At a recent meeting they elected Porter Loring, president; John O. Meusebach, vice-president, and Pasco J. Scaperlanda, secretary-treasurer.

President William H. Judd, of New Britain, Conn., returned to his desk at the New Britain National Bank on October 25 after an absence of several weeks, during which time he was at home with a severe cold.

The sympathy of the Circus Fans' Association is extended to Mr. and Mrs. Ad Topperwein on the death of their son, Lawrence, 36, who passed at San Antonio, Tex., recently. Topperwein, a member of the Alfredo Codona Tent, is an expert rifle shot.

Justus Edwards, of Oquawka, Ill., and Bill Antes, of Evansville, Wis., called on Sverre O. Braathen in Madison, Wis., recently.

Poodles Hanneford Co. Will Headline Canton Show

CANTON, O., Nov. 2.—Poodles Hanneford and Company, with Gracie Hanneford as featured principal rider, will headline the annual kiddies' circus, to be presented in the Palace Theater here November 22 under sponsorship of the Canton Retail Merchants' Board, according to announcement by J. R. Malloy, who will again handle the production this year.

Malloy, owner of the J. R. Malloy Circus unit, said the circus will be presented in the downtown theater, due to the big municipal auditorium not being available this year. To accommodate the thousands of kiddies on the occasion of the circus, which last year replaced the annual Santa Claus parade, it will be necessary to give five or six shows during the day, starting at 9 a.m.

Supplementing the Hanneford act will be Nancy Darnell (Mrs. Malloy), serialist; Tinker Toy and his Canine Pals, dog and pony novelty; Ruth and Jack, Roman rings; Timbu, human ape on the slack wire, clowns, and other acts.

Malloy produced the circus, which is free to the kiddies, last year, when more than 18,000 persons crowded into the municipal auditorium to witness the three performances, an extra show being given late in the afternoon to accommodate hundreds who were unable to get into the building for the two scheduled performances. Charles M. Isaac, executive manager of the merchants' group, said an extensive exploitation campaign on the circus would be launched immediately.

IABP&B Local No. 10

MINNEAPOLIS, Nov. 2.—H. M. Freitag, business agent, along with Carl Munsen, went pheasant hunting and brought back the limit, so they gave a big dinner for Charlie Coburn and Ralph Pink, who represent Local No. 10 in Duluth.

Eud Robin and Phil Freitag are sniping the State for Wilkie and Governor Stassen.

Harry Mansfield, who just bought a new home, will leave it for the winter to spend Christmas in Old Mexico again. Ed Schrimp is getting ready to leave for New Orleans and won't return until March 1.

Joe Kugler and brother George are working at the GOA in St. Paul, where George is the business agent for Local No. 45. Kid Wheeler is still the electrician at the St. Paul Auditorium.

Pay Bordwell is the wagon man on the south route, while Sky Heggerness drives the new truck.

Zack Luckens and Waldo Jensen just got thru billing the Community Fund and the town was lit up like red fire.

Circus and carnival men should take notice that Ralph Pink is the Local No. 10 business agent in Duluth and Superior and O. L. Patterson in Hibbing, Minn.

Who Said What's Wrong With the Circus?

I wish all the fans and others who have been literally using reams of paper during the past two years for stories under the caption, "What's Wrong With the Circus," could have been in Albuquerque Sunday, October 27, when Cole Bros. exhibited their matinee and night. With spectators on the straw at the matinee and a capacity house at night, and with *The Albuquerque Journal* winding up its afternoons with the sentence, "Cole Bros. certainly gave the public its money's worth." I fail to see that anything is wrong with the circus. I think the only thing we need is more circuses in order to get the people circus-minded again.

The lot contracted by the Cole show proved to be too small, so I spent a week with Ora Parks getting another one. We finally obtained an ideal lot, never before used by a circus or carnival. When the show arrived Sunday morning Zack Terrell cast an experienced eye over the 10-acre grassy tract and merely said one word—"perfect."

As usual, when a circus is near, I had my portable microphone on the lot at daybreak, broadcasting thru Radio Station KGGM, and thru the wonderful cooperation of Noyelles Burkhart, the most unique broadcast of its kind was put on. Instead of devoting the entire broadcast to the higher ups connected with the show we took the oldtimers—department heads who have been with shows a lifetime. J. D. Newman, over 40 years in the business; Ora Parks, with 35 years of press-agenting behind him; Al Hoffman, a 24-hour man for 37 years; Los Superintendent Curly Stewart, 32 years in the business, and even old Forepaugh from the big top, who says, "Mr. Bear Man, I've been on big tops 'most all my life."

Several of the oldtimers figured that Forepaugh must have at least 45 years of circus experience behind him. You can well imagine what a program these interviews made, and the public ate it up. Then, during my broadcast of the matinee, I interviewed Ken Maynard, Otto Gröbbling, Phil Escalante, Freddie Freeman, Wanda Wentz, and many others.

The night before the show's arrival a visiting trouper would have thought he was in Chicago had he chanced to wander into the lobby of the Franciscan Hotel. The "Magic Carpet" worked overtime. I was surrounded by such showmen as "Doc" Partello, of the legal staff; Ora Parks, Dick Scatterday, Clyde Malloy, Al Hoffman, and at a later hour J. D. Newman blew in from Louisville, new winter quarters of the show. We "put it up and took it down" until the wee small hours.

No, my friends of the circus, I don't think anything is wrong with the circus—at least not so long as Zack Terrell, Noyelles Burkhart, J. D. Newman, and the remainder of their capable staff give the public the type show that the 1940 edition of Cole Bros. has turned out to be. Whenever a newspaper editor, writing his own after-story, says "Cole Bros. certainly gave the public its money's worth." I don't think we need to worry about the future of the Great American Amusement. —HARRY THOMAS, Radio Station KGGM, Albuquerque, N. M.

Over 600 Attend CSC Banquet

CANTON, O., Nov. 2.—Two hundred members and nearly 500 guests attended the third annual banquet, show, and dance of the Canton Showmen's Club October 24, held at the Swiss Country Club. Bill Green's Marimba Band and Roy Willard's orchestra furnished music. Mickey King, serialist, and many others prominent in the show world, now and in past years, were present.

Entertainment was provided by the Ardel acrobatic team, Mary Schoonenberg, Carl James, Marva Lynn Mock, Catherine Walther, the Mast Family, and Art Hill.

Charter members of the club presented George Marlow with a traveling bag. Vice-President Ralph Smith was master of ceremonies.

Circus Saints AND Sinners' Club

By Fred P. Pitzer (National Secretary)

NEW YORK, Nov. 2.—The 12th annual convention of the CSSCA was the most successful ever held by this organization. We can only mention things as they occur to us, as it would be too much of an undertaking to describe everything. There were 1,000 in the Grand Ballroom for the luncheon and the capacity crowd was well handled by the hotel authorities. . . . One hundred women registered for the convention and letters are still pouring in singing the praises of the committee in charge of reception and entertainment. . . . Since the Dexter Fellows Tent has limited its membership to 750, men are going to all sorts of trouble trying to put thru their applications before the limit is reached. Twenty-three members were taken in at the last luncheon, among them being Dr. Leslie McClissett, noted physician of New York City; Patrick J. McGlynn, motor vehicle commissioner of Jersey City; W. Colston Leigh, president of W. Colston Leigh, Inc.; John Roy, manager of the Rainbow Room, Radio City; Milton Mann, administrative assistant New Jersey State Housing; Edward P. Toussay, agent U. S. Treasury, and C. Parker Runyon, vice-president Perth Amboy Drydock Company.

The reception given to the incoming delegates from the various States on Thursday night, October 17, was the greatest ever witnessed in the Pennsylvania Railroad, according to Sinner Bill Egan, who happens to be the stationmaster of the road and paved the way for all the tomfoolery we had planned. The Dexter Fellows members were dressed in the costumes of the Gay '90s, and Don Tompkins, dressed as a sharper, immediately began selling the visitors gold bricks. Harold Hoffman's band of 15 pieces accompanied the crowd and two quartets, both rendering excellent songs while awaiting the incoming 7:05 train. There were signs reading "For President and giving various visiting members' names. Dr. William Foy Lee was dressed in Chinese costume and was accompanied by a Chinese maiden just to properly welcome Charley Woo from Richmond. Sticks of red fire were burned and the bands blared and the quartets sang as the visitors poured in. A few playboys thought it would be great fun to burn buttonholes in Bill Steink's Sunday-go-to-meetin' suit. Everyone thought it was great fun. . . . Nearly 200 persons visited the rodeo on Friday night.

The high spot of the meeting was when Sinner Dr. Fisher, of the Hugh B. Sprout Tent, at the business session recited how when the Russell Bros. show played Staunton, Va., and an overturned bull wagon caused the death of a laborer who could not be identified. The Tent gave him a Christian burial in the local cemetery. There were many in-

stances recited of help given to needy troupers and much of this sort of work was included in the report of the secretary of the Dexter Fellows Tent. Dante, magician, attended the luncheon and stayed right on until it was time for him to go to his show at the Morocco Theater. At the luncheon there was gathered the greatest amount of talent ever gathered in one spot and all of them were former Fall Guys. . . . Prexy Hoffman is to be congratulated for the beautiful souvenir booklet gotten out by him containing much useful information about the club. It consists of 34 pages and contains 79 illustrations. . . . Remmie Arnold, former national president, writes from Petersburg, Va.: "You should hear the comments regarding the convention. Everybody says it was just wonderful."

From Charley Ralston, of Staunton, Va.: "Oh, well, what's the use of even attempting to express my appreciation to the members of the Dexter Fellows Tent for making it possible for us to be present at this joyous occasion. Any word or group of words that I can dig up from my Webster or Funk & Wagnalls seems flat and does not in any way convey our feeling towards you good New York folks." The publication *Short Hauls* had four extra pages added to it and was dubbed a "convention number." . . . An innovation was introduced during the reading of the Tent ritual. The ballroom was darkened and while Prof. Sharon Stephens's windjammers played softly *Circus Day*, a spot found its way to the stage, where a lonely trouper was squatted. As the ritual ended the trouper was frisked out. It was very effective and will be kept in the program whenever the ritual is recited.

ON the home run to Louisville, Ky., Cole Bros. will use the Rock Island railroad from El Reno, Okla., where the show closes November 5, to Memphis, Tenn., then the L. & N.

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BARON NOWAK
The World's Tiniest Man
23 Inches High

Weighing 17 Pounds—19 Years Old
FEATURED ATTRACTION

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WANTED FOR CIRCUS SEASON OF 1941
OUTSTANDING SIDE SHOW ATTRACTIONS FOR
COLE BROTHERS' MODERNISTIC ANNEX

Also reliable Ticket Sellers and good-looking Girls. Can place snappy Musical Act, good Juggling Act—Kills. Excellent accommodations and long season. All communications will be answered.
ART WINDECKER, Side Show Manager, Cole Brothers' Circus, Louisville, Ky.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

EDDIE WOECKNER, band leader of Russell Bros.' Circus, has returned to his home in Peru, Ind. He had a 10-piece band the past season.

IRVING BERLIN will be the Fall Guy at the luncheon of the Dexter Fellows Tent, Circus Saints and Sinners Club, at Hotel Astor, New York, November 27.

C. E. DUBLE, who was with Russell Bros.' Circus, left the show in September to accept a position with the United States Government at Jeffersonville, Ind.

WILLIE J. BERNARD, manager and superintendent of Bernard's Frank Animal Farm and Shows, has purchased a farm in South Liberty, Mo., for his winter quarters. He finished his circuit of fairs in New England October 12.

THE O'NEILLS have been engaged to present their ladder drops, comedy acrobatic band, and jumping acts at the Shrine Circus in Evansville, Ind. They recently closed a successful season of fairs and celebrations.

One way to get the most out of life is to look upon it as an adventure.

ZACK TERRELL, manager of Cole Bros. Circus, writes: "Our season, beginning at Denver and continuing to the West Coast, has been splendid. All our people are happy and satisfied. Working-men will not only be paid in full but will also receive bonuses."

ART LIND will again join Chester (Bo Bo) Barnett as Jo Jo for an engagement at Goldsmith's Department Store, Memphis, Tenn. Barnett is now filling school engagements for Parent-Teacher associations. Lind is completing his 47th week in Boston night spots.

PATTY AND TOMMY ADKINS entertained Casey Johnson, juvenile movie actor, who appeared in Boom Town as the son of Clark Gable, when Cole Bros. Circus was in Pasadena, Calif., October 14. The Adkins children took Casey thru every part of the circus, which was a real thrill to him.

BUCK CHICKIE and Buckaroo, who were with Russell Bros.' Circus in 1938-39, this year had eight weeks of fairs for the Barnes-Carruthers office. They have just finished the Northwest circuit of theaters for the Bert Levy office out of Los Angeles, where they expect to be for the next three weeks to work theaters and clubs.

HARRY E. MOORE closed his wild animal show at the Kenton (O.) Fair. He is currently in New York, where he saw the World's Fair. They were not all strangers to him there, even among the animals. Moore saw one of Frank Buck's camels named Tracy, which he worked in a moving picture in California in 1932. Harry expects to go to Florida the first of the year, during which time he will work storerooms.

JAMES J. WHITE, of Attleboro, Mass., former clown, has his new revue, Varieties of 1940, going full swing, playing clubs and lodges. Company is made up of Attleboro entertainers. Featured are June Blandin, top and tap dancer; Cloutier Sisters, singers and yodelers; Sybil Carwell, musical saw and xylophone; George Leary, emcee, juggling, and magic. White has charge of the bookings and Leary the production.

Because you are a hot-shot promoter, doesn't imply that you are a showman.

FLYING COVETS, who opened under the Concello banner April 22 at Sydney, Australia, for Wirth's Circus for a year's tour of Australia, are enjoying the longest season possible on any circus, as that circus runs 52 weeks a year. The show is having exceptionally good business. The Covets intend to return to the States the middle of 1941. Act consists of Billy Ward, Arthur Brown, and Wayne Lacey.

MURRAY POWERS, Sunday editor of The Akron (O.) Beacon-Journal, circus fan and well known to circus press men, has been appointed lecturer in Journalism at Kent State University, Kent, O., the university board of directors has announced. Powers, a veteran Ohio newspaper man of 18 years, is regarded by circus press agents as one of the best

publicity sources in Eastern Ohio. For many years he has visited circuses playing within 50 miles of the Rubber City.

W. T. McHENRY, of Fort Towson, Okla., was given a surprise October 16 at the home of Chief Keys on his 72d birthday anniversary, reports Frank Dungan. McHenry has spent over 50 years of his life in show business and is at present in the medicine game. Guests present were Mr. and Mrs. Thomas, Mr. and Mrs. Frank Dungan, Mr. and Mrs. Chief Keys, Mary Keys, Ruel McHenry, Robert and Curtis Byrd, Eulies Pollard, Tommy and Ruth Thomas, and Mr. and Mrs. W. T. McHenry.

BETTE LEONARD has recently been made publicity director of the Circus Historical Society. Bette writes: "Walter J. Pietschman, of Detroit, is still talking of his visits to the Ringling show. Bill Green, of Washington, Kan., says that they have not had a railroad circus there for 10 years. The last one was Robbins Bros. Circus, owned by Fred Buchanan. Dr. E. N. Obenzand has a fine collection of pictures and data on Tom Thumb and is always in the market for rare midget pictures."

GAUDY circus posters in downtown store windows in Riverside, Calif., were denounced by Harry C. Harper, editor of a Riverside weekly newspaper. He wrote that Riverside merchants should have more consideration for the appearance of Riverside's streets than to permit advance men for circuses to plaster up their windows with gaudy posters. Bob Taber, commenting on the matter, said: "It appears that Harper had a case of sour grapes because he either didn't get an advertising contract from the Cole show or perhaps not enough passes."

ARNOLD'S Barnyard Frolics, trained animal unit, which is under contract with Assembly Service of Chicago, is now en route in Michigan, Indiana, and Illinois and will soon invade Wisconsin, reports Arnold Masino, owner-manager. He said his unit was being well received. Engagements are confined largely to public schools and sponsored performances. Arnold's unit played several weeks of firemen's sponsored events in Western Pennsylvania during the summer season. He has headquarters in Akron, O.

There are two ways the circus adjuster can accomplish results—pay off in money or in tickets. You can't get something for nothing.

BOB TABER'S Animal and Monkey Circus is this season playing independent school dates in California and Nevada before the Christmas holidays. Taber has found business exceptionally good. He has repeated in certain schools this month after appearing there in May on a school assembly circuit. He was routed last year by the Green Office, of Los Angeles, over the National School Assembly Circuit that took him thru 14 States in 29 weeks for 29,000 miles and 473 dates. Altho the California State

Board of Education has ordered enforced an old ruling that prohibits daytime pay assemblies, Taber reports no trouble in getting all the bookings he can fill.

BERNICE STANKEVICH, one of the D'Arcy girls, is at home in Trenton, N. J., and well on the way to recovery, following a 50-foot fall on October 24 while appearing as aerialist with the Hamid-Morton Shrine Circus in Toronto. She suffered brain concussions, but medical authorities said her condition was not serious and she was released from the hospital a few days thereafter. While her routine called for an accidental fall from a lofty perch, the stunt went wrong and the plunge was real. She dived 50 feet to a concrete floor. The couplings of the wires which were supposed to have caught her 20 feet from the floor were said to have slipped. Her partner is Ethel Hamilton.

Siegrist Club Will Hold Round-Up at Canton Nov. 24

CANTON, O., Nov. 2.—Annual Fall Round-Up of the Charles Siegrist Showmen's Club will be held at Hotel Belden here Sunday, November 24. Sterling (Duke) Drukenbrod, president, has announced. The event, held each fall to welcome home trouper members, promises to eclipse any previous session of the club, which includes active and ex-troupers, outdoor show executives, theater hands, park executives, and circus fans.

Drukenbrod, en route with Endy Bros.' Shows in the South as manager of his own Side Show, is expected to return to his home here shortly to confer with other officers of the club on details for the event.

O. C. Bauman, who has appeared in the movies and a former outdoor showman, has been named general chairman of the committee in charge of arrangements.

Among the honored guests at this year's affair will be Poodles Hanneford and family, who will be here to take part in the annual Merchants' Circus at the Palace Theater a couple days prior to the club round-up. Charles Siegrist, veteran aerialist, after whom the club was named, is expected here also.

Program will get under way during the afternoon with a reception, followed by the showing of new circus movies by Ted Deppish, official photographer of the club. Subjects will include the 1940 Cleveland Grotto Indoor Circus, produced by Orrin Davenport, new shots of this year's Ringling-Barnum program, Cole Bros. and several shorts showing activities of club members during the summer season.

The usual banquet and vaude show will conclude the program.

Natchez Remembers Mix

NATCHEZ, Miss., Nov. 2.—Recent tragic death of Tom Mix near Florence, Ariz., in an automobile accident, recalls Mix's two personal appearances here, one time as a featured attraction of the Sells-Floto Circus and the other when he was defendant in Adams County

courtroom to answer suit for "breach of contract" filed against him by Col. Zack T. Miller, owner of the 101 Ranch Show. With him was Mrs. Mix (Mabel Hubbell).

Mix and entourage with John Kelly, of New York, as attorney, appeared in local courtroom for several days. They won the suit and the hearts of Natchezians, especially the youngsters. It was a common sight to see Mix, attired in full cowboy regalia, swamped by small boys and girls at the courtroom. Sitting with one on each knee during trial, Tom autographed thousands of pieces of paper and books for Natchez kids and adults, but his patience was the finest, and he always smiled.

"Look at this man with those children. How could anyone like that break a contract?" thundered Kelly, Mix's attorney and the attorney of the American Circus Corporation, and a masterful orator. Mix was as he always was—a great showman. His hotel room was always filled with guests, children and grownups. His agents said something about keeping them out, but Tom said, "No, let them in. I'll see them." He was that way. That was why he was so admired here and everywhere, and that's why when news of his death flashed over the wires everybody, adults and children alike, were grief-stricken. Tom was their pal. So was cowboy. Mix was the greatest of all cowboys—and more than that he had a heart of gold. Adios, cowboy! The circus business and the world has lost a good man! *Harold M. Case.*

Anderson No. 1 Car Closes

PAOLA, Kan. Nov. 2.—The No. 1 car of Bud E. Anderson's Circus closed here October 26 with the following billers: Stephen Kuzmiz, manager, who went to Shamokin, Pa.; Claude Morris, to Fort Smith, Ark.; Charles Stucky, London, O.; Frank Ragsdale, Emporia, Kan.; Chester Alfred, Louisville, Ky.; Mike Searcy, Denton, Tex., and Paul Esmond, Little Falls, Minn.

HAMID-MORTON

(Continued from page 44)

touch. Lights dimmed, the band played *God Save the King*, following by *There Will Always Be an England*, vocalized by Doris Reed, of Chicago. The spot was thrown on a curtain of Union Jacks slowly drawn aside by Canadian soldiers, revealing a 18-foot photograph of Her Majesty, the King and Queen of England, and Prime Minister Winston Churchill.

The Program

The show ran 2 hours and 55 minutes, concert 30 minutes, presented in three rings with 24 displays. The Grand Entry was headed by the Ramesses Shrine Band under direction of Joe Basile, of Madison Square Garden, followed by members of the Shrine and the Empire company. Acts in order: Taylor Comedy Four; Randow Comedy Four (Aunt Jemima and Company); Rice-Anderson, comedy; Al Christy, pony circus; Christy's military pony circus; clown specialties including Emmett Kelley, Herb Taylor Four, Rice-Davidson Trio, Eugene Randow Troupe, Kinko, Bumpy Anthony, Lawrence Cross, Ed Raymond, Rube Simonds, and Ray Bruce; Young Orton, chair balance; Miss Bubbles, clown swing; Miss Vera, Spanish web; Tommy Hanneford, Doris Hanneford, and young Hanneford Jr., riding acts; Miss Bernice, high perch pole; Will Morris and Bobby, comedians; Aerial LaVeras, double trapeze; Aerial Oryson, double trapeze; the Ricardos, double trapeze; clown boxing; Walter, Guice, comedy aerial bars; Capt. Roman Procke, the spotlight of the evening, presenting eight well-trained Bengal tigers; Hal Christy's Liberty horses; Christy's Dobermann Pinschers; Peaches Sky Revue, aerialists, six girls performing with perfect routine and precision, climaxing the act with a rhythmic tap routine on a miniature stage 100 feet in the air; Christy's elephants; Miss Hanneford and her camel; George Hanneford and company, riding feature; Captain Tiebor's seals; Bee Kyle, high diving into a flaming tank; Flying Hebees, aerialists; Rose Hebees did a triple somersault blindfolded.

Concert feature, headed by Lee Powell, billed here as the Lone Ranger, featuring Baron Nowak, "world's smallest man," the after show, included the Shooting Marshfields; Slim Collins and Montana Nell, Australian whip artists, and the Gordons, knife throwers.

A 20-girl chorus, attractively costumed, came on three times during the show, doing the Dance of the Pirates, tap specialty, and drill routine.

Omer J. Kenyon handled the press and was in charge of advance sale. Dan Pearce, auditor, and Len Humphreys were assistants to Morton.



SHOWN IN THE PICTURE are many well-known circus performers who were together for 10 weeks this season as members of C. A. Klein's Circus unit, which played Western Pennsylvania and Ohio county fairs. Photo was taken at Carrollton, O., final fair for the unit. Left to right, back row: Capt. Billy Sells, Barney Arnesen, Tony Kotch, and Jimmie Conner. Front row: Al Conner, Jimmie Arnesen, Ben Kotch, Hal Crider, Mrs. Roberia, Dolly Conner, Grace Crider, Mrs. Al Conner, Betty Paige, Silvers Johnson, Rex McConnell, representative of The Billboard; Myrtle Johnson, Ted Deppish, Canton, official photographer of the Charles Siegrist Showmen's Club. Seated in front, KKI Paige.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

BEVERLY and Billy Harnett, rodeo performers, are working Eastern Ohio night clubs for C. A. Klein Attractions.

JOE AND JOHNNY EVANS, cowboys, are located at Lake City, Mich. Their father, Earl Evans, is also a well-known rider and pickup man.

JACK MORTON, Alberta, Canada, cowboy, who was stabbed with a knife during a dispute at the Gem Stampede in July, is almost recovered.

PLANS are already underway for Salt Lake City's 1941 Covered Wagon Days Rodeo. Leo J. Kramer again will direct the event which is held at State Fairgrounds.

JIMMY DOSS, singing cowhand, reports a good season announcing and singing at rodeos. He says he recently introduced his new rope-spinning loop somersault catch and says it clicked.

ALICE AND JIMMY POSTER, well known in rodeo circles, who were with Mable Mack's Mule Show, which closed its season recently at Circleville, O., went to their home in Wilmington, O., for two weeks before starting their winter tour in Southern Ohio.

PACIFIC International Horse Show and Rodeo at Portland, Ore., drew 6,732 at six of its eight night performances October 5-12. Business on first and second days were light. All but one of six matinees were sellouts. Prices ranged from 50 cents to \$2.

FIFTEENTH ANNUAL Great Western Rodeo, opening feature of the Great Western Livestock Show at Los Angeles October 26 and 27, drew a fair Saturday crowd, altho threatening weather kept attendance down. Sunday the show drew a huge crowd, reports Paul Hill, manager and arena director. Andy Juaregui supplied the stock, and Eldon Frock announced. Results: Calf Roping—Saturday, John McFarlane, Chuck Shepard, Dan Poore, Harold Mueller, Sunday, Bill Richardson, Charley Shields, Hugh Strickland, Fox O'Callahan, Finals, Harold Mueller, Chuck Shepard, Hugh Strickland, Charley Shields. Bareback Bronk Riding—Saturday, Bud Cook, Joe Burrell, Pete Travis, Mitch Owens, Steer Wrestling—Sunday, Barney Willis, Dan Poore, Tex Doyle, Carol Henry, Finals, Tex Doyle, Barney Willis, Joe Mendes, John McFarlane. Saddle Bronks—Frankie Schneider, Harry Logue, Gene Rambo, Bud Linderman. Steer Riding—Frankie Schneider, Harry Logue, Gene Rambo, Bud Linderman. Contestants were Wade Orchard, Buck Close, Harold Mueller, John McFarlane, Oraan Fore, Hugh Strickland, Buck Mason, Bill McFarlane, Chuck Shepard, Manuel Grubaldo, Dan Poore, Fox O'Callahan, Worth Crouch, Graejen Juaregui, Nuster Wolfe, Bill Richardson, Bill Kane, Charley Shields, Eddie Dixon, Bob Whiting, J. P. Yarborough, John Mendes, Allan Jespersen, Bob Juaregui, Sam Fancher, Rodeo Red Robinson, Tom Camoe, Mitch Owens, Lawson Fore, Pete Travis, Ace Elmore, Henry Ray, Harry Logue, Ray Moore, Frank Morrow, Johnny Gardiner, Dogie Davidson, Duward Ryan, Bob Dillon, Bud Linderman, Frankie Schneider, Joker Hobbs, Charley Utterbach, Chuck Haas, Lewis Fore, Don Thomas, Nell Wagner, Lloyd Cox, Gene Rambo, Lee Farris, Howard Brown, Jim Fancher, Bud Cook, Andy Gibson, Loren Fredricks, Chic Utterbach, Bob Cunningham, Zack McWiggins, Martin Combs, Hugh Braten, Brick Wheeler, Lynn Frost, Ivan Bowman, Carol Henry, Holloway Grace, Andy Juaregui, Barney Willis, Carl Mendes, Joe Mendes, Bill Mendes, Tommy Corcoran, Juan Fuente, Manuel Fernandez, Slim Commodity, Hank Durnell, Aicela Noblitt, Buck Brady, Ken Williams, and Elvina Williams.

Where Will You Winter?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1941 if definitely set

Rodeo Take in N. Y. Is Tops; Cowhands Move To Hub City

NEW YORK, Nov. 2.—Local Garden's Championship Rodeo went on to Boston Garden with a record money engagement under its belt made during the 19-day stretch ended October 27. Final week-end was a virtual sellout and fact that the World's Fair, which also closed October 27, drew a record 538,000 people at the finish, indicates that swarms of out-of-towners were around. Expo may have hurt other show business, but not the rodeo, latter being made to order not only for localities but incoming hordes. Boston run is a separate deal and while never as big as the New York show for comparable period, is generally in the high brackets.

No sooner had the downstairs exposition hall and main arena been cleared of stock, pens, chutes, trappings, and debts than the Garden made ready for Democratic political rally the next day, but the nags come into their own again November 7 at the annual National Horse Show.

Day-money winners during the last portion follow:

Bareback Bronk Riding—Fifth Day (four performances), Fritz Truan, \$150; Bob Estes, \$100; Frank Finley and Paul Carney split third and fourth, \$50 each. Sixth Day (three shows), Pete Grubb, \$112.50; Albert McEwen, \$75; Fritz Truan, \$45; Bob Estes, \$30. Seventh Day (four), Dick Griffith, \$112.50; Paul Carney, \$75; Gerald Roberts, \$45; Hank Mills and John Pennick split fourth, \$15 each.

Calf Roping—Fifth Day (five shows), Fred Barrett, Toots Mansfield, Roy Matthews, and Bud Spilbury split first four places (17.1 seconds), \$237.50 each; Roy Lewis (17.2), \$115.85; Clyde Burk and James Kenney split sixth (18.3), \$46.25 each. Sixth Day, Asbury Schell (17), \$312.25; Carl Sheppard (19.1), \$254.40; Pat Lewis (19.2), \$208.20; Jess Goodspeed (19.4), \$173.50; Clyde Burk (20.1), \$115.63; Roy Lewis (20.2), \$92.50.

Saddle Bronk Riding—Fifth Day (five shows), Carl Huckfeldt, \$250; Texas Kidd, Jr., \$212.50; Cecil Henley, \$187.50; Bill McMacken, \$162.50; Tom Knight, \$137.50; Chet McCarty, Turk Greenough, Wayne Louks, and Shirley Hussey split sixth and seventh, \$50 each. Sixth Day, Fritz Truan, \$250; Nick Knight, \$212.50; Al Fletcher, \$187.50; Pete Grubb and Gerald Roberts split fourth and fifth, \$150 each; Jackie Cooper, Milt Moe, Jack Wade, Burel Shulkey, and Jerry Ambler split sixth and seventh, \$40 each.

Steer Wrestling—Fourth Day (six shows), Norman Person (7 seconds), \$375; Buckshot Sorrels (8.3) \$300; Rusty McGinty (9.1), \$270; Jimmie Downs and Homer Pettigrew split fourth and fifth (10.2), \$225 each. Fifth Day (five shows), Dave Campbell (5.4), \$312.50; Bruce Ross (9), \$250; Gene Ross (10.4), \$225; Dick

Herren (11.3), \$200; Clay Carr and Rusty McGinty split fifth (12.2), \$87.50 each. Steer Riding—Seventh Day (3 shows), Fritz Becker, \$135; Hubert Sandall, \$112.50; Kid Fletcher, \$90; Dick Griffith, \$60; C. J. Shellenberger and Jim Whiteman split fifth, \$22.50 each. Eighth Day, Sandy Guymon, \$135; Dick Griffith, \$112.50; Bob Estes and Hoytt Heifer split third and fourth, \$75 each; Smoky Snyder, \$45. Ninth Day (2 shows), Dick Griffith and George Mills split first and second, \$82.50 each; Hank Mills and Hoytt Heifer split third and fourth, \$50 each; Carl Mendes, \$30.

Wild Cow Milking (on \$35-25-15 basis)—October 22, Homer Pettigrew, 29 seconds; Sonny Hancock, 30; Hugh Bennett, 33. 23d, Everett Shaw, 28.2; Tony Salinas, 46.2; Everett Bowman, 57. 24th, Irby Mundy, 24; T. J. Brannan, 33.1; E. Pardee, 39. 25th, Juan Salinas, 37.2; James Kenney, 38.5; Harold Jackson, 48.1. 26th, afternoon, Jack Skipworth, 34; Royce Sewalt, 35.4; Clyde Burk, 37.2; evening, Sonny Hancock, 29; Toots Mansfield, 31.4; Homer Pettigrew, 39.4. 27th, afternoon, Roy Matthews, 23; Everett Bowman, 29.2; Roy Lewis, 33.2; evening, Bud Spilbury, 34.1; Doug Poage, 36.2; Jess Goodspeed, 40.3.

Wild Horse Race (on \$35-25-15 basis, with \$25 for Wild Ride)—Pete Kerscher; ride, Steve Heacock; 2d, C. J. Shellenberger, Fritz Becker, Al Fletcher; ride, Melvin Harper. 24th, Pete Kerscher, Steve Heacock, Bill Greenough; ride, Heacock. 25th, C. J. Shellenberger, Hank Mills, Fritz Becker; ride, Becker. 26th, afternoon, Pete Kerscher, Steve Heacock, Tommy Smith, Carl Huckfeldt; evening, Hank Mills, Carl Dossy, Melvin Harper; ride, C. J. Shellenberger. 27th, afternoon, Cecil Jones, Tommy Smith, Pete Kerscher; ride, Henry Thode; evening, Hank Mills, Buck Taylor, C. J. Shellenberger; ride, Al Fletcher.

Final Money
Bareback Bronk Riding—Hank Mills, \$234; Frank Finley and Dick Griffith split second and third, \$146.25 each; Pete Grubb, \$58.50.

Calf Roping—Toots Mansfield (total time on six calves, 140 seconds), \$1,250; Jess Goodspeed (140.4), \$1,017; Clyde Burk (143.1), \$832; Asbury Schell (157), \$694; Tony Salinas (167.3), \$463; Everett Shaw (158.2), \$370.

Saddle Bronk Riding—Jackie Cooper, \$990; Nick Knight, \$753; Chet McCarty, \$530; Fritz Truan, \$285.

Steer Wrestling—Howard McCreary (total time on five steers, 75.1 seconds), \$1,250; Everett Bowman (75.4), \$925; Homer Pettigrew (76), \$650; Harry Hart (88), \$345.

Steer Riding—Dick Griffith, \$186; Smoky Snyder, \$139.50; George Mills, \$93; Hoytt Heifer, \$46.50.

Wild Cow Milking—Hugh Bennett and Sonny Hancock split first and second (total time on 4 cows, 141 seconds), \$398.75 each; Irby Mundy (143.3), \$235.50.

Wild Horse Race—Hank Mills, \$1,275.00; Tommy Smith, \$75.50; Lyle Cottrell, \$31.

FRED DeMARRS will be at Carson, Pirie, Scott department store, Chicago. He will be floorman until November 16, when he will clown in the toy department. This makes his 23th season there.

Pitt Grotto Rodeo Is Financial Flop

PITTSBURGH, Nov. 2.—Cops, newspapers, the Islam Grotto, tradesmen, and holders of unused admission tickets today were ready to conclude that the rodeo co-sponsored here on October 18-19 by the Grotto and the Fraternal Order of Police was not only a headache and a financial flop, but also a forerunner of a bad reception among solid burghers for future corral contests, despite the fact that various stories claim that unofficial tabulations of receipts should show a pleasing profit to sponsors and the George V. Adams Rodeo Company which supplied the stock and obtained the cowboys. During the week creditors pursued the FOP and the Grotto for payment of food, advertising, printing, and miscellaneous bills. The sponsors claimed dues would be paid, altho they were evasive when questioned by some of the creditors after the Adams company and stock and most of the performers left the city early October 22. The sheriff's office reported writs for \$693 had been filed against Adams and Waita and other legal papers were being handled by constables for creditors who wanted their money before the wind-up of the show on October 22. Originally scheduled to end October 18, the rodeo was announced for two extra days by the sponsors, because snow and rain most of the week hurt box-office sales. But the two days never came.

Mystery seemed to be what happened to all the money that was supposed to have been coming in up until the time the rodeo left town. Publicity Director Tex Sherman stated on opening day that the advance ticket sale was about \$13,000. On closing day, he said that \$60,000 worth of tickets had been sold. A thick souvenir program was filled with advertising. Tickets had been sold before the event in quantity by policemen throughout the city. Proceeds from the rodeo were to have been split by the sponsors for philanthropic purposes. Officials of the FOP could not be reached for clarifying the situation, because they had left town for a police convention in Arizona. The Monarch of the Grotto likewise was out of town and the rodeo officials were reported to have left for Florida. Sherman declared two weeks ago that Adams and C. W. Waita were negotiating for similar sponsored rodeos in the South.

Whether rodeo managers and sponsors failed to reach a decision on the split of proceeds, whether the gate receipts were misdirected, or whether the money failed to come in at all are questions creditors are trying to answer in efforts to get at least part of their accounts paid. It was reliably reported that \$3,000 had been given rodeo managers by sponsors when the show began to feed and house the stock and staff.

RINKS

(Continued from page 43)

Its season in good style, with new members swelling membership to 400. Rink came in for some publicity when Newsday, new Long Island daily, published a series of pictures in its October 7 edition showing Louise Campbell and Mrs. Earl Van Horn as instructors. Halloween party was scheduled for October 31, with six wrist watches valued at \$250 being offered by Manager Van Horn for winning costumes. Recent visitors were Chris Jeffries, operator of Imperial Rink, Portland, Ore.; Lois Reynolds, Arcadia Rink, Chicago; Paul Nelson, Gloucester, Va.; Mr. and Mrs. George Gelinas, Glassboro, N. J.; Bill Holland, White Plains (N. Y.) Rink; Charles Force and Earl Woodward, Sylvia Lake Rink in upper New York; George Siller, Fordham Rink, Bronx, New York, and Ralph Ware, Chicago Roller Skate Company. Manager Van Horn recently visited Mr. and Mrs. Fred Freeman, operators of Winter Garden Rink, Boston. Jerry Ziegler, Mineola pro, has been loaned to Fordham Rink to teach Sunday morning figure-skating classes and Tuesday night dance classes. He will be assisted by Margie Hecker, also a pro.

SHOWMEN'S LEAGUE

(Continued from page 15)

Betty Lipps, Blossom Tipton, Jennie Rawlings, and Lucille King. The 30-day grace period expired November 1. Members to be eligible to vote in the election November 25 are requested to forward dues to Secretary Vivian Gorman. President Rodgers was pleased with the list of those in attendance. Lunch was served by house committee chairman and assistants.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

LA. AND S. C. IN NEW HIGHS

Shreveport Gate One for History

State annual's count goes to nearly 315,000—takes of stand and midway rise

SHREVEPORT, La., Nov. 2.—Largest attendance in history, officially estimated at 314,862, marked the 35th annual State Fair of Louisiana here on October 19-23. Fair drew 294,967 last year. Perfect weather aided in the record. Largest attendance was on Sunday, October 30, with more than 40,000. Second largest day was Sunday, October 27, with about 40,000. Auto racing, which always draws the biggest crowds here, was main attraction each Sunday. Third largest day was Monday, October 21, Children's Day, when between 30,000 and 40,000 kids were on the grounds.

Exact figures are not available on business of the grandstand and the midway, but each had an increase over 1939, the management said. On opening Saturday night the grandstand take was \$3,335, a gain of \$335 over the initial day in 1939. If the same ratio were kept up, the grandstand will show an increase of \$3,350 over last year. Midway of the Beckmann & Gerety Shows during the first two days had a gross of \$14,211.10, compared with \$11,283.76 for the corresponding days of 1939. Grandstand revenue did not show the last night on Negro Day, but a special grandstand program was arranged especially for the thousands of colored patrons.

W. R. Hirsch, secretary-manager, said he felt the fair was a great success in having such a large number of outstanding exhibits. His comment was akin to that of others, including State Commissioner of Agriculture Harry D. Wilson, who has attended nearly if not all of the 35 annuals. Chemurgic Day, October 22, featured luncheon under auspices of the Chamber of Commerce and fair association. The chemurgic display in the Agricultural Building attracted widespread interest. Chemurgic Day may be made an annual feature. Management repeated its practice of placing special merchants' and manufacturers' tickets with business and industrial concerns, which used them to show courtesies to customers and friends, many of whom took advantage of this privilege from a wide territory.

It was the first year that horse racing was omitted. On the midway 20 shows and 18 rides were presented by the Beckmann & Gerety Shows, appearing (See SHREVEPORT RECORD on page 51)

Charleston Has Over 50,000

CHARLESTON, S. C., Nov. 2.—Estimated crowds of over 50,000 attended Charleston Industrial and County Fair on October 21-26. James E. Strates Shows furnished the largest midway seen here in years and General Manager Strates reported business above the 1939 level. All attractions reported excellent results. Crowds and business were especially good on Tuesday and Friday night when merchants, co-operating with the fair board, gave automobiles away via the coupon method. Last year's giveaway was so successful that a greater number of merchants entered the promotion in 1940. Charles Siegrist Troupe, serialists, and Zaccini's cannon act were well received as free attractions. W. McLeod Prampton is fair president.

Dadswell Aid for Pinellas

ST. PETERSBURG, Fla., Nov. 2.—Jack E. Dadswell, former press director of the Amusement Corporation of America, now editor of a Florida pictorial magazine, has been named to an executive post by Pinellas County Fair, Largo, Fla., it was announced by John H. Logan, county agricultural agent, who is in his second year as executive director of the fair. Dadswell began his show career in 1932 as press agent for the Royal American Shows, and his work with Pinellas County Fair, Director Logan said, will be advisory.



TAKING KEEN INTEREST in development of Southern States Fair, Charlotte, N. C., this trio was photographed at the second annual, October 15-19, which had estimated attendance of 230,000. Left to right: State Commissioner of Agriculture Kerr Scott, Democratic gubernatorial nominee Broughton, and General Manager Max Linderman, who had his World of Mirth Shows on the midway. Photo by Eddie Tarjan.

Exhibits Numerous At L. A. Stock Show

LOS ANGELES, Nov. 2.—Exhibits at the opening of the 15th annual Great Western Stock Show, October 29-November 1, in Los Angeles Stock Yards, were more numerous than in many years, and J. A. McNaughton said that attendance of 85,000 was expected. Exhibit halls, augmented by several large tents, housed the show.

Concessions were more numerous than in previous years. They included lunch and drinks, Jay Stillinger, Dusty Rhoades, Ed Bullard, Joe Austin, H. Nichols, Mat Bacon, Hugh Franey, Ike Taylor, Frank Hoff, Jack Jones, Mark Bloss, Eldon Murray, Sam Markle, Joe H. Ryan, Henry Whitley, Mrs. Jay Stillinger, Bill Hughes, Tillie Arden, Jerry Nolan, Jim Noidte, R. P. Floyd, Bill O'Brien, Mrs. Dusty Rhoades, Bob Brock, Sam Braugh, Johnny Waters, Al Mitchell, and Ed Older; popcorn and peanuts, Mr. and Mrs. Jack Lynn, Novelties, John Houghtaling, John Law, Jerry Dunne, George Barton, John Parsons, and Jack and Grace Curtis, agents. Jewelry, Mrs. I. J. Miller; Baldy Miller, agent. Readings, Mr. and Mrs. R. F. Griebler; photo strips, Mr. and Mrs. E. W. Anderson; jewelry, Leo Sax, Jim Mann; and Harry Sairi; lunch, Thomas Evans and Pappy Sairi. (See L. A. STOCK SHOW on page 49)

Alabama Revival Is Large, Drawing 77,210 at Pay Gate

MONTGOMERY, Ala., Nov. 2.—Montgomery County State Fair under sponsorship of newly formed Alabama State Fair Association, P. H. Lipman, secretary, was one of the outstanding fairs of the State, with nearly 77,210 paid admissions on October 21-27, reported A. C. Bradley, director of publicity.

Harry E. Wilson, who was selected by the association as managing director, proved that a revival was possible despite the fact that the association was only organized six months prior to opening date. With the aid of Arthur Workman, Manager Wilson created a fair that was the recipient of endorsements of city, county, and State officials and the Chamber of Commerce. Two 80-foot tops were filled with agriculture exhibits, displays of local merchants and nationally known manufacturers, poultry and livestock shows, and military displays.

Mighty Sheesley Midway furnished 20 shows and 20 rides and the management reported the week to be the biggest of the season. Special events nightly aided in holding public attention, and two children's days, Tuesday and Saturday, drew thousands.

Manager Wilson has been re-engaged to direct the 1941 fair and a contract was also awarded the Mighty Sheesley Midway. Over 90 concessionaires on the midway reported gratifying business.

Daily Ads Made Aquacade, Says Rose; He Likes Billing on Tour

AN INTERVIEW

Excerpts from an article by Welter E. Schneider in Editor & Publisher for October 28, 1940.

HISTORY was made in show business by Billy Rose's Aquacade at the New York World's Fair. A footnote to that show history and the keynote of the Aquacade's sensational box-office success—it attracted 8,125,000 cash customers in two years—is the fact that Billy Rose is an unwavering believer in the efficacy of newspaper advertising to maintain his reputation as America's No. 1 showman. Long a consistent user of paid newspaper space, Rose spent more than \$100,000 to advertise the Aquacade in New York dailies every day the fair was in operation. As the curtain rings down on the exposition the cash registers at the Aquacade are ringing up the final receipts, which bring its two-year gross to nearly \$5,000,000.

In an interview with Editor & Publisher Mr. Rose offered proof of his contention that newspapers offer not only the most effective but also the cheapest medium of advertising. His advertising expenditures, made exclusively in newspapers, amounted to only 2 per cent of the Aquacade's gross receipts.

"The Aquacade," he said, "was the only show at the fair that was consistently advertised in the newspapers. American Jubilee advertised for a few months, then apparently tired of the effort. What was the result? The answer was given by The Billboard, the theatrical trade weekly, of August 31 last, which stated that the gross receipts of the Aquacade up to that time (from May 11, 1940) nearly equaled the combined grosses of the nine next shows at the fair and represented nearly half of (See ROSE TALKS ADS on page 61)

Columbia Best In Its 71 Years

Attendance of 140,000 is chalked—sell-outs in stand—WM gross is record

COLUMBIA, S. C., Nov. 2.—The 71st annual South Carolina State Fair here on October 21-26 broke all gate marks with officially estimated attendance of 140,000, about 30,000 more than the record made in 1939. Good weather enabled grandstand, midway, and concessions to do satisfactory business, said Secretary Paul W. Moore.

On Thursday, day of the South Carolina-Clemson football game, it played to about 21,000 inside the grounds. More than 60,000 entered the gates that day and night. Opening night, with a free gate; Friday, School Day, and Saturday, with auto races, were big. It was estimated that 40,000 were divided among Monday, Tuesday, and Wednesday, and 40,000 more between Friday and Saturday.

"We topped everything in our history," Secretary Moore said. "Total attendance was highest on record and paid attendance likewise broke the record. Grandstand show played to overflow crowds several times and on three occasions had to stop selling standing room."

George A. Hamid, Inc., provided the grandstand acts, and there were nightly fireworks. Gross of the World of Mirth Shows was reported the largest gross since the shows started coming to Columbia.

All exhibit space in buildings was taken long before the fair opened, said Secretary Moore, who was particularly proud of exhibits in the 200 by 400-foot steel building. He and his staff began planning for 1941 but have not announced signing of any contracts. He left to visit some other fairs. In AAA auto races, held for the first time in South Carolina, Ted Horn, Los Angeles, won the feature race.

In the annual fair association election D. D. Witcover, Darlington, was re-elected president of the State Agricultural and Mechanical Society. He will serve his 17th consecutive year. His election was made unanimous after he had defeated James P. Kigo, Darlington. Ransome J. Williams, Marion County, was elected vice-president, and the following were re-elected to the executive committee: E. B. Cunningham, Allendale; D. W. Watkins, Clemson College; G. O. Heaton, Spartanburg; J. L. McIntosh, Florence, and David G. Ellison, Columbia. To fill a vacancy caused by the death of L. I. Gulon, Lugoff, J. C. Darby, Winnsboro, was selected.

Pugh Has Best Dallas Biz

DALLAS, Nov. 2.—Denny Pugh, operator of games and other concessions at the State Fair of Texas here, had his most successful year, according to the auditor's report, following the record 52d annual, on October 5-20. He has operated the concessions at the fair for a number of years and now operates them under a five-year contract, having four more years to go. Pugh showed a daily increase over the corresponding days last year despite two days of rain.

Spencer Has \$11,691 Profit

SPENCER, Ia., Nov. 2.—Clay County Fair had net profit of \$11,691 for the 1940 annual, Secretary J. H. Peterson reported in the financial statement. Receipts were \$62,000, with a record 154,880 going thru the turnstiles, as compared with 155,215 in 1939. Profit this year was about the same as for 1939. Included in expenses for 1940 was \$13,357 for premiums. There were 2,068 individual exhibitors.

LA PORTE, Ind.—La Porte County Fair Association re-elected E. O. Craft, president; A. Gordon Taylor, vice-president and secretary of speed; J. A. Terry, secretary, and J. Vene Dorland, treasurer.

Around the Grounds

WASHINGTON, D. C.—Fire on October 23 destroyed a landmark on Fayette County Fairgrounds here, the string of stables bordering the southern edge. Directors are expected to meet soon to discuss replacement.

WINSTON-SALEM, N. C.—Attendance at Winston-Salem and Forsyth County Fair here on October 1-5 was 156,000. Day attendance dropped somewhat, but night crowds set a record. Grandstand was sold out nightly. Weather was the best in years.

SASKATOON, Sask.—Upon unanimous request of the executive committee and council of Saskatoon Board of Trade, Sid W. Johns, vice-president of the board, consented to carry on duties of commissioner of the board until January 31. He is secretary-manager of the Saskatoon Industrial Exhibition. As vice-president he has been handling the commissioner's office since the death of Archie Wilson, president of the fair board.

MANCHESTER, Ga.—Tri-County Fair here on September 16-21 was the best in association history, with good attendance and exhibits, reported President Ben Winslow. Barnfield's Cosmopolitan Shows were on the midway.

SALISBURY, N. C.—Attendance of 49,012 at Rowan County Fair here on October 7-12 was second best in history and represented a gain of 10,000 over 1939. It was Norman Y. Chambliss's fifth year as manager and he is negotiating for a new lease of the fairgrounds property.

MONROE, N. C.—Union County Fair here on October 8-12 opened to about 20,000, including some 15,000 school children. Threatening weather hurt attendance somewhat. On the midway were the Marks Shows, with the John Robinson Military elephants, outfitted for riding. Free acts included twice-daily performances by the Billette Troupe, aerial cyclists, and there were night fireworks.

SILVERHILL, Ala.—Baldwin County Fair here on October 7-12 drew largest attendance in history, reported E. A. Kelly. Entertainment was presented each afternoon and night and there were rides, shows, and concessions on the midway. Competitive displays among schools created much interest and there were exhibits of agricultural products, livestock, poultry, hogs, home canning, baking, fancy work, artificial flowers, and woodwork. Closing-day program featured crowning of a harvest queen.

EL DORADO, Ark.—Union County Livestock and Poultry Association has a cash balance of \$309.44 after payment of all premiums and other indebtedness. Directors were informed at a meeting last week.

ORANGE, Tex.—The 13th annual Orange County Fair had an all-time attendance record, said Chairman Frank Clark. A new and larger plan is planned for 1941 because of crowding of exhibits and entertainment this year. Awards totaled over \$1,000.

EUNICE, La.—Altho attendance of 75,000 at the 14th annual Tri-Parish Fair here on October 16-20 was under the 50,000 of 1939, exhibits were largest in years. Weather was too cool, opening-day gate of 5,000 being smallest first day in a decade. Fair gave away three cars on Thursday, Saturday, and Sunday, and 850 nightly. Snapp Greater Shows reported fair business on the midway. Jimmie Lynch's Death Dodgers appeared Saturday and Sunday nights and at two Sunday performances.

BELLEVILLE, Kan.—Despite an infantile paralysis scare which cut into attendance at North Central Kansas Free Fair here on August 26-30, a profit was reported at the October meeting of Belleville Chamber of Commerce by G. H. Bramwell, treasurer of the fair committee. More expensive attractions and larger race purses marked this year's show.

SENAATH, Mo.—Dunklin County Fair here on October 7-12 made net profit of \$1,070, reported President Lyle Richmond. The Senath has a population of

about 1,100, 7,000 were on the midway Saturday night. Great Sutton Shows pleased patrons. There was a 10-cent gate and two free acts, Flying Behrs and LaTona Troupe. Louis Bright was a visitor and assisted in selling tickets at the gate. Exhibits were in three tents.

GRUNDY CENTER, Ia.—Grundy County Fair here in 1940 made net profit of \$539.05. Receipts were higher than in recent years. It cost \$7,061 to stage the fair, including \$2,931 in premiums. Gate receipts amounted to \$2,856 and the grandstand netted \$807.95. Program for the grandstand cost \$2,067.

POND DU LAC, Wis.—Paid attendance at 1940 Pond du Lac County Fair here on August 12-15 was 11,666, compared with 13,562 in 1939, said Treasurer Leo Richter. Gate receipts totaled \$2,862.55, with grandstand receipts for three days reported at \$1,410.00.

Grandstand Shows

IT has become necessary to open Chicago offices for the J. C. Michaels Attractions, reported Manager J. C. Michaels, widely known for 30 years as a Middle West fair booker. He will be in charge in Chicago and his son, J. C. Michaels Jr., will be in charge of the Kansas City (Mo.) offices.

DARNELL TROUPE, aerialists, signed for the 1941 fair season with Eddie's Entertainers Agency, reported Ted Darnell.

NOW in quarters in Reynoldsburg, O., Banard's Hippodrome Attractions are preparing for a series of Christmas parades, reported Madame Banard in a visit to Cincinnati offices of *The Billboard* on October 28. After first of the year new quarters for the horses, ponies, mules, bears, and dogs probably will be established on a 180-acre farm near Amelia, O.

HARRY DUNN, of Rita and Dunn, high wire act, sends a tear-sheet from *The Newark (O.) Advocate* and *American Tribune* in which tribute is paid to 82-year-old Mrs. Emma Nutter, Zanesville, who has not missed an edition of the *Lawrence Fair* at Newark in 80 years.

TUDOR'S All-American Attractions furnished free acts at Elberton (Ga.) Fair on October 21-25, reported Avery Tudor. Following Greenville (S. C.) Fair on October 28-November 2 he plans to take out a winter show.

ATTRACTIONS at Rock Hill (S. C.) Fair on October 21-25, reported Hugh M. Smith, manager of Smith's Superba Band, which played the fair, were Watkins' Circus, Bonnie Brownell's Continental Berse, Sylvia's Pets, and Tarzan.

BOB FISHER reports his Fearless Flyers, who opened the 1940 season in Port Arthur, Tex., on February 19 and have worked without losing a day since, will close in Donaldsonville, Ga., late in November. They will winter in Florida and early in January will begin a string of Florida fairs.

Western Groups Will Meet

SAN FRANCISCO, Nov. 2.—At the annual meeting of Western Fairs Association to be held in the Palace Hotel here on December 11-14, reported Secretary, Treasurer, Teris Paine from his Sacramento office, kindred organizations, including Palomino Horse Exhibitors' Association, California Draft Horse Breeders' Association, and California Horse Show Managers' Association, will meet on December 11 so that groups may present recommendations at the main conclave. Association officers are E. G. Vollmann, president; Jesse H. Chambers, vice-president, and J. J. Boyle, field secretary.

Travises Back From Trip

NASHVILLE, Tenn., Nov. 2.—Phil C. Travis, manager of Tennessee State Fair here, and Mrs. Travis have returned from a 2,500-mile vacation trip by motor thru eight States and four mountain ranges east of the Mississippi. In Pennsylvania they visited Mr. and Mrs. Grant B. Smith (Sister Sue) at Crooked Creek and spent

Fair Meetings

International Association of Fairs and Expositions, December 2-4, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Middle-West Fair Circuit, December 2, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

Fair Managers' Association of Iowa, December 9-11, Savery Hotel, Des Moines. E. W. Whitlams, secretary, Manchester.

Western Fairs Association, December 11-14, Palace Hotel, San Francisco. Teris Paine, secretary, Sacramento, Calif.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. B. Corey, secretary, Des Moines.

Kansas Fairs Association, January 7 and 8, Hotel Jynhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 15 and 16, Dealer-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Fairs Association, January 20-22, Port Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. (Tentative.) A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Raiston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

a night in Gettysburg. On October 26 they visited Johnny J. Jones Exposition in Rock Hill, S. C. The Jones show will play the 1941 fair. Manager Travis said that water lines have been laid thruout the fairgrounds at cost of \$31,000 and that other improvements are planned.

Petersburg Draw Is Higher

PETERSBURG, Va., Nov. 2.—Altho nearly two days of Southside Virginia Fair here on September 30-October 5 were lost because of rain, attendance on the week was 5,000 in excess of the 1939 figure, said Secretary R. Willard Eanes. Opening-day attendance was 2,000 larger than for the corresponding day of last year, but Tuesday and Wednesday were rainy. There was a fair crowd on Wednesday night when the rain stopped. Thursday, Petersburg Day, with fair and warm weather, brought out a record crowd, and weather was good for the remaining days. Art Lewis Shows were on the midway, and Frank Melville furnished grandstand attractions, including Courtere Sisters, acrobatic dancers and aerialists, and Carlos Dogs and Ponies. As a result of plans for reconstruction of Camp Lee here to accommodate 80,000 soldiers, Secretary Eanes is expecting 1941 attendance to exceed the record mark of 250,000 set in 1917.

L. A. STOCK SHOW

(Continued from page 48)
Miller; candy boss, J. A. Lynn; kitchen gadgets, Harry Allsing and Mike Kirby; Arizona wild horses, Mr. and Mrs. Al Painter; eyeglass cleaner, Leo Kendrick; name-on-wood, Red Culbertson, N. R. Guy, and Harold Dreyer.

Ice cream, Ray Bray, H. Carlton, Mrs. Ury Woods, Carey Hillsman, and Hughy Hall; shoot-the-bull, Mr. and Mrs. Karl Hovey; sky fighters, Harry Phillips; guess-your-age, Jack Glaseman and Mack Grable; name-on-wood, Mildred Youres; intensifiers, Joe Birdsong; jewelry, Ethel Miller and Mr. and Mrs. J. J. Mell; lunch and drinks, Leona Blevins and Jerry Dolan; frozen juices, Edna Pillsbury and Mr. and Mrs. John Hartung; balloon dart, Jed Calloway and Martha Fairchild; cigarette store, Tommy Martinson and Ole Nelson; ring-a-duck, Bill Wyson and Ellis Mitchell; ice cream waffles, Jesse Borgard and Neil Nessler; frozen delights, Mrs. Pat Huston and Edith Beardley; blood pressure, Felix Weiner, and carmel corn, Helen and Esther Postlewait.

Seldom
THE STRATOSPHERE MAN
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World's Highest Aerial Act

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World Renowned Flying Act

THIS WEEK—FAIR, LAKE CITY, FLA.

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Sensational Acts, Troupe Acts, Family Acts

And outstanding acts of every description wanted for our 1941 Fairs. No acts too big or too costly for us to handle. Give lowest price, full particulars in first letter.

See also our Motor Cycle and Automobile Crash and Stunt Men, also Rodeo Drivers to be featured on **J. C. MICHAELS BIG CITY GRAND STAND CIRCUSES, 1941 fair season.**

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CAN USE 25 MORE FIRST CLASS CIRCUS ACTS for our 1941 FAIRS. Good Animal Combination, Troupes doing two or more acts. Wire Acts, High Acts, also good County Acts. Give full details, mail photos, quote price.

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3 Girls—3 Men—Performing on High Wire—Upon Bicycles—60 Foot in Mid-Air

Just concluded a 30 weeks' pleasant engagement with **PRELL'S WORLD'S FAIR SHOWS**

Some time now open between now and Christmas.
Fair Secretary, Show Managers, Indoor Circuses, etc.

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WIDE RANGE IS GIVEN TOPICS

Highlights of NAAPPB Powwow Released by Program Chairman

Taxes, defense, special attractions, and many other subjects will be discussed, Schott announces—pop quiz and pool round-table talks are to be featured again

CINCINNATI, Nov. 2.—Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati, and program chairman for the 22d annual convention and trade show of the National Association of Amusement Parks, Pools, and Beaches in the Hotel LaSalle, Chicago, on December 2-6, announced the committee is putting finishing touches to the program. Others on the committee are John L. Coleman, president Riverside Amusement Park, Indianapolis; A. R. Hodge, Chicago, executive secretary of the association; Paul H. Huedeppohl, general manager Jantzen Beach Park, Portland, Ore., and Theo M. Toll, president Waukecha Beach Park, Waukecha, Wis.

President Arnold B. Gurtler has been in constant touch with the committee and Secretary Hodge, and Paul H. Huedeppohl has been consulted with reference to that part of the program dealing with pools and beaches. To obtain better results for pool men a special pool program committee, headed by Paul H. Huedeppohl, and assisted by Arthur E. French, Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss, and Chauncey A. Hyatt, was appointed some months ago by President Gurtler, and this committee has some elaborate plans for pool activities at the convention, most conspicuous of which will be daily round-table discussions at which vital problems will be considered.

AREA Starts Sessions

The conclave will officially start with Exhibitors' Day Tuesday morning, December 3, but there will be a meeting of the American Recreational Equipment Association at 7:30 on the preceding night. All fair and carnival men have been cordially invited to inspect the trade show as guests of the association. The NAAPPB will stage its annual banquet and frolic Friday night, December 6, as the curtain drops on the 1940 powwow.

While it is too early to announce the complete program, Chairman Schott said that, like last year, it will again have fewer subjects so that more time can be given to topics of special interest and also make for shorter program sessions. Conspicuous among subjects to be discussed will be *The Amusement Tax Situation, Fighting Fear for Defense, 100 Years of Park Operation, Popularizing Your Swimming Pool Thru Diversified Activities, Amusement Park Industry in a Changing World, Personnel, Special Attractions—Which Pay the Best?, A Camera Tour of Parks in 1940, Professor Quiz, Dividing With Unknown Partners.* (See Topics for NAAPPB opposite page)

Will It Be Miss Western Hemisphere at AC in '41?

ATLANTIC CITY, Nov. 2.—Dark-eyed beauties may compete with their fair cousins in next year's Atlantic City Beauty Pageant, with the winner to be known as Miss Western Hemisphere instead of Miss America. A move to extend the pageant to include entries from Central and South America was started by Mayor Tom Taggart Jr. as a Pan-American good-will gesture.

Bennett Toussley, pageant director general, enthusiastic about the idea, said necessary contacts with the countries might be made thru travel bureaus which were visited by his son, Bennett, in a recent South American good-will tour for the American Hotels Association.

Publicity thru such participation will bring people of both continents closer together, said Mayor Taggart.

PHILADELPHIA.—Altho it has been centuries since many hawks and eagles were trained in falconry, a Daniel Pratt Mannix went to Philadelphia Zoo and presented the curator with five large iguanas, tropical lizards. His pet American eagle, assisted by a puppy, caught them during a hunting trip in Mexico. Mannix also presented a baby ring-tailed cat, Harris hawk, and two kangaroo cats. An ant-eater, intended for the zoo, escaped in Brownsville, Tex., en route.

What? B. W. Corny?

ATLANTIC CITY, Nov. 2.—Bathing beauties and amusement piers aren't the only things that bloom on this resort's Boardwalk, for the tall corn grows right on the beach at North Carolina Avenue. A beach chair operator, who wouldn't think of the publicity, went into the corn-raising fields six years ago, undaunted until now, when he is realizing his first crop.

Cessation of Beach Work By U. S. Is Noted on L. I.

PAR ROCKAWAY, L. I., N. Y., Nov. 2.—This is one fall when extensive plans have not been made for improvement or expansion of beach areas in Long Island territory. This may be because so much work has already been carried out and also because the federal government is not so keen on underwriting the cost, as it did on many of the past projects, of what further work there is that might be carried out.

Biggest physical problem that most of the bathing resorts had to contend with was that of erosion. No sooner had a beach acquired presentable dimensions than Father Neptune gobbled up huge quantities of it. Then Uncle Sam unloosed his purse-strings and many dollars were spent in correcting conditions.

Now there are not many sections that require attention, but concerning those few sections that do, the federal government has hesitated in encouraging, at least from the standpoint of donating finances.

New Amusement Spot May Hinge on Fate of Mutuels

BOSTON, Nov. 2.—Before many months have passed there will be a referendum vote on pari-mutuels in Massachusetts. That may sound foreign to amusement parks, but here is where several Boston promoters, headed by such shining lights of the amusement world as Sheldon Fairbanks and Ernest Soucy, enter the picture. Should legalized betting go by the board—and they honestly hope it will not, for Fairbanks is general manager of a gold mine in the shape of a dog track—the prospects

Proposed \$1,300,000 Galveston Pleasure Pier Hits Legal Snag

GALVESTON, Tex., Nov. 2.—Plans of the city of Galveston to construct a \$1,300,000 pleasure pier into the gulf were given a sour break this week when the State Supreme Court upheld Attorney General Gerald C. Mann in refusing to approve issuance of a \$30,000 bond issue by Galveston to add to a \$1,000,000 loan from the RPC. Without Mann's approval it is understood, the issue cannot be floated.

Chief Justice W. F. Moore, writing the high court's opinion, held that the State was apparent owner of tidelands over which the city proposed to build the pier as well as the unquestioned owner of



THEY ARE HAVING MUCH TO DO with the making of the program sessions for the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches to be held on December 2-6 in the Hotel LaSalle, Chicago. Program Chairman Edward L. Schott (right), president and general manager of Coney Island, Inc., Cincinnati, has announced some of the highlights among subjects to be heard. John E. Lambie Jr. (left), of Euclid Beach, Cleveland, will again conduct the popular Professor Quiz interludes, this year on a larger scale.

Paragon and Revere Beach Set Many Changes for '41

BOSTON, Nov. 2.—Paragon Park, Nantasket, will undergo many changes for the 1941 season, with some new rides and other attractions. The big Roller Coaster will remain the piece de resistance of this spot, which is under management of Dave Stone.

At Revere Beach there also will be many changes. The Hurley rides, and there are many of them along the beach, will all be streamlined, and several new ones will be installed. New fronts are to be built on numerous places to conform with a general plan to brighten up. Revere Chamber of Commerce announced that the past season was one of the most profitable in history for concessionaires and that efforts will be made to have the summer of 1941 eclipse the record.

In Norumbega Park, Auburndale, Roy Gill will have his Totem Pole Ballroom running thru winter, having installed a large heating plant. Nane bands are again to be featured.

ALBANY, N. Y.—Coliseum Amusement and Exhibition Corporation, Syracuse, N. Y., was issued a charter of incorporation here by the secretary of state. Promoters and subscribers to capital stock are given as T. B. McCarthy, Edward P. Reilly, and Bernard Burdick, all of Syracuse.

of a new big amusement park looms large. These and other promoters have long had their eye upon Suffolk Downs as a place for starting a big fair and building a permanent amusement place. Revere Beach is half a mile away. Right now plans are being discussed and there will be no great surprise if by 1943 the new park will be a reality, provided betting goes out.

Dodgem Plans To Lease Part Of Garden Pier

ATLANTIC CITY, Nov. 2.—Garden Pier, recently taken over by the city, promises to regain its place in the amusement sun next summer with the first step in that direction made this week when terms to lease a portion of the Pier to the Dodgem Corporation were agreed upon between officials of the ride company and city. Lease is being prepared by City Solicitor Samuel Backer and terms, when signed, will give the city a three-year rental of \$8,500, plus a percentage of gross receipts over a figure as yet undecided.

Dodgem Corporation, desirous of bringing its New York World's Fair concession here, at first sought a five-year lease, but the city has decided not to make any lease for over three years and to insert a recapture or sales clause after the first year. This is due to technicalities over levying of taxes on the riparian grant for beach-front properties by which the city cannot foreclose completely on the pier for another two years and can not gain title and possession for a year after that.

According to representatives of the Dodgem Corporation, its concession will be housed in a modern structure, about 50 by 110 feet, in center of the pier entrance now occupied by a grass and flower plot. The cars, on rubber wheels and equipped with rubber bumpers, will run electrically on a steel floor insulated against noise.

Other Offers Presented

Rental is being arranged by Alfred M. Greenfield Company, which figured in leasing Million-Dollar Pier to George A. Hamid several years ago. Garden Pier, running seaward nearly 700 feet, is 200 feet wide, and city officials hope it can be developed eventually as a ride center, taking the place of Steeplechase Pier, demolished by fire many years ago.

Dodgem Corporation won over several other interests having plans for Garden Pier. An offer to lease the pier at \$10,000 a year was submitted by Fred Franklin, head of a local corporation of amusement men planning to remodel and fashion it into an up-to-date amusement center in keeping with needs of that section of the Boardwalk. Another offer had been made by Emerson L. Richards, local attorney, who said he represented an unidentified client interested in purchasing the pier. His client, Richards said, is now in California, and he asked postponement of any proposed lease until his client's return. Meyer Saul, local wrestling promoter, (See Dodgem Pier Plans opposite page)

American Recreational Equipment Association

By R. S. UZZELL

The New York World's Fair has gone into history after closing in a blaze of glory and splendor. We who saw so much of it have a sense of sadness over the passing of so gorgeous and educational a spectacle. The last day was the best of all, a surprise to everybody, even the producers and concessionaires. The second-edition score with such substantial results is due to humanizing the fair, lower prices, better press relations, which put over to the people that the greatest exposition of all time could be seen inexpensively and that it positively was rapidly approaching its closing day.

The errors and shortcomings have been detailed at length, which cannot be rectified now, but its valuable demonstrations will last thru the centuries. A garbage dump, marshy, malarious, mosquito, and rat-infested, unsightly and an eyesore to a community, can be transformed into a thing of beauty and joy to the Metropolis of America forever. But for the world upheaval Italy would now be completing the redemption of the Pontine marshes of 2,000 acres adjacent to Rome, which were even overlooked by the great Caesar.

Expos and Headaches

With our highly developed and costly city housing, business, and public structures, with streets, sewers, lighting, gas, and water service, a tract large enough for an exposition can only be had by reclamation. Our industry will always have to take the less desirable space with its foundation troubles and appalling costs of feed lines, water, gas, sewers, and grading. But the municipality becomes the heir to the tract, all completely developed and ready for a city park or really development. Our people should reconcile themselves to more or less of a headache or disappointment if they would play an exposition, unless they can by some miracle become one of the very fortunate few.

Wallace St. Clair Jones, of William B. Berry Company, Boston, has consummated a deal with the Standard Oil Company by which his hot dog, kitchen, and other equipment becomes a part of the eight Johnson roadside stands on the new highway between Harrisburg and Pittsburgh, Pa. This enterprising member of AREA never overlooks a good bet.

Our president, C. V. Starkweather, has just concluded a long trip into the Southland. At the present rate of purchases, he informs us, next year is a sure-fire winner.

Albert Burch came in from Northwega Park, Auburndale, Mass., where he has had charge of the rides for 12 years. He spent some years on the road with carnivals, having been with the big ones. He appreciates regular hours, meals, and a good bed. He does not fancy setting up or taking down in a rain. Train wrecks and floods are not so nice, either. At any rate, he has cooled his feet for a dozen years and may never take to the road again. He and Harry Illions tramped together and know the hardships. Harry says he is done with the road. The promised prosperity may make these gentlemen substantial park men.

New Note for AREA

Emery Boucher, secretary of the Provincial Exposition, Quebec, Can., who was here in New York, expresses himself well satisfied with 1940 fair and promises a better one for next year. He has closed with the Conklin brothers for their carnival and with the Uzzell concern for some more permanent rides. He is also secretary of the Association of Fairs of the Province of Quebec. He wonders why more of the Americans who deal with Canada do not learn to speak French. The quaint old city of Quebec is rich in history that attracts annually a great tourist traffic which leaves considerable U. S. money on the lawns in ordinary times. The paucity of it in 1940 was due to the fact that it commanded a 10 per cent premium. The exchange was usually made at banks, hotels, or stores. Less than at any time since the last war was \$5.00 money collected in the amusement parks.

In less than a month we shall be in Chicago at the Hotel LaSalle for our annual dotings. The convention will be a live one and the AREA meeting will be the most important one since its organization. All of our old-timers will be there and we need them in working

out our future course. Present indications point to a conservative meeting that will endeavor to conserve the best interests of our industry. The meeting will be on a different key than we have ever sounded before. Each member in good standing shall have an opportunity to be heard.

This controversy over the birthplace of Tom Mix is an old, old story with new names. Homer, the father of poets, had no place to lay his head. But nine cities all claimed him dead. Pity 'tis that a man's natal city cannot treat him more kindly while he could appreciate it. Let us give them the flowers while they can enjoy their fragrance.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

A Diver Replies

Out of an envelope postmarked Beaumont, Tex., which, unfortunately, has been lying on my desk for the past few weeks, comes a letter from High Dyer Bench Bentum regarding a recent column here concerning pro water performers. She writes, in part, "Speaking of new divers cutting prices, I don't know who first made this statement to *The Billboard*, but I will say that it is quite true. I would have gotten much more than a certain diver on the same show and was almost booked with a show in Canada when the same diver came along and worked so much cheaper than I could that he got the contract. Of course, this particular diver does his own high dive, while I must pay a man to do the top on my show, as I cannot go to the height that is required by divers these days."

"While I had more men the past season than I had lady divers, my show still went over with a bang, and I have found that a better class of people are more interested in skill diving than in just a lot of girls who look pretty. One or two are about all that a diving act needs to add charm. I had three, one for good measure.

"My plans for 1941 are not completed. I worked 32 weeks the past year and that is quite enough when you figure that I missed only six shows. Was pretty tired when I closed in Trenton."

Novel Indoor Event

Many tanks conducted special celebrations on Halloween Eve last week, outstanding of which was a gala event staged by New York's big St. George enclosed natatorium in Brooklyn. There, according to Selma Welskopf, pool's p. a., Newbold Morris, prez of Father Knick's city council, pulled a switch starting a torrent of water flowing from a rainbow waterfall, said to be largest and most spectacular indoor display in the East. New St. George waterfall is 20 feet high and 30 feet wide. Program also included exhibitions by St. George Dragon Club Water Ballet and national medley relay championship record holders. After ceremonies in the pool there was a shindig in the main ballroom of the hotel housing the plunge, with over 3,000 members of St. George Swim Club frolicking until the wee hours. Highlight was selection of a Miss America Defense with more than 70 bathing beauties competing.

One of the cleverest advertising pieces has just arrived, announcing the new National swim pool, beach, and cabana club in Miami Beach, Fla. It's in the form of an old-fashioned proclamation on parchment rolled on a stick. Imagine Manager Robert Morris is responsible—or is it some Miami printer?

Column erred when it reported a few issues ago that Steve Hannagan copped (and we don't mean Joe Copps) the publicity contract for the city of Miami as well as Miami Beach. It seems that a last-minute switch was made and that Ham Wright Jr., who had charge of the tub thumping last winter and who more recently was associated with the New York World's Fair, will be back beating the drums this winter.

Paul H. Huedepohl, Jantzen Swim Association, once again honors this department by inviting the writer to be chairman of one of the pool seasons at this year's NAAPPB confabs in Chicago. While I am indeed proud to receive such a distinction, I'm afraid I must decline, as I'm not certain that I'll be able to make convention this year. I won't know until the last minute and don't want to hold up the works.

TOPICS FOR NAAPPB

(Continued from opposite page)

Body Temperature in Its Relation to Swimming, Is Ice Skating Coming Back?, Outstanding Promotions of 1940; Are AAU Meets Promotion, Publicity, and Business Builders for Parks and Pools?; Public Liability Insurance.

Among subjects for round-table discussions for pool men are *What's New in Pools?, Half-Cooked Explosions, Winter Care of Pools, Rehabilitate the Old Pools in Parks, Chlorination, Promotions and Stunts, Proper Size and Depth of Pools, Spread of Disease, Have We Reached Saturation Point in Municipal Construction and Competition?, Algae—The Perennial Pest, Sanitation—No Longer an "If" Matter, "How" Is Our Problem, and Looking Ahead.*

Some Working Displays

Because of the popularity and value of the "Professor Quiz" section of last year's convention under direction of J. E. Lambie Jr., Euclid Beach Park, Cleveland, this feature is to be again included and on a larger scale. Trade-show displays promise to tax the exhibition facilities of the hotel, and bookings for space received to date include an interesting number of new devices. Special features will be a complete Penny Arcade in operation, a battery of games which took top money at the Sanfran Expo in operation, latest in machine guns for shooting galleries, numerous other coin machines, bowling alleys, plus an array of riding devices and equipment.

Emphasis is again being laid on the social side of the convention, and First Vice-President Adrian W. Ketchum, Forest Park Highlands, St. Louis, is leading the reception and social committee, assisted by a corps of able helpers. Pent House Club will be operated again but on an even more elaborate basis. Concluding feature of the convention will be the banquet and frolic in the East Room under supervision of George A. Hamid and Mrs. Mabel Killaly, Euclid Beach Park, Cleveland. Secretary Hodge has called special attention to the fact that there will be no registration fee for anyone, and tickets of admission to the trade show good for the entire period will be issued gladly upon request.

DODGEM PIER PLANS

(Continued from opposite page)

was also interested in taking over the pier.

More Rentals Expected

Finance Director Daniel Bader said that in accepting the Dodgem Corporation's bid it would bring the pier's possible receipts far above the \$10,000 offer made by Harry Paul, counsel for the Fradkin group. It was said Fradkin's offer called for a down payment of only \$1,000. Bader said the city would gain nothing from such a lease and that he believed rentals would reach a total of about \$18,000 for the year.

Garden Pier was taken over by the city this year under the Stout Act after being in tax arrears in the amount of over \$80,000. Taxes annually amount to about \$8,000, and the property so far has been operated by the city at a net loss of several thousand dollars. Pier property includes a theater; ballroom, which has been used for boxing and wrestling, and a number of stores and concession spaces. For a number of

years there has been talk of the city taking it over, but it was not until the close of summer that the city stepped in and took over.

SHREVEPORT RECORD

(Continued from page 48)

ing at the fair for the first time. Only change in policy regarding operation of concessions was one adopted by the fair management whereby game concessions were closed on Children's Day until 6 p.m. Grandstand acts, including the State Fair Revue, mentioned in *The Billboard* last week, were furnished by Barnes-Carruthers, with fireworks by Thearle-Duffield Company and principal music by Cervone's band. There were motorcycle races on Tuesday, Jimmie Lynch and His Death Dodgers thrilled thousands on Tuesday, Wednesday, and Thursday. Among the many who gave high praise to the State Fair Revue was the Night Hawk, columnist of *The Shreveport Journal*.

Increase in Exhibits

Exhibits were much larger in number and in many instances of finer quality than those shown in 1938. So numerous were livestock entries that it was necessary to have two tents. All space in the Agricultural Building was occupied, Natchitoches Parish won the championship in the contest among county agents. Automobile Building was filled with cars, and the machinery exhibit was so large that more space than used heretofore was provided. About 1,300 babies were enrolled in the Better Babies' Clinic, but only 800 appeared for examinations. An innovation in exhibits was a Hobby Show in the State Exhibits Building, conducted by Shreveport Hobby Club, composed of women.

The fair opened, as usual, with members of the Fourth Estate guests of the management. Dolph Prantz, managing editor of *The Shreveport Journal* and chairman of the Press Day committee, reported that several hundred newspaper folks attended, some coming from East Texas and South Arkansas. Night before the fair opened Secretary-Manager Hirsch was again host at a dinner in his Elephant Room to officers, directors, and Press Day committee members of the State Press Association.

SLA Benefit Is Held

At the Ark-La-Tex Pageant and Coronation in the stadium Wednesday night Winnie Mott, Lufkin, Tex., was crowned queen. Various communities had princesses competing for the honor. Old Fiddlers' Contest drew many spectators to the State Exhibits Building. (See *SHREVEPORT RECORD* page 51)

GAMES MANAGER WANTED

Applications being taken for position of Games Manager for seasonal employment. State qualifications, references and present salary.

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Farmers Bank Bldg., Pittsburgh, Pa.

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Laff-in-the-Dark (Fun House) 12 Cars, 30 Stunts, etc. \$4,000 Complete

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Apply: R. E. OVIATT, Concession Office, N. Y. World's Fair, HARRY BLOOM, 205 East 42nd St., N. Y. City. NORMAN S. ALEXANDER, Woodside Park, Philadelphia, Pa.

Out in the Open



Leonard Traube

Golden Jubilee

THIS column will be brief and, it is hoped, to the point, in this week's offering. A great organization which numbers many distinguished members in its ranks is about to celebrate the 50th year of its inception. Fifty years is a long time even in the life of man, whose expectancy has been increased to about 70 years—or so the insurance experts and actuaries have been telling us for several years now. Fifty years is a much longer span in the life of societies, trade or otherwise, but particularly in the trade, where governing bodies come and go, to be succeeded by new ones or to pass from the picture entirely, forgotten except perhaps by the historians and such members as are adept at old-fashioned reminiscing.

An organization which has weathered the storms of the last half century, undoubtedly the greatest era in American history, is the International Association of Fairs and Expositions, successor for these 20 years or so to the original American Association of Fairs, established in 1891.

The International is a coalition of some of the biggest and best fairs in the United States and Canada and also has beneath its democratic mantle some 20 associations of county and district events spread throughout the nation.

This publication and its editors regard the celebration and milestone as of such magnitude that it is crowning the achievement with a special IAE Golden Jubilee Supplement, to appear as part of the Christmas-Convention issue dated November 30, which is on the eve of the commencement of the annual gathering of amusement bodies in Chicago.

Perhaps no event in our time has been touched with so powerful a theme. For here is an association with far-flung interests and rosters which has been the controlling body in an industry whose complexion has changed considerably since the days before the war with Spain. Yet it has gone on to a multiplication of effort and accomplishment and done more constructive and influential work than any comparable body this column can name—this in an industry which not only shifts with trends and the birth of new ideas but

For 46 Years . . .

The Billboard has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession.

It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business.

It has published for years a Letter List, Routes of transient shows and people, Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of The Billboard's service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

is about as individualistic as former President Hoover once tried to prove Americans are.

We do not know of anything The Billboard has attempted in many years of what we frankly think were outstanding journalistic accomplishments with great accentuation on service that can match the effort which is about to burst forth on the whole population concerned with fairdom in the form of the aforementioned Golden Jubilee Edition.

No one has asked us to say anything about this in print, and no one has even slightly intimated that advance publicity in this column would prove helpful to the anniversary cause. This 50-year marker can stand on its own feet as a potentially powerful instrument of propaganda dedicated to the perpetuation and encouragement of agricultural fairs.

We just thought we'd tell the reader folks about it because we could not resist the temptation to sound off on a huge publishing adventure which we think will create more national discussion of the most constructive sort than anything which has gripped the trade in recent years.

Hartmann's Broadcast

ELECTRA, TEX., has a man by the name of T. Leo Moore as its mayor. Higsoner. If we remember correctly, is a brother of W. M. Moore, with whom he was financially interested in Downie Bros. Circus last year.

Anyway, the past summer Mayor Moore had the pleasure of assisting some of the boys engaged in show business. One of them asked him to go as his assistant general agent to a West Texas town which was a hard one to contract because of trouble stirred up by a preceding carnival. It required a hard day's work for the general agent and Mayor Moore to turn the trick, and after returning to Electra Mayor Moore sent a wire to a friend who owned the carnival, resigning as assistant general agent. Later he received a letter from his friend telling him that the show might want a first-class general agent.

But the thing that apparently had Mayor Moore puzzled was an enclosure in the form of a list of "requirements" of a first-class general agent. Thinking that they would be of interest to us and our readers, the mayor forwarded them to us. We derived many a laugh from the "requirements," and pass them along to you, as follows:

Requirements of First-Class General Agent

1. Must be a man of vision and ambition, an after-dinner speaker, before-and-after-dinner guzzler, night owl, work all day and drive all night and appear fresh the next day.
2. Must learn to sleep on the floor and

live on two meals a day to economize on traveling expenses so you can entertain your friends in the next town.

3. Must be able to entertain committee's wives, sweethearts, and pet stenographers without becoming too amorous.

4. Must inhale dust, drive thru snow 10 feet deep, and work all summer without perspiring or acquiring b. o.

5. Must get good level show lots close in to heart of town with plenty of parking space and water and current on grounds.

6. Must not promise lot owner any passes and lot owner must give 90-day shut-out contract without any deposit down.

7. Must be in contract that all sponsors in each town contracted are to give 100 per cent co-operation and not permit any other show to predate our show.

8. Must be a man's man, a lady's man, a model husband, a fatherly father, a good provider, a plutocrat, Democrat, Republican, a New Dealer, an Old Dealer, and a fast dealer—a technician, a politician, a mathematician, and a mechanic.

9. Must be a promotion expert, create a demand for obsolete entertainment, be a good credit manager, correspondent.

10. Must attend all fair meetings, showmen's club banquets, funerals, visit all showmen in hospitals and jails, be the first and largest contributor to all subscriptions for charity and be personally responsible for all bloomers, blanks, bad weather, and accidents.

11. Must, in spare time, look for new territory, visit other shows in search of more shows, concessions, and ride help, do missionary work and attend all office-staff conferences.

12. Must have unlimited endurance for over-indulgence in wine, women, and song, wind and gab, a wide range of telephone numbers in all the principal cities.

13. Must have a car, stay in the best hotels, belong to all lodges and showmen's clubs, pay all expenses at home and on the road on a \$50 weekly salary. High-priced contracts and bad spots will be deducted from the weekly salary, plus a 2 per cent excise tax, 1 per cent old age pension, and 2 per cent bad business tax.

14. Must be an expert driver, talker, liar, dancer, traveler, rummy player, poker bound, golf player, diplomat, financier, capitalist, philanthropist, and an authority on palmistry, chemistry, psychology, physiology, dogs, cats, horses, brunettes, blondes, redheads, etc.

WE THINK Zack Terrell, of Cole Bros.' Circus, is deserving of a pat on the back for the practice he has established of posting a notice two weeks before the show closes its season, advising every workman to save his money and buy warm clothes. Zack says he loves his workmen and has always felt that they are a very important part of the circus.

From Dallas Al Clarkson writes that he's enthused over Jimmie Hamiter's plans to put out a circus next season. Hamiter has his own winter quarters, ring barn, etc., at Dallas and is busy now preparing for several winter dates he has contracted. . . . Sam J. Levy back from Hot Springs looking the picture of health and, with Frank P. Duffield, he's getting plans for the League banquet and ball under way. . . . R. B. Dean, Cole Bros.' publicity man, writes from Amarillo, Tex., that he'll highball for Chi immediately after the show closes at El Reno, Okla., on November 5. . . . M. J. Doolan off for a short rest at Hot Springs preparatory to the heavy work of the convention.

several outright prospects were known to have turned away. The trouble seemed to be with crashers wishing to escape the tax and posing as prospective buyers, but legitimate buyers were in some cases classed indiscriminately with the phonies, according to leading exhibitors whose ire was stirred thereby. Exhibitors and others interested in the exhibits will be glad to learn that when the convention is held at the LaSalle Hotel, Chicago, this year there will be no such trouble, the registration fee idea having been dropped. Admission tickets to the trade show for the entire period will be issued upon request.

Notes From the Crossroads

By NAT GREEN

A TRUE aristocrat was Beverly T. White, whose passing was recorded in the Final Curtain last week. Born in Richmond, Va., his family was of high social standing. Beverly elected to follow the honorable calling of the Fourth Estate and for years was an integral part of Chicago's newspaper life, capably upholding the traditions of the profession. Even the immersed in the mill of Chicago's teeming police courts of the late '90s and early 1900s, he did not allow these sordid contacts to affect his personal life and throught he was always the gentleman. In his work later with circuses and carnivals he followed the same personal standards.

During his lifetime White did some outstanding newspaper and publicity work. Not of a boastful nature, he seldom spoke of his exploits except to close friends, and then only when pressed to relate them.

White's declining years found him in straitened financial circumstances, but he never complained and pursued the even tenor of his way as if he had not a care in the world. Of two things was he proud. His membership in the Masonic order and in the Showmen's League of America, and he made it a point to see that his dues in these organizations were paid regardless of everything else. He had been an active worker in the League more than 20 years, serving on many committees, fighting for the League's principles, and raising his voice in eloquent protest when something he regarded as detrimental to the League was proposed. A man of strong convictions and high principle, Beverly White was a gentleman to the last!

More and more show people are adopting the trailer method of travel. It's so much more flexible than traveling by train or bus. Of course, if one isn't trailer-minded such travel quickly becomes boring. But with the nifty jobs that the makers are now turning out, one can have all the comforts of home in a trailer. We have in mind the home-on-wheels that is being built for Leo and Ethel Hamilton, who have been trailer travelers for years, moving their act, the D'Arcy Girls, entirely by trailer. Their newest trailer will be the last word in convenience and comfort. It is a special job, built entirely to specifications that would stump many manufacturers. In fact, the man who is building it was stumped for a while. The D'Arcy Girls' act is a high act that requires a lot of rigging. Leo and Ethel found that carrying the rigging on top of their trailer was inconvenient. "In this new trailer I want you to build a 'possum belly,'" Ethel told the manufacturer. He looked blank and asked: "What did you say?" Ethel explained and the manufacturer learned the meaning of, to him, a new term.

FOR SALE

BEST EQUIPPED CARNIVAL SHOW

Consists of

8 Rides, 13 Trucks, 5 Show Tops, Fronts, Banners, etc. 2 Ferris Wheels, 1 Merry-Go-Round, 1 Loop-the-Loops, 1 Deltone Kiddy Ride, 1 Octopus, 1 Whip, 1 Chair-o-Plane, 1 Office on Truck, 1 Transformer Truck, 1 Marquee with Organ, 1 Picnic Show (20x100), 1 8x8 New Grass Joint.

Must sell entire lot immediately at a sacrifice price (owing to illness). Above equipment stored 150 miles from Chicago. Act quick. If interested wire or phone for full particulars.

M. K. BRODY

1116 SO. HALSTED, CHICAGO, ILL.
Phone: Monroe 8520
Have booked 8 weeks (until dates in Illinois) and 5 Fairs in Illinois for 1941.

All Acts That Worked for Me This Season, NOTE

SUNBROCK'S RODEO AND THRILL CIRCUS

Will show at The Coliseum, Detroit, Nov. 17 to 24. Ches Burnett, Sonora Carver, Three Reddingtons, contact me at Royal Palm Hotel, Detroit, Mich. Cleveland, Flint, Buffalo and Philadelphia all set also.

LARRY SUNBROCK

FREE ACTS WANTED

For 1941 Season. Send Full Particulars and Photos NOW. 162 N. State Chicago, Ill.



CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place)

Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

EXCELLENT SMALL BAND DANCE ARRANGEMENTS—Standards, Pops, Old Time, Irked, \$2.50. C. O. D. JOHNNY GILLRUP, 450 Main, Winona, Minn.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—BIGGEST MONEY MAKERS, Occult, Dream Book Catalogue, Samples 10c. Quantity catalogues supplied for retail trade cheap. Over 65% profit on all books. Astrological Forecasts, new samples, 15c. OCCULT PUBLICATIONS, Order Room 1236, 150 Nassau St., New York. no9x

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. no30x

FAST SELLERS, BIG PROFITS—TRICKS, JOKEs and Snappy Novelties. Send \$1.00 for good supply samples and latest catalogue. LA FRANCE JOKE PARLORS, 55 Hanover St., Boston, Mass. x

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decalcomania Name Plates in small quantities. Great demand. Also make money applying initials on automobiles. Free samples. "RALCO," 1305 Washington St., Boston, Mass. x

HOTTEST WINTER NOVELTY IN YEARS—Sells best at 50c. Send 25c for sample and quantity prices. JACK BLADES, Box 944, Altoona, Pa.

KEY CHECK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 De-graw St., Brooklyn, N. Y. no23x

SELL CHRISTMAS CARDS!—DOLLAR BOXES, 25c. Bargain Packages, 1c each; Dollar Gift Wrap Boxes, 25c. Illustrated catalog free! ELFKO, 440 N. Wells, Chicago.

SELL NEW, USED CLOTHING FROM HOME, Auto, Store—Men's Suits, 77c; Leather Jackets, 29c; Overcoats, 54c; Dresses, 20c; Ladies' Coats, 36c. Other bargains. Catalog free. NATIONAL, 436 E. 31st, Chicago. x

SELL HITLER, MUSSOLINI TOILET PAPER—Sure fire. Sample 25c. Item for dollar. FLORIDA NOVELTY PRODUCERS, P. O. Box 801, Coral Gables, Fla.

SELL CHRISTMAS SCRIPTURALS, CHANGEABLES—Improved "9x11", "4 1/2x11" Signs. Tremendous unlimited market. Big quick profits. Write. KOEHLERS, 335 Coetz, St. Louis, Mo. no30x

TRICK JOKES, PUZZLES—SELL TO ANYONE, anywhere. Ten assorted sent postpaid for one dollar. CROSS SPECIALTY, Box 23, Belmar, New Jersey.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. de7x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. de7x

ANIMALS, BIRDS & PETS

ALLIGATORS, LARGE VARIETY, SNAKE DENS, Chameleons, Iguanas, Wild Cats, Bears, Raging Turtles, Fox, Opossums, Frogs. Price list. ROSS ALLEN, Ocala, Fla. no16

ANIMALS, SNAKES AND BIRDS FOR SHOW Folks—Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownsville, Tex. de28x

FOR SALE—THIRTY HEAD CHOICE SHETLAND Mares, \$30.00 per head; also seventy head six to eight-hundred pound Saddle Bred Mares. A. V. ARDENVER, Dunning, Neb. de28x

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00—Guaranteed feeders. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps, Novelties. APELT ARMADILLO FARM, Comfort, Tex. de28x

TRAINED LIONS AND TIGERS WANTED—OLD animals cheap. Describe fully age, condition, stunts, etc. Best cash price. BOX 1540, San Antonio, Tex. no16

WRITE FOR OUR 1940 CATALOGUE—Largest, most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HAVE YOUR OWN MONEymAKING BUSINESS. Learn show card writing, sign painting. Write for details. BEGLEY SPECIALTY, 1472 A Broadway, New York. no9x

BUSINESS OPPORTUNITIES

PRINT "GAG" PERSONAL HEADLINES—WE sell complete outfits for \$84.60. AMERICAN WOOD TYPE MFG. CO., Chicago, Ill., or New York City. no16

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A. BARGAIN—19 RECONDITIONED "U-Select-It" 54 Bar 5c Selective Candy Machines with National Slug Ejectors, only \$37.50 each. Also other types 5c Candy Machines from \$18.75 up. Write for list. ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A. B. T. PISTOL TARGETS—LIKE NEW, ORIGINAL shipping cartons, latest models Challenger, \$13.50; Model "F", \$16.50; R. W. & H. \$15.00. Deposit, balance C. O. D. HARDEN SUPPLY COMPANY, Sioux City, Ia.

A-T BARGAINS—CHICKEN SAMS, WITH base, \$49.50; Thistle-down, \$45.00; Fast Time, \$95.00; Triumph, \$18.00; Thriller, \$10.00; Mills 1-2-3 Free Play, \$50.00; Track Time, ticket and cash model, \$40.00; Dandy, \$10.00; Gold Medal, cash model, \$65.00; Commodore, \$20.00; Dude Ranch, \$55.00; Landslide, \$65.00; Follies, \$15.00; Playmate, floor sample, \$60.00; Lighthouse, \$49.50; Q-T, ten cent play, \$32.50; Saddle Club, console model, \$25.00; Triple Entry, \$145.00. ATLAS VENDING CO., INC., 410 N. Broad St., Elizabeth, N. J. x

BALL GUM, "N" FACTORY FRESH, 12c BOX; Tab, Strick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. no9x

BARGAINS—600s, \$134.50; 24s, \$79.50; 61s, \$74.50; 51s, \$44.50; Columbia's Q. T.'s, Vest Pockets, \$27.50. Request Arcade closeouts. COLEMAN NOVELTY, Rockford, Ill.

BUY USED SLOT MACHINES FOR HOME FUN—Save money, too. \$15.00 each (original cost, \$105.00). BENJAMIN FLECK, Warren, O.

CASH WAITING FOR HOCKEYS—3-WAY Grips, Rock-Ola World Series, Western Baseballs, Skill Jumps, Challengers, Model Fs, Chicken Sams, and all kinds of Vendors. BEDER, 2468 E. 23d St., Brooklyn, N. Y. x

CLOSING OUT—WATLING SCALES, \$15.00. Send for list, bargains. Also, Peanut Vendors. Send for list. HEINEMAN, 656 Selden, Detroit, Mich.

FOR SALE—FOUR MILLS FOUR BELLS, TWO Bally Royal Flush, fourteen Buckley Track Odds. OLIE SHIRLEY, Gulfport, Miss.

CIGARETTE MACHINES—8-COLUMN STAINLESS steel, with match columns, \$7.50 each; six column Masters, \$10.00; Master Penny-Nickel Vendors, \$4.00. TURKEL, 151 Rhode Island, East Orange, N. J.

FOR SALE—GOLD CUP CONSOLE, \$54.50; Turf Champs, \$5.00; trade for Slots. Will buy Free Plays. MUSIC MACHINE CO., Brunswick, Ga.

FOR SALE—30 ACME SHOCKERS, \$5.00 PER machine; practically new. Will sell one or all. ZIESCHANG AMUSEMENT CO., Box 726, Taylor, Tex. no16

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNYON CORP., 593 10th Ave., New York. tnox

GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. de7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 30, 1940. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

GOOD USED RECORDS—HAVE BEEN USED only on Automatic Phonographs and are perfect, \$5.00 per hundred; less than 500, cash in full. MONROE VENDING CO., 2918 S. Grand St., Monroe, La.

GRIPPERS, \$5.00; WURLITZER SKEEBALL, \$20.00; Bullseye Raygun, \$32.50; Rock-Ola Lobby Scales, \$22.00; Challengers, \$10.00; Rock-Ola Motorscooters, \$50.00; Rock-Ola World Series, \$32.50; Western Baseball, \$25.00; Free Play Model, \$45.00. JONES NOVELTY, Stephenville, Tex.

MILLS SCALES, \$25.00 EACH; Q.T., 1c OR 5c, \$25.00 each; Columbia Fruit Reeb, two Jack-pots, \$25.00 each; Vest Pockets, \$25.00 each; Counter Games, \$2.00 each up; Shipman Stamp Machines, \$15.00 each. O'BRIEN, 89 Thames, Newport, R. I.

MILLS CHERRY BELLS, \$57.50; KEENEY'S Anti-Aircrafts, black, \$85.00; brown, \$95.00; Mills Jumbo Parade, Free Play, \$110.00; Mills Square Bells, \$50.00; Multiscope Rockeys, \$35.00; Mills Vest Pockets, \$22.50; Mills 10c Q. T.'s, green, \$32.50; Mills 5c Q. T.'s, blue, \$25.00; Mills Q. T.'s, 1c blue, \$22.50. NEW ENGLAND EXHIBIT CO., 1322 Washington St., Boston, Mass. x

NICKEL AND DIME PACE COMETS, \$19.50; Mills Dime Blue Fronts, Double J. P., \$24.50; Single J. P., \$19.50; Fifty Cent Blue Front, Single J. P., \$45.00; Dime War Eagles, \$19.50; Dime Jennings Chief, \$19.50. All good mechanical condition. Send 1/2 deposit. JAKE MARKLE, 403 1/2 3d Ave., N., Nashville, Tenn. x

YOUR CHOICE, \$10.00—AIRPORT, CONQUEST, Cowboy, Chevron, Contact, Keen-A-Ball, Lucky, \$17.50 each, Triumph, Lanor, Ten Strike, \$45.00; A. B. T., Model F Targets with meters, \$8.50. 1/2 deposit. PASTIME, 100 Bollin, Dayton, O.

Additional Ads Under This Classification Will Be Found on the Next Page.

Classified Advertisements

Weekly offering of
BIG BARGAINS—SPECIAL SERVICES
EXCEPTIONAL OPPORTUNITIES

Quick Results Small Cost
Commercial Rate

10c a word
CASH WITH COPY MINIMUM \$2.00
Forms Close in Cincinnati
(25 Opera Place)
Thursday for Following
Week's Issue

Name

Street

City and State

Your count of words

Amount enclosed \$

Classification preferred

Depends Upon The Billboard For Bargains in Machines

Enclosed find my subscription renewal and check covering cost. It is a fact that I have found better vending machine bargains in The Billboard advertising columns than in any other publication.
N. B. NEMER.

(Name and Address Must Be Included in Copy)

10 FREE PLAY BALLY SPORT SPECIALS AND 2 Sport Events—Practically new, perfect mechanically, \$59.50 each. EASTBURN SALES COMPANY, P. O. Box 1050, Mobile, Ala.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. CONLEY, 310 W. 17th, New York.

PERSONAL WARDROBES OF STAGE AND Screen Stars—Slightly Used Clothing for men, women and children. Mixed Bundles, \$5.00 and \$10.00. MOSS, 6115 Fountain Ave., Hollywood, Calif.

FORMULAS

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS—Accurate Analyses Assured. Resultful Research. Catalog free. Y. THAXLY CO., Washington, D. C.

FOR SALE SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES—Guaranteed. Heavy Aluminum Geared Popping Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

FOR SALE—REPOSSSESSED PORTABLE SKATING Rink. Operating in South. Sacrifice price. MILES, 314 N. Walnut, Seymour, Ind.

POPCORN MACHINES—BURCH, STAR, Cretor, Long-Eakins, Dunbar, Geared Popping Kettles, Caramel-Corn Outfits. Lowest prices. NORTHSIDE MFG. CO., Indianapolis, Iowa. de28x

ROLLER SKATES—72 PAIRS WINDSOR RINK, excellent condition, nearly new, fibre and wood rollers, assorted sizes. Lot, \$1.40 pair; sample pair, \$1.75. LECUYER, 117 Hamilton, Worcester, Mass.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE CHEAP—PARKER FERRIS WHEEL, ten cars, in good shape; ten horsepower Electric Motor. BOX 398, Pismo Beach, Calif.

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GENERATOR—FIVE THOUSAND WATT, 110 Volt. Direct Current. Excellent condition. BOB HOFELER PRODUCTS CO., 12 S. Clinton St., Chicago, Ill.

HELP WANTED

ADVANCE AGENT—PROMOTER, MUST HAVE car, references, personality. Contact various auditors, schools, theatres. Excellent paper. Outstanding Magic. State all first letter. EADS, 29 Kenwood, Medford, Ore.

COWBOY STRING TRIO THAT SING—MUST HAVE car. Fiddle, Accordion, Bass. Send photo in costume. Write, don't write. MELODY RANCH SHOW, 922 Spruce, Philadelphia, Pa.

HOTEL ACTS AND ORCHESTRAS WANTED and furnished for all occasions—Send photos. Also. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O. no16

ROLLER DANCE SKATING INSTRUCTORS—Couple preferred, to teach at large Southern rink. Send photo, salary asked, experience, full details in first letter to ROLLERDRONE, 634 Penn Ave., Atlanta, Ga.

SIX MONTHS' WORK SOUTH—ACTS SUITABLE for Indoor Thrill Show. State experience, age, salary. "WILD BILL" ELKINS, Killeen, Tex.

SONGWRITING TEAM WITH SONGS PUBLISHED want Agent in New York to represent and "place" their music. 20% commission. All songs Grade-A. References. State all. 195 Fisher Ave., Pontiac, Mich.

TOP MOUNTAIN FOR HAND TO HAND BALANCING ACT—Reliable person. Write to ROSITA REVERDY, care Billboard, 1564 Broadway, New York.

WANTED—ATTRACTIVE YOUNG WOMAN to assist and manage European Novelty Act. Address: LOUIS, Billboard, Woods Bldg., Chicago, Ill.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale Largest stock. 64-page illustrated catalogue. 30c. NELSON ENTERPRISES, New Address, 336 S. High, Columbus, O. no30x

Show Family Album



MEMBERS of the Great Wallace Shows, season of 1912. Seated, left to right, are Slivers Holland, assistant boss canvasman; the late Joseph Sparenberg, head usher, and Dick Barker and E. L. Burnett, ushers. Left to right, standing, are a workingman named George; an usher whose name is not remembered; the late A. O. Duncan, mail man, and Fred Miller, usher.

The Billboard invites its readers to submit photos taken from 15 to 30 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 2500 MARK HOLDEN, 220 W. 42d St., New York City, N. Y. de7x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. no16x

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of ten Novelty Jokes, postpaid, \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. no23x

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

"ALL-AROUND" REFLECTOR COMPANY'S new Motion Picture Reflector, guaranteed to increase screen illumination 40%. BOX 1967-K, Cleveland, O. no28x

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Second Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$155.00. ROSHON, 521 E. State Theatre Bldg., Pittsburgh.

BUSSA FILM EXCHANGE NEW WINTER CATALOG Ready—Any type Roadshow Attraction you want, from \$10.00 to \$300.00; also, Serials, Westerns, Color Cartoons, Comedies, Action Dramas, Gangster, 35MM only. Friendship, O. no23x

CLEARANCE SALE OF 35MM FILM—LOW prices. Shorts, Travels, Comedies, Cartoons. Features. Write for list. CENTRAL FILMS, Box 163, Hastings, Mich.

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SENSATIONAL CLOSE-OUTS—16MM. ROADSHOW Features and Shorts. Steeles, Maynards, Tylers, McCays, etc., \$4.50 reel up. Programs rented day or week. Projector and Accessory bargains. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. x

ZENTH—35MM. SOUND ON FILM Projector, \$50.00; Powers 6-A Mechanism, \$15.00; Sound on Film Amplifier, \$10.00. E. W. SANKOR, Manteb, Ill.

35 MILLIMETER FEATURES AND SERIALS and 16 Millimeter Features, reasonable. Will take perfect condition 35 Millimeter Shorts part trade. BOX 156, Virginia, Ill. no16x

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGAN WITH TWO B-40 SPEAKERS—Used just eighty hours, \$1,000.00 cash. Also, Sound System, \$50.00. LOUIS MABEE, 102 Washington, E., Peoria, Ill.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PATEAU, 1122 Tulane Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/4 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new mental precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y. no30x

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

PHOTO MACHINES—PROFESSIONAL TYPE. Makes Identification and Commercial Photos, all sizes. Full-Figure Models, Enlargers, Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan.

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. no9x

SALESMEN WANTED

"GALLOPING IVORIES"—NICKNAMED BY salesmen. It's really hot! Plenty immediate repeat commissions. Every retailer, service station wants it. HURRY! UNIVERSAL, 2222 Diversy, Dept. C-411, Chicago. x

EVERY BUSINESS MUST BUY—PRINTING, Advertising Specialties, Book Matches, etc. Take orders for the pioneer line! 1,000 necessity items at 50% price saving. Free deals. 40% advanced commission, bonus. Experience unnecessary. Outfit free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 511, Chicago. x

SELL REVERSIBLE TOPCOAT-RAINCOAT—Sample Coat, \$2.35, with assorted patterns, sizes 36 to 46. MALBIN SPORTWEAR, 1716 Avenue T, Brooklyn, N. Y.

SCENERY AND BANNERS

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

TENTS—SECOND-HAND

CHEAP—PUSH POLE TOP, 42x130 FEET, complete with all poles, in good condition. Tent in air. Apply 650 Broad St., Augusta, Ga. SIDEWALK BARGAINS—7.68 OZ. DRILL machine roped, white, good as new, 7 ft. high, \$16.80; 8 ft., \$18.90 per 100 ft. long. Good stock slightly used tents. KERR CO. 1954 Grand, Chicago. no16x

THEATRICAL PRINTING

EXPERT MIMEOGRAPHING—250 8 1/2 x 11, \$1.50; 1,000, \$3.50. Special Press Sheets, 8 1/2 x 11, \$5.50 per 1,000. Send copy for estimate. CENTRAL, Box 705, Leaksville, N. C. no16

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 30, 1940. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WINDOW CARDS—14x22 ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn. x

WANTED TO BUY

HAMMOND ORGAN WANTED—SPOT CASH for used model in working condition. WM. A. ECKLEY, 3250 Lincoln, N. E., Minneapolis, Minn.

USED CHICAGO ROLLER SKATES—FIBRE wheels, large sizes. Must be cheap. Will pay cash. JAX ROLLER RINK, Carl Willis, Fayetteville, N. C.

WANTED—100 USED ROLLER SKATES REASONABLE. PHILIP BEHM, Howard, S. D. x

WANTED—NO. 5 ELI WHEEL. WILL PAY cash. Write HARRY SEIFER, 872 S. Vine St., Denver, Colo. no16x

WILD ANIMAL CAGES WANTED—ALSO, Circus Parade Wagons and Menagerie Wagons. Describe fully size, make, age, construction, condition, best cash price. BOX 1540, San Antonio, Tex. no16x

At Liberty Advertisements

Be a Word (First Line Large Light Capital) Be a Word (First Line Small Light Capital) Be a Word (Entire A Small Light Type) Figure Total of Words at One Rate Only MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

Theatre Manager or Publicity Director—Budget Builder. Any size showmen. Minimum year experience. Any salary to start. Top references. Box 458, Billboard, Chicago, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

WELL KNOWN TERRITORY BAND—TEN men and a girl. Styled commercial swing. All special arrangements. Have been in this sector six years and would like to widen territory. Have all essentials, such as fronts, wardrobe, P. A., high powered publicity, etc. Anything considered, clubs, ballrooms, theaters. One nighters or locations. Write, wire, phone ORCHESTRA, 247 S. 8th St., Murphysboro, Ill. no9

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Condo Baise and Her St. Louis Jitterbug Kears and...

AT LIBERTY CIRCUS AND CARNIVAL

HALF AND HALF—WITH CLEVER ACT. Excellent appearance. Write BOX C-624, Billboard, Cincinnati.

NATURE'S MISTAKE—HUMAN TORSO; BOY, alive, 6 months old; arms, legs, normal otherwise. Want to join with carnival or circus. ARDEN D. WIESE, Webster Springs, W. Va. no9

Acc. Lariat Manipulator, Balon Twirler, Bullship Artist—Top tricks in colored cowboy garb. Rock flash acts for indoor circus, vaudeville, etc. Box C-690, Billboard, Cincinnati, O. no16

At Liberty—Fat Man for store or museum. Photos cut and voice recorded. Zumbo Plus, Route 2, Box 432, West Frankfort, Ill.

Half and Half for Amuse—Nice wardrobe, complete stage settings. Special light effects. Cover rapese. Experience. Plenty of food. Valerie Russell, care Mrs. Monroe, Division, Ill.

AT LIBERTY COLORED PEOPLE

Armed Jackson's Orch—Available for night club, tavern, ballroom and theater and/or hotel work. Can furnish from three to twelve men. Union. Will take anything. 208 E. 82d St., Chicago, Ill. no16

Johnny Woodards—The Little Man With the Big Accordion, Duetting to Piano. Song writer. For recitals or special feature. Experienced night club and theater. Eight years with Birmingham Circus. Open for writer and 1941 season. Address: Care Billboard, Cincinnati, O. no9

AT LIBERTY MISCELLANEOUS

At Liberty—Taker, Ticket Taker, Pianist, experienced. Elevator Operator, experienced. Non-union. Write, wire or phone at your expense. O. E. Low, 517 Walter St., 18th Ward, Pittsburgh, Pa. Rt. Oliver P. O. Phone, Henlock 1918.

AT LIBERTY MUSICIANS

AT LIBERTY—TRUMPET, all essentials. TRUMPET, Duval Hotel, Jacksonville, Fla.

HAMMOND ORGANIST—With own instrument. Classical and Swing. Excellent publicly. Union. Young woman. BOX C-607, The Billboard, Cincinnati, O. no16

A-1 DRUMMER AT LIBERTY AFTER NOV. 1—Young, six years' experience, good appearance and reliable. Swing or sweet bands. Anything considered. Have new \$400 set of pear drums. State all. DICK NIES, 736 Crescent Rd., Jackson, Mich. no9

A-1 STRING BASS—AROUND NOVEMBER 20. Six years small and large combos. Must be location. Can write or wire. LENARD BRUCKMANN, 613 Julia, New Orleans, La.; after Nov. 4, 619 E. 15th St., Davenport, Ia. no9

A-1 TENOR MAN, CLARINET—READ, TRANSP. tone, go plenty. Fine Feature Voice. No habits, go anywhere. MUSICIAN, 216 N. Schuyler, Ottumwa, Ia. no16

ALTO SAX DOUBLING CLARINET, VIOLIN—Union. Prefer South. LEO JOHNSON, 541 N. 20th St., Milwaukee, Wis.

ALTO, TENOR, CLARINET, CORNET—TONE, team; no take-off. Single, union, sober. JIM CURRIE, Murray, Ia. no9

BAND-MASTER—EXPERIENCED, CAPABLE, wants to hear from five towns. LEONARD DOTO, Iron Mountain, Mich. no9

DRUMMER—EXPERIENCE ALL LINES, MEMBER National Assn. Rudimental Drummers, \$500.00 outfit. Young, appearance, dependable. Not subject to draft. Available middle November. State full particulars. BOX C-605, Billboard, Cincinnati, O.

HAMMOND ORGANIST-PIANIST—UNION, long varied experience. Fake, read, transpose. Radio. Excellent musician. Young, appearance. LESLIE ALPAR, 808 West End Ave., New York. Riverside 9-8979.

HAMMOND ORGANIST—OWN ORGAN. Sweet swing, classics, cut requests. Union. Hotel, cocktail lounge. MILLER, 555 Milwaukee, Grand Rapids, Mich. no16

HAMMOND ORGANIST—UNION, EXPERIENCED dance, hotel, radio, cocktail lounge. Also play Novachord and Solovox. JAY GUY, 1304 Arlington, Davenport, Ia. Dial 2-3232.

NOVACHORD—HAMMOND ORGAN—NON-union, age 25, good appearance, personality. Can send recording for audition. Dinner music. Florida location preferred. Others write. MUSICIAN, 137 W. 82, New York.

STRING BASS—YOUNG, MODERN, SOLID, thoroughly experienced, reliable. State all. BILL LEEK, Athens, N. Y.

IMPORTANT—

Due to the increase in size and circulation of the CHRISTMAS SPECIAL (dated November 30) we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORMS

for the

Christmas Special

GO TO PRESS IN CINCINNATI

WEDNESDAY, NOVEMBER 20

"rush your copy and remittance—Today"

25 OPERA PLACE

CINCINNATI, OHIO

STRING BASS—MODERN, EXPERIENCED; 2 years staff. Read, fake, pick, bow. Fine instrument, plenty depth. 25, married, sober, reliable. Want styled commercial band or organized hotel combo. Any paying proposition considered. Own violin; trumpet use at own risk. Must give two weeks. ROY CAMPBELL, 408 10th, Bismark, N. D. no23

TENOR—DOUBLE ALTO AND CLARINET. Read, jam, good section man. Any size band, union. Can join at once. HARPO LOTTNER, Dromsper Hotel, Macon, Ga.

TROMBONIST—PROFESSIONAL. NEAT dresser, don't use liquor. Join on wire. Can play the part. Modern equipment. Write or wire BING HARRIS, General Delivery, Elkhart, Ind.

TROMBONIST—JUST RETURNED FROM SUCCESSFUL stage show tour. Play all type, dance work preferred. Age 21, union, sober, college education, clean. Fine tone, good reader, good range, take off. Travel or locate. State proposition in first letter, no parties. Experience and references. Available by Nov. 10. VIC BEAVERS, Box 736, Burlington, Kan.

VAUDEVILLE DRUMMER—PREFER THEATRE location or musical show working steady. Have good outfit, including Tomps. Can join on short notice. Union. State all. DORSIE MANN, 108 Virginia St., Wheeling, W. Va.

VIOLIN DOUBLING STRING BASS—SOUTH only. BOX C-344, Billboard, Cincinnati, O.

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Good Trombonist Doubling Trumpet, and Drummer. Good Features Vibes—Available at once. Union only. No parties. Location preferred. Musicians, 2922 W. Fourth Ave., W. Hibbing, Minn. no9

Hammond Organist—Non-union, reliable, experienced. Large library. Shaking stick, restaurant or cocktail bar. Do not own instrument. Orchest. 221 Lexington Ave., Buffalo, N. Y. no23

I Play Drums and want a job in a jazz band. Hep-Jive-Jive-jive-jive. Don't Le Gear, 117 S. 7th St., Saginaw, Mich.

Rhythm Quartet—Would like to join good, steady working trio, quartet. Young, union, and can cut it. Write Freddie Stevens, 2145 E. William, Detroit, Ill. no9

Trumpet—Will take work, bonky or third on large outfit. Age 23, union. Jam, double string bass. Systems phraser. Geary Waltrath, 1411 E. Geneva, Saginaw, Mich.

AT LIBERTY PARKS AND FAIRS

FLYING ACT—BOB FISHER'S FEARLESS FLYERS, 845-43d Ave. N., St. Petersburg, Fla. no30

At Liberty—Team. Absolutely reliable. Single, double, work, etc. Bitter, points. No State salary. Advance for gas. Join now. Al-Wanda Yale, Cairo, Mo.

Calvert's Society Puppets—(Modern Punch and Judy). A positive novelty success. For clubs, parties, department stores, theatres (or units, etc., for the only original Prof. Panshalka. Address: City Headquarters, Geo. E. Roberts, Manager, 3594 N. 8th St., Philadelphia, Pa. Singsome 5536. no9

Panshalka's Society Circus—Dag, Pong, and Monkeys, featuring the Aed Beautiful, the Famous White Cooks, Military Marches. Presented by the only original Prof. Panshalka. Address: City Headquarters, Geo. E. Roberts, Manager, 3594 N. 8th St., Philadelphia, Pa. Singsome 5536.

Singing M.C. Doubling Hot Trumpet—Experienced in all lines. Would like to hear from bands, clubs, bookers or what have you. (No Mod.) Satisfaction guaranteed. Prof. Scott, hot others answer, youth and appearance. Working but desire change. Summer Lakeside, 1208 7th Ave., Beaver Falls, Pa.

Three Tomlinson Brothers—For every occasion and budget. Comedians, Union Musicians, Professional Entertainers, Song, Tap, Eccentric Dancing, Club Jugglers, Balon, Hoop, Football, play ten different instruments. Comely Blackface Sketch, Clown, Punch-Judy, Ventriloquism, Community Singing Amplifying System. Extensive wardrobe. Go and show. Several open dates. References. 3599 Addison, Chicago. Phone: Keystone 8491.

Vermont Mol Team—Man, Profound Black. Woman, as cast. Plenty singing books, dancing specialties. Experienced performers. State salary. Nood-Teckets. Address: Comedians, 1003 Cow, Toledo, O.

Vermont Novelty Team—Salary or percent. Shows and lectures given south, write Glenn and Ford, care The Billboard, Cincinnati, O.

SHIREVEPORT RECORD

(Continued from page 51) auditorium. Annual basket-ball tournament, with various schools represented, was one of the main outdoor athletic events. Boy Scouts from several parishes pitched tents on the grounds on October 25 and spent the week-end at the fair. A Campore featured their program. Besides the Tech-Normal game on October 19 there were several other football games at the fair.

Annual Showmen's League Frolic was held Thursday night, with many show people participating and their services being contributed. Show was staged in the Hawaiian top on the midway and a substantial sum was realized. Among visitors, in addition to those previously reported, were Mabel L. Stire, secretary of Mississippi Free State Fair, Jackson, and Frank Scofield, Hillaboro, Tex., one of the men who brought show cattle to the first State fair here in 1905.

SUGAR'S DOMINO

(Continued from page 4) They should be in a position to voice their opinions and change things around to suit themselves when they feel changes are necessary. Actors' unions should be run by actors, and actors of the rank and file should take an active interest in what the union does. But actors should be removed from the firing line where they are now forced to face actual and potential employers across the table in bitter debate.

Employers are good and bad because they are human beings. Ditto for actors. But we are talking about employers on this occasion. Certain of them have a way of taking it out on actors who make themselves obnoxious in labor disputes. The National Labor Relations Board cannot touch them; nobody can. Simply because if I am an employer I can choose any actors I wish for my theater, play, circuit, cafe, or whatever I happen to be operating. A very patriotic actor—that is, from the union standpoint—can find himself out on his ear as easily as taking a bow. So it doesn't pay these days or any other days for an actor to give the best that is in him to the labor movement. And the remedy is very simple: the actor must remove himself from the front of the house. He must restrict his activity to backstage.

As much as the sentimental actor might not like it, as much as it hurts us, partial as we are towards the ideal of a strong federation of actors' unions, it is nevertheless a fact that the only way for progress to be made in theatrical unionism is to have the dirty work performed by men who are labor organizers and negotiators by profession, aided by financially independent, intelligent, strong, and honest men who have definitely retired from the acting arena. The combination of labor men who regard unionism as a business that can be conducted honestly and retired actors should be an ideal one. It might not work. There is no way of telling until it is tried out. But it cannot work out so badly, if the right men are chosen, that it will not represent an improvement over the present situation.

We started talking about one union and we doubt whether we succeeded in our meager efforts to hide its identity, even of actors' unions. It is nevertheless our general theme applies to all unions to which actors belong. It would be well for the actor if our words were not to go entirely unheeded.

JAMES COGSWELL—STILT WALKER, CLOWN Cop, Uncle Sam and numerous changes, book- ing Parades, Celebrations, 1941 Fairs. Write for descriptive folder, 1433 Rose St., Lincoln, Neb. no9

Charles La Croix (In Person)—Original outstanding Novelty Troupe Act. High class Platform Free Attraction. Available for street celebrations, etc. Also indoor credits. Attractive equipment. Modern advertising posters free. Wonderful act, wardrobe, drawing card. Price reasonable. Address: Charles La Croix, 1304 S. Anderson Blvd., Fort Wayne, Ind.

The Gophers—Four different Free Attractions. Dancing Night Wre, Balancing Trapes, Iron Jaw, Butterfly and Double Trapes, Lady and Grot. Beautiful wardrobe. Researable. Care The Billboard, Cincinnati, O. no39

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose. Ability, sober, all essentials. BOX C-585, care Billboard, Cincinnati, O.

GIRL PIANIST AND VOCALIST—GOOD reader, good accompanist, good quality voice. Appearance. Experienced with dance bands. BOX C-606, Billboard, Cincinnati, O.

At Liberty—Piano Player, double A-1 General Business Specialties. All essentials, absolutely sober, experienced and reliable. Will consider all offers. Join at once. State all in first letter or wire. Dark Riggins, 14 W. Harrison St., Iowa City, Ia.

Piano Player—Account show closing summer season. Read, fake, do mix, work at once. Years of experience. Not subject to draft. Consider anything. Write, wire, stating all. Karl Sapp, East Ohio Ave., Mt. Vernon, O.

AT LIBERTY VAUDEVILLE ARTISTS

MENTALIST, CHARACTER Analyst, open for engagements in Night Clubs or Hotels for the coming winter season. JULIA LESTER, 1585 1/2 N. High St., Columbus, Ohio. no76

AVAILABLE FOR XMAS SHOWS, FALL CELEBRATIONS—Comedy slack wire act and tramp juggling act. CECIL WOODS, Poplar Bluff, Mo. no9

AVAILABLE FOR HOLIDAY SEASON—THREE High Class Acts, especially designed for children. Magic, Ventriloquism, Punch and Judy. JACK LA WAIN, 522 S. 5th St., Monmouth, Ill. no16

UNUSUAL DOG ACT FOR VAUDEVILLE OR night club work. Will travel. BOX 190, care Billboard, 1564 Broadway, New York. no9

At Liberty—Team for Pictur-Vaude. Combo, Med Show. Change doubles two weeks. Smartly reined acts, many using novelty props. Main feature Tobac Cigarettes. Feature show with miniature acts and mix. Both have ability, appearance, modern wardrobe. For Rep do respectable characters and general business. Delphis, 842 N. S. Main, Menphis, Tenn. no16

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Banner Bingo Season Looms As New Blood Enters Field

Letters indicate that newcomers are staging games for funds—popularity of game spreading in Middle West and South—pessimists' rumors are quashed

NEW YORK, Nov. 2.—Despite rumors spread by pessimists, more new blood is entering the bingo field than many veterans will admit. Letters from readers of *The Billboard* show a decided upward trend in popularity of the game in the Middle West and South. Volunteer fire departments, hospitals, charity groups, and churches have been aided by funds from bingo, and the organizations are said to be concentrating on this type of fund raising. While the committees in charge realize the good to come from the game, few have memberships that have the necessary knowledge to run the games properly and profitably.

Seek Bingo Info

Because of this, readers have written *The Billboard* for detailed information on how to conduct bingo. The letters also request information and addresses as to where merchandise may be purchased for the games. From Missouri comes this letter: "I am planning on running a bingo game this winter in small towns; a different town each night. The business is new to me and I would appreciate some advice and suggestions from you. Can you give me some idea of the amount of capital it will take to start? What method of advertising would you suggest? Any suggestions you can offer will be greatly appreciated."

From Virginia

From Virginia comes this one: "We are very much interested in the methods used in promoting indoor bingo during the winter. If you can help us out in giving us the set-up—how it is handled, the type of merchandise, and the needed sponsors—we will be grateful to you. Are there operators doing this, or rather organizing this type of feature?"

From Tennessee

A Tennessee reader writes: "I am very much interested in putting on a bingo series to raise funds for our clubs. I do not understand the game and the angles that can be used in making it a success. May I take a little of your time in asking that you send me what details you may have on this matter. The town in which we are located has a population of 848 and our club has a membership of over 100. Do you think with this size membership we could operate profitably twice a week? Any details you can send will be greatly appreciated. We are anxious to get our games started and will appreciate an early reply."

From Louisiana

Another letter, this one from a tourist court operator in Louisiana, shows that bingo has a bright future in his section. It reads: "I would appreciate all the information you can furnish concerning the practical operation of the bingo business. Also would like the addresses of firms supplying the trade. In fact, I'd like all the detailed information you can send me on this matter."

These letters are but a few that have recently come in along similar lines. They prove that bingo is headed for a bright future. Most of the new games will purchase new equipment. They also plan to go in for merchandise prizes, having learned that cash awards often cause a lot of trouble. Merchandise prizes will attract crowds and at the same time allow the organization good profit margins.

Merchandise Available

Merchandise supply houses report that new assortments of items, designed for the bingo field, are now on the market.

It's Campaign Year With Free Hot Cocoa

NEW YORK, Nov. 2.—Campaign buttons have become business stimulators.

A drug store in Pennsylvania Station here has a board on which there are several hundred buttons of various sizes and designs.

The sign reads: "A free cup of hot chocolate if you have a button different from these."

In view of these reports and the letters received it is easy to surmise that bingo is on edge of a banner season. With more and more people entering this field, bingo may chalk up new records as a fund raiser and amusement source.



WITH CHRISTMAS just around the corner smart operators are planning to take advantage of the season and reap good profits. Merchandise that is suitable for gifts will again predominate. That alone should draw large numbers to games. The time is also at hand to inject some new ideas into games to make them pull greater crowds. While the usual red and green decorations will be up, operators know this alone will not do the trick.

IN VIEW OF THIS we have been contacting operators throughout the New York City section to find out what they intend to do. One is planning to offer a large selection of toys. Another plans, as he did last year, to erect a large Christmas tree on the stage. Toys will be hung on it, to be claimed by winners. Suppose they don't want toys? That has also been considered in the set-up. To some of the toys are attached envelopes which offer additional prizes. The play thing may be given to a child, while the other prizes are used by adults. The plan is known as the Christmas bonus.

WHILE on the subject of toys, an operator said that he planned to make them the bulk of his displays. Wheel toys, he said, are commanding attention again this season. Scooters were exceptionally good last year, as were wagons. His stands will also have boudoir dolls, with special attention being given to the new Miss U. S. A., DuBarry, and Scarlett creations. Teddy bears are consistent attention getters and they, too, will be used in large quantities, with special emphasis on honey bears. Dolls are always good items just before Christmas, he said.

AS A SPECIAL Christmas plan an operator said that he is concentrating on his mystery hit. The plan keeps players in the dark as to what their prizes will be until that play is over. The winners come forward to claim their prizes and may, as the result of the mystery hit, select three, four, or five prizes from the stand. Another feature is to give winners taxi fare because they have so much merchandise to carry home. The gesture always creates good will.

WHOLESALE HOUSES recently announced quite a few new items, and the trade is reported hopping on them. Every year about this time manufacturers realize what operators are up against and co-operate by coming out with numbers expertly designed to attract the whims of the public.

BINGO, we are told, is getting into full swing in the South. Clubs are sponsoring games and they are well attended. Bingo blowers are also coming

16,000,000 Market For Drafted Items; New Lines on Sale

NEW YORK, Nov. 2.—Draft card protective cases, draft number key rings, and draft number plates are garnering sizable profits for identification and key chain workers. With the numbers already pulled in the national lottery, 16,000,000 registrants are carrying their cards and numbers in view of the rumored check-up by officials.

Several firms in this section are handling the items and report that large shipments are being made.

In addition to protective cases, badge-board workers are finding a large demand for enrollment buttons. Item is a brilliantly enameled gold-colored button which is lacquered to prevent tarnishing. Each is mounted on a red, white, and blue card. Button reads "Enrolled for Service—U. S. A." Shield-shaped buttons are also available. Realizing that those in the trade will want to get in on the ground floor of a good proposition, firms are offering the buttons at low prices, it is said.

Metal Goods Prove Real Money-Makers

CHICAGO, Nov. 2.—Metal goods are proving popular again and prize users are stocking them in large quantities for Christmas trade.

With brass advertised as a lifelong metal and guaranteed to give service, prize users report demand for ash trays, candlesticks, coasters, card trays, bookends, and candy dishes. The items and similar ones have long been on the want list of practically every housewife. In addition to being useful, they have eye appeal. Brass goes well in almost any kind of color scheme, which makes it an appropriate gift.

While the cost of brass is one thing that keeps many people from adding it to their gift lists, prize users are finding that many want the items as awards. Games afford the public an opportunity to get such items without paying high prices. Some operators are featuring brass numbers.

The metal trend is also affecting the novelty field, where alloy goods are said to be going strong. Dame Fashion has decreed a black and gold motif that is causing a rush for gold-like items. With this in view, wholesale supply houses are making large shipments of pins, brooches, clips, and medallions. The items are finding places in new winter styles and are claiming profits for those in the trade.

Into use in that section. Supply houses report that a number of the devices have been shipped recently to the operators. The news is welcomed, for it shows that the game still continues to draw. What's more, it is proving an adequate fund raiser for sponsoring organizations. It is about this time that games are moved indoors and to know that they're getting off with a bang is most gratifying. Best of success, operators.

BINGO games are finding no let-up in popularity in Reading, Pa., with more going on this season than ever before. In fact, local newspapers are deriving more revenue from bingo advertisements than from theaters, ballrooms, or night clubs. The October 26 issue of *The Reading Times* had 30 different bingo game announcements, all offering food and merchandise prizes. Most of the games are privately operated, with about a dozen of them sponsored by church, volunteer firemen, and American Legion post groups.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Candy deals are coming back strong. They always do just before the holidays, especially so since manufacturers have developed containers which may be put to practical use after the confections have been eaten. The boys who are smart enough to hit away on them early invariably pocket plenty of folding money while the run is on.

The Goldwyn Company, one of the most successful candy deal distributors, now has more than a dozen such deals and, as E. F., an operator who has been working some of them in Hope, R. I., says, they look good. Deals include candy packed in cedar chests, relish dishes, fruit bowls, nudist picture frame boxes, nudist mirror boxes, and boudoir and swing mirror vanities. Salecards are available on all of them, including straight consecutive number cards from 30 to 60 holes each, and from 1 to 10 cents up to 1 to 25 cents, with a take of from \$2.25 to \$12. Mixed small numbers cards are also available from 16 to 32 holes, and from 1 to 19 cents up to 29 cents, with a take of from \$3.15 to \$7.95.

Goldwyn is particularly keen on its glamour gal, Nudist Deal No. 606. Deal works on a 400-hole board, 5 cents straight. It takes in \$20 and gives away 10 1-pound boxes, two 1½-pound boxes, and one 2-pound oval mirror box for last sale.

E. C. S., of Lebanon, N. H., writes: "I am an oddtimer in show biz, in fact, too old to hit the road, and thought I might take hold of some deal. Would you advise how furs work out on salecards?"

Inexpensive fur coats and fur jackets have worked out very well as salecard items and all signs point to a good fur season for operators this year.

Jerry Gottlieb reports that he has had an excellent response to his first announcement on the patriotic Miss America doll, which is not at all surprising with the national trend being what it is.

E. J. Arghis is working up a Christmas promotion on the well-known Glo-Lite Electric Altar and Candlelight. Operators did well with the item several years ago and may again. Altar operates on a novel principle. By means of a patented system, light from a regular 30-watt (See DEALS on page 61)

WOW! HERE'S THE HOTTEST ITEM SINCE 1776

MISS U.S.A.

SENSATIONAL NEW DOLL 30 IN. HIGH

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

"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!

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

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!**



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

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.

Service Banners

A patriotic service banner, designed for display in homes of those serving in the army and navy, is being marketed by the Norrid Pennant Company. Banner is of the silk variety, similar to the patriotic and campaign banners which had such a tremendous sale. Size is 9 by 12 inches. Colors are red, white, and blue. Star designates the member of the family in service and on the shield is inscribed, "A member of this family is now serving the country." Design is well executed, and the background in relief gives the banner a plaque effect. The country has become quite banner-conscious of late, and the item is expected to gain popularity thru its dignity and patriotic effort. In addition to this item company reports it also has a decalomania, 6 by 6 inches, of the same design.

Mini Radio

According to DeWald Radio Manufacturing Corporation, salesboard and bingo operators are finding big demand for the new Model 410 miniature radio, recently introduced on the market. Set, which weighs about four pounds, is a four-tube superheterodyne, using a dynamic speaker inside a streamlined simulated cowhide case that is saddle stitched. Radio also has automatic volume control, easy vision tuning dial, and loop antenna aerial. Tuning range is from 1700 to 540 kilocycles and the batteries are long lasting. New low prices make the item one of the fastest money-makers to be introduced in recent months, the firm reports.

Name Key Chains

The new Full First Name Key Chain is seen as a top item for the season and is expected to ride the profit wave of the

TURN FOR THIS YEAR'S BIGGEST SALES SENSATION!

STRATO CLOCK

- SESSIONS ELECTRIC
- 30 INCHES TIP TO TIP
- GENUINE MAHOGANY
- FULL 6 INCHES HIGH



ANNOUNCING BINGO'S BEST BET The NEW 5 STAR Aero BINGO BLOWER

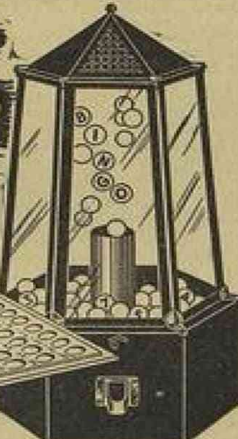
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Also Christmas Corsages Ready
Price to you: \$6.00 100;
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BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES... PREMIUMS NOISEMAKERS... HATS... BALOONS WRITE FOR OUR NEW NO. 50 CATALOG BE SURE AND MENTION YOUR LINE OF BUSINESS! MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

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Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New, 1941 St. les now available. Write for Free Catalogue.

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Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! LOWEST PRICE! H. M. J. FUR CO. 150-B West 26th St. N. Y. C.

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Self-starting Sessions motor—for top accuracy as a time keeper. Full sweep second hand. Full 3 1/2 inch silvered dial. Aeroplane propeller mounting of genuine mahogany with whitewood laminations—6 inches high, 30 inches long. Piano finish. You'll go to town with this one—it's got everything. Send 25% deposit on C. O. D.

Regular \$25.00 Value

WRITE, WIRE OR PHONE ACT NOW! EACH **5.95** NET F.O.B. CHL.

D. A. PACHTER CO. MERCHANDISE MART • CHICAGO

It's Ready Now!!

OUR BIG NEW CATALOG No. B135

1228 Pages Just Loaded With Super-Values.

The Real Buying Guide for All the Show World!

If you haven't received a copy—

WRITE FOR IT TODAY!

When writing state business you are in, as we do not sell consumers.

Transparent Stickers for Automobiles or House Windows. 12 in envelope with directions.
No. B3N534—Willkie
No. B3N535—Roosevelt
Per Gross Pieces..... **\$1.50**

Patriotic Auto Plates, Red, White & Blue, fit above or below license plates. Made of heavy sheet metal, 5 1/4 x 10 in. Each plate in envelope with fasteners.
B3N544—Per Gross
Sample Dozen, \$1.75 Postpaid. **\$15.00**

Stone Set Metal Flag Pin. Stripes set with red and white brilliant. Stars blue stones.
No. B35329—
Per Gross..... **\$8.50**
Per Dozen..... **.75**

Label Flag Button with stars and stripes in red, white and blue. Size of Flag 1 1/2 x 1/2 inch. Each on a card.
No. B3711—
Per 100..... **\$1.00**

N. SHURE CO. 200 West Adams St. **Chicago, Ill.**

QUICK SALES—BIG PROFITS

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LEADERS FOR THANKSGIVING—XMAS—NEW YEAR
RADIOS—LIQUOR SETS—CLOCKS—TOYS—GIFTWARES
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ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

FREE XMAS CATALOG

Here's extra Xmas profits for you! Send for special FREE Xmas Catalog. Hundreds of outstanding premiums and gifts at sensational low prices. Electric appliances, sporting goods, toys, games, household items, luggage, radios. A complete gift selection at tremendous savings. Write NOW!

Evans Novelty Co.
800 Washington, Chicago, Ill.

JUST DIFFERENT No. 2604 WOODEN WALL PLAQUES

Made of figured gum wood, 5 inches square, with luscious looking fruits made of composition and hand colored, so true to nature that one feels like biting right into it. Fruit in high relief, some as high as an inch from background, the magnificently colored fruit contrasting from the grained but monochromed background.



Six different pairs, \$7.20 doz. pairs, boxed in pairs.
Fully illustrated catalogue of all six pairs mailed on application.

LEO KAUL
Importing Agency
115-119 K South Market St., CHICAGO

PATRIOTIC SPECIALTIES

"GOD BLESS AMERICA" Rayon Satin Banners 5"x7", Doz. 85¢; 100..... \$ 5.00
5"x12", Doz. \$1.20; 100..... 10.00
"God Bless America" Flag Wall Plak.—Doz. 40¢
Cellophane Flags—2 to Pack, Doz. Packs, 35¢
Cello "GIRL" Stickers, 2 to pack, Doz. Pks. 45¢
METAL FLAG LABEL BUTTON, 100 for 50¢
RHINESTONE FLAG PIN—Per Doz., 50¢
EAGLE & SHIELD DECAL—Per Doz., 90¢
WINDOW STICKERS—24 to card, 50¢
Strips \$2.40, Costs you 70¢ Gs.
(Deposit—Include Postage.)
XMAS ITEMS Wreaths and Tinsel.
WAGONMEN—House-Premium Operators
Electric Shavers, Lamps, Clocks, Midget Knife
Death, Turkey Cards, Notions, Carded Goods,
Sidelite, Drug Items, Salesboards, Deals.
Catalog Free!

*** CHAMPION SPECIALTY CO. ***
614-D Central St., Kansas City, Mo.

COMIC FOLDERS WITH GLOVE

16 Different, 6 for Everyday Sale 6 for Birthday, & 4 for Xmas. New and Clever. Doz. 80¢ Gross 5.50
HERE IS MY HEART New, doz. 1.50
I GOTTA GO Chewing Gum ".40
LAFTERS Beer Can with snake ".20
EL ROPPO CIGAR (funny!) ".15
Hot Dog Stands up ".45

RED HOT FUNNY XMAS CARDS

Ask, 1, 17 diff. in 3 colors..... 50¢ 2.00
" 3 30 " "printed colors..... 75¢ 4.00
" 4 30 " "Baronial size..... 1.00 6.50
" 5 30 " "Folgers..... 1.50 10.00
" 6 20 " "Semi-deluxe..... 2.00 15.00
" 8 20 " "Deluxe Fold..... 3.00 25.00
Xmas Sand Cards small 35, Large 50¢ Dozen
Xmas Sets 8 cards & envelopes, in colors, per set 1.00
BIG SELLERS Doz. **COMIC GIFTS** Doz.
Giant Thumb best, 1.25
Giant Thumb med., .75
Misting Paper..... .60
NO #1000 Time..... 1.25
GIRL To Mankind..... .90
Raise a Dog Book, 1.50
Economic Bankers..... .25
Large Size Gimmick..... .40
Silly Whiskycats..... .70
30 Samples of Best Sellers & New Catalog
2.00, or Rush order from above, 25% Deposit
MAGNOLIA NOV., CORP., 130 Park Row, N. Y.



WALTHAM—ELGIN

Xmas coming—Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
103 Canal St., Dept. A, N.Y. City

holiday trade, Acme Novelty Company, Inc. reports. The chain and letters are of 24-karat gold plate. Regular assortment includes 48 full first names, and other names may be obtained in any quantity. In addition to the name chain the firm is also offering the Colleague Key Chain, with letters in authentic college colors and with the year of graduation. The numbers have met with instant approval, the firm reports, and operators are ordering in large quantities to take advantage of the turnover. Chains are individually packed, which enhances their value as gifts.

Relish Dishes

According to the Goldwyn Company, relish dishes filled with California stuffed and glazed fruits are going strong with salesboard operators. Two types are available. The attractive fluted design, chromium-plated item is clicking solidly. It has a 7 1/4-inch glass center server packed with 18 ounces of quality fruits. Diameter of tray is 11 1/2 inches. A square number, also chromium plated, with two wooden handles, is also proving popular. The latter model has a 7 1/4-inch glass center server packed with 22 ounces of fruits. Overall measurement of tray is 8 1/4 by 8 1/4 inches. Trays are cellophane wrapped and individually packed. They make good Christmas gifts, the firm reports.

Patriotic Frames

Major Manufacturing and Distributing Corporation is offering two new patriotic numbers which look good for an excellent turnover. Both are tied up with the draft and are popularly priced. One is a draft and are popularly priced. One is a picture frame banner with space in the center for the insertion of a photograph or snapshot. Banner carries the slogan "God Bless America" above the photograph space and "A Defender of Americanism" below the space. The other item is a picture frame plaque which also carries the slogan "God Bless America" above a space for a photograph and "Defender of Our Home" below. Banner and frame are beautifully finished in red, white, and blue and should prove naturals.

Draft Number Plates

Identification and key-tag workers are expecting to garner big profits from the new lifetime draft number plates. Lifetime number key rings, and draft card protective cases recently placed on the market. Identification Company reports. With 16,000,000 prospective customers, the boys anticipate a banner season with the products. All are designed along modern lines. In addition to being serviceable, the items also have eye-appeal. New low prices are offered to introduce the numbers and large shipments are already being made, the firm reports.

Glass Belts

M. Slikka & Sons report that prize users and concessionaires are finding big demand for glass belts. Strong, serviceable, and easily cleaned, the belts have instant eye-appeal. Firm also carries a line of glass suspenders. Low prices are available to introduce glass lines to the trade, the firm reports.

WAXED FLOWERS

Best Quality—All New Stylist—Beautiful Colors.
No. 8—Georgie, \$28.00 per 100.
No. 7—Della, \$27.50 per 100.
No. 10—American Beauty Rose, \$18.50 per 1000, \$2.00 per 100.
Mountain Laurel, 15¢ Lb.
25% Deposit, Bal. C. O. D.

FRANK CALLO
Importer and Manufacturer
ST. LOUIS, MO.
1429 LOCUST ST.

XMAS and GOD BLESS AMERICA SIGNS

Merchants buy these beautiful Xmas and patriotic signs on sight. Xmas signs come in four colors. You make up to 400% profit.
Don't wait. Write for Xmas and patriotic list and complete line of assorted samples, \$1.00; 100 signs, \$5.00; packaged in U. S. A.
SILVERGLO SIGN CO.
184 W. Washington St., Chicago

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

LOOK! Zeller, Mass., writes: "On Sunday with P. D. Q. Seymour, Pa. started. I am located in a fair size park. Run about 400 pictures each Saturday and Sunday."
Keefer, Neb., writes: "I'll be a wonderful machine. I want another P. D. Q."
Busby, Mo., writes: "Am having great success. Making better pictures all the time."
Wester, Ill., writes: "I'll be a wonderful machine. I want another P. D. Q."

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS 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.
P. D. Q. Photos are guaranteed NOT TO FADE.
About 500 starts you in this interesting, Big Money Business.
Take DIME photos—anywhere—indoors or outdoors. You will make BIG MONEY with the P. D. Q. "Portable Photo Studio." Write or wire.
P. D. Q. CAMERA CO.
109 E. 35th St., Dept. BB11, Chicago, Ill.

Extra Value! **\$2.25 EACH**



5 for \$10.50 **5 for \$10.50**
No. 88 5583—Ladies' Bracelet Watch. Exquisitely Styled 12% L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jewelers' movements. Each in attractive gift case. An amazingly Big Value and whitening premium item. Have yours NOW by ordering five Watches for \$10.50.
DEALERS: Write for Catalog.

ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

NEW 1941 MODELS FURS
Coats, Jackets and Chubbies
Excellent Workmanship and Style.
Sealines, Persian, Mink & Sable Striped Cooney, Kid Skins, etc.
Send for Latest Complete Price List. Every Kind of Fur at Lowest Prices.
B. WEISS
305 7th Ave., N.Y. City

HOLIDAY CATALOG
NO. 251-X
OUT-NOW!
148-PAGE SUPPLEMENT "HUSTLER"
LOW PRICES—BIG STOCK—ORDER EARLY
Write Today—State Type of Business.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

COMIC XMAS CARDS
Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelope. All are fast top sellers. Send 10¢ for sample cards and folder.
WEIDEMAN'S
718 Jay Street, Sacramento, Calif.

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

NOTES from SUPPLY HOUSES

Mike Abrams reports that H. M. J. Fur's removal to larger quarters has been more than justified by the increased business the firm has been doing. What is most gratifying, he says, is the repeat orders that have been coming in. Mike also reports that he has received many letters asking whether fur prices are still the same. He says that H. M. J. Fur Company made large purchases last year in anticipation of an advance in prices and that his firm will not take advantage of a rising market until the complete lot is sold.

DEALS (Continued from page 58)

electric bulb passes thru solid glass rods, giving the effect of miniature electrically lighted lamps and candles. There are no burned-out candles or bulbs to worry about.

HAPPY LANDING.

ROSE TALKS ADS

(Continued from page 48)

the total take of all the 33 shows in the amusement section of the exposition. "Since then the ratio, from the Aquacade standpoint, has improved still further. Of course, the Aquacade also happens to be a good show, but we aren't talking about that phase of the business just now."

Mr. Rose's enthusiasm for newspaper advertising is equally well evidenced in consistent expenditures for his other amusement ventures — in newspapers only. During the two-week period in May, 1939, preceding the opening of the fair, his expenditures in New York newspapers totaled nearly \$5,000 a week. This figure included \$2,500 for the Aquacade; \$1,500 for his night club, Casa Manana, and \$1,100 for Billy Rose's Diamond Horseshoe, another night club.

Picks Group and Medium

He followed his usual newspaper advertising practice when he opened at the Golden Gate Exposition last May 25 the Aquacade show which more than 5,000,000 persons had seen in New York last year. He spent \$1,000 a week in the San Francisco and Oakland dailies, using newspapers every day. The Coast Aquacade closed on September 28. Its estimated paid attendance was more than 1,700,000. This total, he pointed out, is three times San Francisco's population as shown in the latest census.

Thus, thru consistent newspaper advertising, Billy Rose has been able to attract to his Aquacades on both coasts in the neighborhood of 10,000,000 persons. Another million saw his first Aquacade at Cleveland's Great Lakes Exposition in 1937, which he also advertised in newspapers every day.

"I am a firm and wholehearted believer in newspaper advertising as a means of selling theatrical entertainment," Mr. Rose told Editor & Publisher. "So far as New York City is concerned, I know of no better, more powerful way of arousing audience interest. My formula for effective advertising in show business is of the simplest, and broadly speaking, only two factors enter into it:

1. Consistency.
 2. Proper choice of medium in relation to audience group to be reached.
- "Make up your mind as to what class of people you want and pick your publication accordingly. My usual procedure is to allocate to advertising a minimum of 5 per cent of the gross receipts of a show I produce. In case the operating cost is small, I step up the percentage."

Editor & Publisher learned that Billy Rose tried frequently, if vainly, to persuade the management of the New York World's Fair to adopt a policy of paid newspaper advertising to increase attendance and put the exposition on a paying basis. He even offered to pay half the cost of a newspaper campaign in the East during the closing weeks of 1940, but this offer was rejected by fair officials, according to Jack Steiner, of the Blackstone Advertising Agency, which handles his account. Rose felt he would get his money back on the investment, since approximately one out

of every five fairgoers has paid to see the Aquacade, Steiner said.

Plastered With Posters

"When I took a musical show on a Coast-to-Coast tour 10 years ago, which turned out to be very profitable, I revived the old Barnum method of plastering the countryside with posters and bills," Rose said. "I did the same thing in 1936, when I managed the Casa Manana and the Pioneer Palace at Port Worth, Tex. I covered practically the entire Southwest—11 States—with more than 1,000,000 sheets."

"And here is what I want to point out in this connection: On tour, billposting is an effective and productive form of advertising, but in New York City it definitely does not pay. The competition is too keen. The newspapers give you the best coverage for the money in New York. Newspaper space, in my opinion, is not only a better buy than billposting but it is also vastly preferable to radio time. I have slowly reached the conclusion that, except for spot news, speeches of paramount interest, and music of the Toscanini type, people don't really listen to the radio. It has become a humming accompaniment to the evening bridge game. And I have observed that large numbers of persons consider the advertising plugs on the radio an unwelcome intrusion into their private lives. On the other hand, the advertising in newspapers and magazines is never resented. Some day you ought to ask a psychologist to explain this phenomenon. I'm only a showman."

"PYGMALION"

(Continued from page 17)

road Productions' edition of the George Bernard Shaw comedy had only fair fare for its Wilmington matinee, but enthusiastic word-of-mouth comments helped hype the ticket wicket for the night stanza.

Ruth Chatterton and the supporting cast make the most of the Shavian wit and extract the full humor of the lines. As the girl selling flowers on the London streets who is taken by a voice teacher and passed off as a duchess in high society, Miss Chatterton turns in a sterling performance, portraying the transformation with sympathy and understanding. She is particularly effective in the difficult first scene of the second act, when the flower girl makes her first bow in polite society and still is having difficulties with the language.

Barry Thomas, as Professor Henry Higgins and Denis Hoey, as his friend and co-conspirator, Colonel Pickering, head the supporting cast, and their performances leave nothing to be desired. Thomson is effectively explosive and cajoling, as occasion demands, and Hoey also does fine work and steals more than one scene.

Richard Temple, as the heroine's father, the dustman who prefers the undervalued poor to middle class morality, scores heavily with the Shavian message; Margaret Moffat, as the professor's housekeeper, and Alice John, as the professor's mother, likewise are deserving of notice for their good work.

Seven members of the Wilmington Drama League aided in creating the atmosphere for the opening scene.

Wilmington's critics were enthusiastic. The Morning News said the play is "very well done"; the Journal-Every Evening that "Saturday's company sent no one away disappointed"; the Sunday Star that the production is smoothly paced, pleased the audiences, and "augurs well for Miss Chatterton's success on the road."

Henry L. Sholly.

SUZANNA AND ELDERS

(Continued from page 16)

the fashionable thing among our fastidious intellectuals, but we can use it very nicely now. The only unfortunate point is that *Suzanna and the Elders* doesn't say it very well. The authors, evidently with three of their four eyes on the box office, emphasized the weakest point of their thesis in order to give the piece a prurient fillip of half-baked sex. And in so doing they tore down not only a large part of their thesis itself, but also, thru stultified action and lack of pace, the very box-office chances they were so obviously trying to build up.

Their scene is Harmony Heights, one of those socio-political experimental communities that sprang up in such profusion in New England during the 1830s and '40s. The time is 30 years after the founding, when the second generation is well on its way toward growing up. John Adam Kent, the founder, still rules as communistic overlord, enforcing the ten-

ets of communal life that were common to almost all of the earthly heavens of the social transcendentalists. Only this one puts a heavy emphasis upon communal marriage as the basis of its fight against private greed, frowns forbiddingly upon any sort of "possessive" love, and conducts a human breeding experiment.

All goes well enough until Charles Owen, a young engineer, is taken into the community to increase the output of blankets and animal traps by which the brethren earn their bread. Charles falls in love—possessively, no less—with Suzanna, one of the prettiest and most enthusiastic of the sisters. And when Suzanna is chosen for the breeding experiment, to be coupled with one of the less savory of the elders, Charles leads a revolt. The political form of the Heights experiment is to remain, but marriage and possessive love are to be allowed. Wise old John Kent, realizing that each generation refuses to profit by its elders' experience, realizing that human nature is the one thing that cannot be pigeon-holed into any Utopian scheme, and knowing that that very human nature is its own worst punishment, yields to the grumbling younger element. The community itself, changing with changing times outside, becomes a capitalistic democracy. At the final curtain a representative of the textile workers' union has already come to call.

What the authors say is splendid; they hold no brief for the human nature that inevitably wrecks all noble social plans, they hold no brief for one form of experiment over another; but their preoccupation with Broadway causes them to attack their problem from the wrong angle. Thruout, the breeding experiment is played up with as many sly leers as possible, including much intended fun over the activities of a plain young nymphomaniac who wants to give her all for the cause. And the "possessive love" question is not by any means the combined Seylla and Charybdis of such social theories; it has been solved in practice thru easy divorce as soon as either party no longer desires possession. The real rock is greed—greed for power, greed for worldly goods. Man's natural bent toward polygamy (and woman's also) will inevitably take care of the rest. It wasn't the young engineer who would have caused the downfall of Harmony Heights, but the money-grubbing brother who suggested that the Heights be turned into a stockholding corporation.

Altho the authors have plentifully sprinkled their play with incisive and humorous lines, amusing situations, and some theorizing of great interest, it seems both static and thin. This is due largely to the overemphasis on a rather sleazy

brand of sex, and to the fact that everything happens suddenly. The young lovers suddenly discover that they don't like selective breeding; the other youngsters in the community suddenly take up their point of view; and John Kent suddenly gives in. Richer motivation would have provided a far richer play.

But what defects there are are largely hidden by the smooth and excellent direction of Washington Miner and by the playing of a large and excellent cast. As John Kent, Morris Carnovsky adds another magnificent characterization of his long line of them, and shows again that he is one of America's three or four finest actors. Halls Stoddard is charmingly effective in the really difficult role of Suzanna, making her believable and human, often despite the authors. Lois Hall, bringing the lovely charm of her sincerity to another caricatured role, is outstanding in the support; Theodore Newton switches splendidly from leading men to character roles as he plays an old frontiersman; Paul Ballantyne is pleasant as the young engineer; and fine incidental jobs are contributed by Howard Freeman, Jane Seymour, Tom Ewell, Royal Beal, and various others.

Despite its manifold defects, *Suzanna and the Elders* provides a better than average evening; it's just that it never manages to reach its own potentialities.

BLADE SPECIALS

DOUBLE EDGE BLADES—BLUE STEEL, Packed 5s. Cello Wrapped, 1000 . . .	\$2.10
SINGLE EDGE BLADES—Packed 5s. Cello Wrapped, 1000 . . .	3.50
AUTO STROP TYPE BLADES—Packed 5s. Cello, 1000	2.50

SEND FOR FREE XMAS CATALOG

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES. STARTS AT \$2.95 Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
720 Walnut St., Philadelphia, Pa.



Picture Frame Plaque
Beautifully finished wood frame. Red, White and Blue high relief. Finish process covered by a glass front. 6x7 size. Wall hanger and easel back. Any photo or snapshot fits easily in the center.
\$3.00 Doz.—\$34.00 Gr.
Send 50 cents for sample. Postage Prepaid.

MAKE BIG MONEY NOW!
Sell These Patriotic "Soldier" Picture Frames

Every Soldier now in Service, and every man called, will leave his picture with his family, sweetheart, relatives and friends. About 5 frames to every family!

MAKE BIG PROFIT—SELL ON SIGHT
All Shipments F.O.B. New York, 25% with order . . . Balance C.O.D. Special Discount to Jobbers and Wholesalers.

MAJOR MFG. & DIST. CORP.
143 Park Row, New York, N. Y.



Picture Frame Banner
Any photograph or snapshot goes in the center of this beautiful Rayon Banner 8x12 size. Gold hanging cord and tassels, gold spears and gold fringe bottom. Red-White-Blue. \$3.00 Doz.—\$23.00 Gr. Send 25 cents for sample. Postage Prepaid.



ONLY 75c EA. IN LOTS OF TWELVE

NOTE THESE FEATURES! Firmly constructed and rigidly braced for permanent alignment. Strong metal frame carefully covered with rich pebbled-grain black leatherette. All metal parts finished in black baked enamel. 3 power, 4 mm. objective lenses optically ground and polished by capable craftsmen. Complete with leatherette neckstrap. Size, closed: 5 1/2 in. Weight 14 oz. No. J20607—Each, 80c. Lots of 12 or more: Each, 75c. Best in leatherette case. Per Doz. \$2.00. WRITE FOR OUR BIG NEW 514 PAGE GENERAL CATALOG. Mention your business. We do not sell retail.

JOSEPH HAGN COMPANY
Wholesalers Since 1911
217-223 W. MADISON ST., CHICAGO

OAK-HYTEX BALLOONS

SUPERMAN
The nation's Number One Comic-Strip Character in popular, fast-selling Prints and Toss-ups. Cash in with these outstanding hits.

The OAK RUBBER Co.
BAYONA, N.J.

Lowest Prices Always

DOUBLE EDGE BLADES—Packed 50, Cells Wrapped, 1000 Blades, \$1.95
SINGLE EDGE BLADES—Packed 10, Cells Wrapped, 1000 Blades, 3.45
ALL AMERICAN ELECTRIC RAZOR, Has double shaving head, motor, individually boxed, Any quantity, .45
EACH
FIRST AID BANDAGE—In a handy window front package, very fast seller, Great Packages, 1.65
FIRST AID KIT—In Metal Container with Mirror, Fast \$1.00 seller, Dozen Sets Complete, 6.00
MEN'S COTTON SOXE—First, Superior Colors, Dancer Pair, .65
LADIES' HOSIERY—First, Charcoalized Silk, Fine Grade, Dr. Pr., 1.50
100% Cotton
Free Catalogue, Deposit With All Orders.

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

NEW JEWELRY FOR ENGRAVERS,
Fairs, Demonstrations and Promotional Immediate Delivery.
Lockets, Rings, Crosses, Engraving, and other items, etc. Send for Free CATALOGUE with copy U. S. or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.
Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money

WALTHAM
New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.
STARR PEN CO., 300 W. Adams St., Chicago, Ill.

Demonstrators Wanted
Jewelry Workers
With or Without Experience
WRITE BOX 457
CARE THE BILLBOARD, CHICAGO, ILL.

PENS Complete Line of Pens, Pencils and Sets—Push Filler and Levers. We Lead in Prices. Quick Service.
MODERN PEN MFG. CO.
396 Broadway, New York City

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Jones Workers always have dough, and when you tell prospects "Honey, we made by the Goodrich Co. in 1934, they buy with confidence. Pitchmen, Window Workers, Distrib., write for low price list. Best season ahead. Sample 10c.
GOODRICH
1500 West Madison
Dept. BG-11, Chicago

VETERANS' HOLIDAY FAST SELLERS
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107 E. Spring St., Columbus, Ohio

ITCHMEN

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

by **BILL BAKER**
(Cincinnati Office)

MR. AND MRS. PAUL KLOTZ . . . FAMOUS LAST WORDS: "Yeah, we play to packed houses wherever we go."

JERRY THE JAMMER: "Remember, Emerson once said, 'You can't have friends unless you are one.'"

PURVEYIN' PAUL: "Yeah? What'd Emerson ever pitch?"

STANLEY NALDRETT . . . is in his second week in a chain store in Columbia, S. C. He says the State Fair there week before last had these workers: Lionel Hirsch, Charles Loveland, Johnny (Two-Bit) Johnson, and John O'Donnell.

FRANK R. OAKIE . . . scribes from Edmonton, Alta., Can.: "Had a successful harvest shopping week here with engraving concession and wire, making regimental brochures. Would like to hear from Mr. and Mrs. E. H. Wiedlund, whitestone demos."

FRITZIE MIRIN . . . is in the Metropolitan store, Edmonton, Alta., Can., with magic mender, and is reported having good results.

HARRY DARROW'S . . . photo snap machine is reported to be keeping three girls busy in Edmonton, Alta., Can.

IT WON'T BE LONG until the Christmas trade will be on in full blast.

DON SMITH . . . is reading a the demo at Eaton's, Edmonton, Alta., Can.

DOC RAFFERTY . . . is back on the taxicab at Edmonton, Alta., Can., after success with med on the Western fairs.

THE HUSTLERS are the boys who have been looking forward to the next seven weeks.

RUSS WEITH . . . info: that he has booked about 40 department stores with pants pressers and tie pressers. Al Weston, Ed Murray, and Harry Bernstein are asked to pipe in.

ED SALEM . . . med worker, did not do so well at the Pennsylvania fairs, according to reports, and is now in Pittsburgh.

WE'D LIKE TO HAVE more squibs from store workers and demonstrators.

DOC MURRAY . . . is working scopes in Grant's, Butler, Pa., and doing okay.

FRED ALLEN . . . is reported working Kreage's in Terre Haute, Ind., with wipe-out to good takes.

SAM BUTLER . . . is on Evershine polish in Kreage's, Indianapolis, and doing very well.

MAX RUBIN . . . is in Cincinnati booking spots for gypsy dyes.

WHO OF YOU are in the South? Let's hear from you.

BILL RIVERS . . . is in Green's, Louisville, Ky., getting by with corn punk.

NEEDLE GUS . . . blasts that shops in Detroit are working strong. Among pitchmen there are Harry Curry, Nat Golden, Lester Kane, B. Glauner, Joe Morris, Jack Lamore, Dr. Gilbert, Dr. Lee, Dr. Smith, Dinny Cronin, George Earle, Frank Vale, Frank Lager, Pappy Fulton, Dr. Gieger, Jack Gibson, Jack Halstead, Walnut Kid, Gypsy Brown, Billy Blackhawk, Dr. Meader, Dr. Red McCool, Dr. Charles Kasher, and H. Harris. Needle Gus asks for a pipe from Dutch Nager.

GET THE HABIT. Make a practice of reading the letter list each issue. There may be mail advertised for you.

FROM E. F. SILVERS . . . "Silvers Fun Show closed its season September 22 at Farnhamville, Ia., and stored the stuff. We then went to Hot Springs, Ark., for a week, then to St. Petersburg, Fla., for two weeks. We met quite a few of the boys in both spots. Our summer season was not so hot, as it was cold and rainy all season. We lost from one to two nights every week. We ended quite a bit in the black, too. Let's have some pipes from Bert Cayton, Ross and Dyer, Bob Ward, Curley Barkoot, and Roy Smith. We are now in Miami and will be there until May 1."

JEW JACKSON . . . pipes from Hot Springs, Ark.: "This is my sixth year here and the best I have had. I have a lovely palmistry stand and am going strong. Recently I was surprised with a visit from Doc Light Hawk Pyle and wife, of Indiana; Smoky and Bunny Pittman, and Lloyd Chaplin, of Oklahoma. Also had a visit with Mrs. Betty Lewis, widow of Doc R. E. Lewis, of Gainesville, Tex. All looked and report a prosperous season."

WHY SHOULDN'T he be happy? He's one of the guys who got his share of the lucre and had sense enough to save some of it.

TRADE SHOWS FEATURE

Events for Two Weeks

November 4-9.

ARIZ.—Sells, Papago Indian Fair, 9-11.
CALIF.—Indio, Armistice Celebration, 9-11.
Oklahoma, Armistice Celebration, 11.
Porterville, Armistice Celebration, 10-11.
San Diego, Armistice Celebration, 11.
FLA.—Hollywood, Food Progress Expo & Better Homes Show, 5-8.
GA.—Griffin, Expo & Farmers' Fair, 4-9.
ILL.—Morton, Legion Indoor Carnival, 8-9.
IND.—Fort Wayne, Armistice Celebration, 9.
IA.—Davenport, Natl. Cornhusking Contest, 6-9.
Iowa Moines, Dog Show, 9-10.
KY.—Louisville, Pal Cattle Show, 6-8.
LA.—Baton Rouge, All-American Rodeo & Livestock Show, 6-10.
Crowley, Natl. Rice Festival, 7.
MASS.—Boston, Flower Show, 7-10.
Boston, Boston Garden Rodeo, 1-11.
MICH.—Bangor, Fall Belt Apple Show, 5-9.
MO.—St. Louis, Dog Show, 9-10.
N. Y.—New York, Natl. Horse Show, 7-13.
New York, Dog Show, 10.
Utica, Dog Show, 9.
N. C.—Charlotte, Expo & Food Show, 6-10.
PA.—Philadelphia, Food Show & Home Appliance Exhibition, 7-16.
S. D.—Brookings, Farm & Home Week, 5-6.
Colorado, Armistice Celebration, 11.
UTAH—Ogden, Livestock Show, 5-11.
W. VA.—Martinsburg, Apple Harvest Festival, 8-11.

November 11-16

FLA.—Belle Glade, Firemen's Fair & Carnival, 11-16.
GA.—Waycross, Slash Pine Forest Festival, 11-15.
MASS.—Boston, Dog Show, 15-16.
MICH.—Reiding, Potato Show, 11-13.
MINN.—Minneapolis, Dog Show, 16-17.
N. J.—Newark, Dog Show, 17.
N. C.—Charlotte, Expo & Food Show, 6-16.
Warsaw, Legion Armistice Celebration, 11-17.
PA.—Harrisburg, Dog Show, 16.
Philadelphia, Food Show & Home Appliance Exhibition, 7-16.
TEX.—Fort Worth, T. E. Robertson Rodeo at Will Rogers Coliseum, 15-24.
Houston, Shrine Circus, 11-16.
Kingsville, Livestock Show & Agri. Show, 14-16.
WASH.—Uniontown, Turkey Shoot, 12.

Numbers Draft Serial

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue.

JERRY FARMER . . . is at his home in Dresden, Tenn. He works trade day in West Tennessee and West Kentucky and is still on med. Says things are slow there. He saw Chief Half Moon in Mayfield, Ky.

TRIFOD OPINIONS: "Seems as tho the fellows who have the least invested in this business are the ones who beef the most."

BOB POSEY'S . . . wife, Mrs. Doris Gertrude Posey, died October 22 in Anderson, Ind. For details see the Final Curtain.

RICTON . . . where with a squib from Covington, Ga., since he is operating a dine and dance spot. He says his dog

CATALOG No. 25—JUST OUT!
NEW ENGRAVING LINE

Brand-new "engraving pin" styles . . . big sellers that really "get money" . . . a big complete "new line" of pins, lockets, tie chains, knives, bracelets, etc. . . . all the big selling jewelry items . . . even 12 popular "American Flag" pins. Write for "new catalog No. 25" today—just off the press! State Your Business.

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It has 260 pages, check-full of unusual values. It contains selling plans, order stimulants, a set of 4 fast selling articles by dealers, stores and direct to the customer. A new priced case is just off the press. Cost about 25¢. FREE while stock lasts. Send for your copy today.

SPORS CO.
11-40 Superior, Le Center, Minn.

circus is also going okeh in Atlanta schools. Carl and Jewel Williams are asked to pipe in. Many showfolks stop for a chat. Ricton says, and four trailers are camped on his grounds now. Among the visitors are Mr. and Mrs. Duncan, of photo-on-a-pony fame, who, Ricton says, have made a pile of jack.

PITCHDOM—It's world wide. It'll still be here when most of us are gone.

Pitchdom Five Years Ago

Ross Dyar visited the Pipes desk in Cincinnati and reported his drug store business better than that of 1934. Syd Carter, who had been with Dyar's show, left for Los Angeles for the winter, where he had his own orchestra. . . . Earle B. Wilson had opened a new system print shop in Columbus, O., that was doing big. . . . Edward Palestine was in Brooklyn, where he had been pitching on the streets for six months. . . . Johnny Hicks was repeating his old territory around Stockton, Calif., to 40 per cent better biz than before. . . . Warren E. Lewis had his auction back on the lot at Ypsilanti, Mich., to run until cold weather. . . . Fred H. Sullivan, after making the York (Pa.) Fair and a community sale, headed south. At Gardeners, Pa., he visited with Doc G. S. Spangier, who had just closed his show. . . . H. H. Walker had been in St. Louis for three months. He had three demonstrations going on coils in stores. Boys with him were J. E. Quinn and L. A. House. There were a number of good lots in St. Louis that could be worked reasonably. . . . Doc C. L. Stumpf was in New Orleans. . . . Harry and Daisy De Grace, after closing their Hoosier Herb Company at Oklahoma City, drove to St. Louis and bought a new Oldsmobile, then headed for California for the winter. . . . Happy O'Curran had the best pitch of his life at Van Buren, Ark., then went to Spiro, Okla., where he and Smoky Pittman had a platform show. Mary Hendricks was handling leads, also dancing and singing; Little Tommy Cooper was doing ballads and popular numbers; Patsy Belknap was on the piano; Toby Stafford playing stringed instruments. . . . Pencil Whitey had been working white shoe polish and radios all summer and fall around Washington, New York, and in Connecticut. . . . Doc F. G. Kreis sold his show to Helen I. Rex October 24. George (Musical) Sims and Frank (Scotty) Keene were with her. . . . That's all.

moving not-too-profound piece of quiz business. Teams, college boys and girls representing Manhattan and Brooklyn on this session, are housed in different studios and answer identical questions, with listeners able to check up on scoring of both teams. Periodically, announcer reads off correct answers.

Program has two quiz masters, Red Barber for the Brooklyn team and Al Heifer for Manhattan. Correct answers count for 10 points, with each round containing a bonus question good for 20 points.

Team members get \$5 for coming to make, plus jar of product. Members of winning team get \$5 additional plus tickets to a legit show.

Barber and Heifer coax teams along, lending a keen competitive angle.

Commercials okeh. Ackerman.

Tommy Dorsey

Reviewed Thursday, 8:30-9 p.m. Style Music and contest. Sponsor—Nature's Remedy. Agency—Stack-Coble. Station—WJZ (New York, NBC-Blue network).

Dorsey program, titled *Fame and Fortune*, lacks punch. Show is angled on an appeal to amateur songwriters, bery of judges each week selecting three winning tunes and giving out with cash awards of \$100 for the top number and \$25 each for the second and third. Winning song, in addition, will be published via standard contract form—the \$100 being in the form of advance royalties. Songs are submitted with entry blanks secured from drug stores.

Undoubtedly, thousands of radio listeners believe they are frustrated tunesmiths, and possibly program can drag a lot of mail and listeners thru this angle; but script and talk can be measurably sharpened. Program also includes introduction of guests who clicked in with a tune, together with chatter regarding circumstances attached to the writing.

Judged from strictly musical phase, program is okeh, with Dorsey giving out with deft arrangements and Frank Sinatra, Connie Haynes, and Pied Pipers doing good vocals. But in general a lift is needed.

Commercials fair for N-R. Ackerman.

"Metropolitan Opera Auditions"

Reviewed Sunday, 5-5:30 p.m. Style —Singing. Sponsor—Sherwin-Williams. Agency—Warwick & Legler. Station—WEAF (New York, NBC-Red network).

Met Opera Auditions opened its sixth consecutive season with two warblers, John Dudley and Lillian Toiz, toning in both operatic and opera. scores. Following intro speech by Edward Johnson, manager of Met and on program's board of judges, singers appeared in solos and duet. Strictly fancy stuff from *La Boheme* in first session.

Plug followed, angled on a home color and decoration guide furnished by the sponsor via local dealers. Copy here was very effective.

Singers did encore solos of John Wakefield, Gudman and Sigmund Romberg music, following chatter with Johnson relative to their musical comedy experience. Warblers impressed thruout as very capable. Program conducted on a uniformly dignified level.

Milton Cross announced. Ackerman.

"Your Dream Has Come True"

Reviewed Sunday, 5:30-6 p.m. Style —Novelty. Sponsor—Quaker Oats Company. Agency—Ruthrauff & Ryan. Station—WEAF (New York, NBC-Red network).

Program bases its appeal on angle that everybody has a consuming dream or ambition and is made just too, too happy when it comes true. Show, therefore, sees to it that the dreams of five or six people are realized each week and presents these people on program.

Angle is okeh, but is carried out with too much austerity—and, upon occasion, hoke. Great spiel is made, for instance, on importance of dreams; with talk stressing point that all America dreams, that Columbus was a dreamer, etc. More levity in getting over the idea would

make a more listenable session.

Board of men, headed by Dr. Samuel Stevens, president of Grinnell College, Grinnell, Ia., selects from letters the persons whose wishes the sponsor will grant. Persons appearing on show are interviewed by Berne Smith, and then learn from Ian Keith—who is billed as "The Voice of the Wishing Well"—exactly how their dream is to be fulfilled. Keith renders judgment in sepulchral tones for some occult reason.

Despite faults of presentation, however, program has inherent human interest, and should continue so if judges select their people with care. On debut program there was a fellow whose ambition had been to sing over a network. He did a duet with Mary McCormack, opera warbler. A 14-year-old girl expressed a desire to have a tooth replaced, and a young lady expressed a yen to become an airplane stewardess. Berne Smith did a good job getting the people to tell their stories.

Commercials okeh. Ackerman.

CABIN IN THE SKY

(Continued from page 16)

tine with Archie Savage—and performing it like the grand trouper she is, despite more added weight than it would be polite to mention.

At any rate, *Cabin in the Sky* opened last Friday—or, to be more accurate, Miss Waters opened, accompanied in part by a show. At the start it looked as tho Mr. Root's fable were going to take her into new and wider fields; but it is much too thin to last the entire route and bogs down pretty badly after intermission. From that point Miss Waters goes on alone.

The thin little fable—which has a richly enjoyable first half and might have made an outstanding one-acter—tells merely of the battle between the Lawd's General and Satan's favorite son for the somewhat disreputable soul of Little Joe Jackson, who was slashed in a fight over a crap game. It seemed a shame, at least to this reporter, to think of condemning such a joyous, impish, happy, little-boy soul as Joe's to the eternal and arid delight of heaven; but the attempt was made by the Lawd's forces because of the pleading of Petunia, Little Joe's too-good-to-be-true wife. So little Joe returned to life for another six months, and the opposing forces battled over him until curtain-time. At that strategic point the delights of hell seemed imminent, because Petunia had misunderstood a scene between Joe and his former light o' love, and had finally cast him out, whereat he had gone on the town with his willing gal. But at the very Pearly Gates themselves he is rescued by the girlfriend's repentance, which gives him a slight balance in the heavenly books.

The idea, tho trite, is charming in Mr. Root's version, and some of the writing is delightful; but there simply isn't enough to spread over a full evening, even with the addition of dances and songs. The story goes on haywire tangents, and the central situation becomes repetitious and boring toward the end. Some of the earlier three-cornered debates between the ghostly armies and Little Joe, however, are gems of their kind.

Mr. Duke has contributed a pleasant tho hardly outstanding score, in which *Taking a Chance*, *Cabin in the Sky*, and *My Old Virginia Home* on the Nile stand out. The first-named is this reporter's favorite, tho I seem to remember having heard it a couple of times before. Some of Mr. Latouche's lyrics are amusing; George Balanchine's staging is altogether unexceptional either way, and Boris Aronson has contributed an uneven series of sets. Some are brilliantly successful; others, notably the Pearly

Gates, are disappointing in the extreme. Max Meth, leading the pit band, does a magnificent job thruout.

As for Miss Waters' supporting cast, it is excellent all the way, with Dooley Wilson, as Little Joe, standing out with a hilariously comic and appealing human characterization. Rex Ingram and Todd Duncan are both excellent as the leaders of the opposing forces, and Katherine Dunham, a lovely lass from the dance recital field, not only leads the ballets but also sings and read lines most effectively.

Primarily, tho, the evening is all Miss Waters—and that's quite enough. She is capable of carrying a far worse show than *Cabin in the Sky* upon her broad and friendly shoulders—as she proved when she appeared in Mamba's Daughters.

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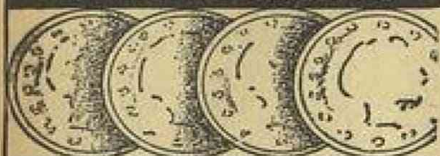


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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Rebuild — After the present war we should be able to rebuild a world using more coin machines

The theme of this editorial was suggested by a conversation with a manufacturer of high reputation in the coin machine trade. By the time this issue is in the hands of readers the national election will be taking place or will be over.

Following such a dirty and bitter campaign, it is not permissible to talk about questions in this country, and even questions confined strictly to the coin machine trade may not be safe to discuss. It may be a good time to try to forget home issues and take a look at the world at large. In the long run the coin machine trade is vitally interested in the eventual return of world-wide markets for coin machines.

Some have suggested that another world war, or even a hemisphere war, might be the end of civilization. Since coin-operated machines seem to spread as civilization progresses, the continuance of world markets for coin machines depends upon preserving civilization in all parts of the world.

The manufacturer of coin machines suggested that people in this country do not really understand what is going on in Europe. Frankly, he said, the present disturbances in Europe and Asia are merely a phase of a permanent revolution against the capitalistic system—and the prospects are that the revolution will spread to the United States eventually. That economic and political conditions will never be the same in Europe again is clearly indicated by all the signs, he said. Even the British Empire is undergoing drastic changes which mean the end of the so-called capitalistic system. A better world will come out of it, he said.

This is a very interesting opinion and is to be considered calmly by those who hope for the final peace that will restore markets in many countries for coin-operated machines.

On October 28 *The St. Louis Post-Dispatch* published a radio report from Leland Stowe (*Chicago Daily News-Post-Dispatch* service) which said exactly the same thing. It was a frank survey of the entire European situation and what may be expected to be the outcome. Stowe said the fighting now going on is merely a small part of the underlying movement now taking place in that part of the world.

"Those who live in daily contact with this colossal phenomenon are constantly reminded that any war, however large, scarcely amounts to more than one or two chapters in the history of a great revolution," Stowe said.

It would be interesting if the American people could intelligently study the developments taking place so rapidly in other parts of the world and just as intelligently adjust our systems to meet the new problems. But it is not easy to get a calm, unbiased interpretation of what is taking place in Europe that will affect the future of business in this country, including the coin machine business.

Out of the mass of reports and opinions on world conditions it is possible to pick out a few that seem to suggest basic conditions and to indicate what may be expected in the future. There seems to be general agreement among a large number of persons that a revolution is taking place, that

entirely new business conditions will be faced when the war ends, and that even those nations that managed to stay out of the war will have to make big changes to keep pace with a changed world. The people who make these observations and reports are competent to pass on such questions and to make suggestions worth considering.

The word "revolution" strikes fear into many people's hearts, and any consideration of present conditions abroad does show a sad plight in every country that has become a part of the "revolution" now taking place. It is always possible, however, for progressive people to take an optimistic view of things and feel that once again the world has a chance to decide it is better to adjust economic and social conditions peaceably rather than to start a war.

It is still possible that those groups directly responsible for the present war may in the end suffer enough and be held fully accountable by society, so that in the future such leaders will not dare to start war.

The struggle is now big enough and widespread enough to change the opinions of those individuals and groups who cannot change old ideas for more progressive ones, except when confronted by the terror of "revolution."

The hope that nations may still learn how to adjust their economic and social systems peacefully is still a real hope, and the present situation should add to the hope instead of taking away from it.

Now that the mess has been started, there will come a day when it all ends and nations will have to rebuild. In that rebuilding it will be possible to improve cities and transportation and all the conveniences of life. Those of us who had no part in making the war, and did not want it, should be prepared for the bigger job of helping to rebuild the world as far as possible. Whatever social and economic revolutions may come about, improved conditions will mean the wider and wider use of coin-operated machines as a necessary adjunct to a better civilization.

The machine age and its problems lie at the bottom of whatever revolution may now be taking place, but thinking people believe that the world can adjust itself so that machines can be used to the advantage of all and that monopolies of machines can be prevented in the future. Two-thirds of the nations of the world need machines to bring a better existence to their peoples, and in the expansion of machines in a new period of history coin-operated machines are sure to play a larger part. The mistakes in the past have been in the control and monopoly of machines. A lot of people are having to do some serious thinking now, and the final result should mean better conditions and better business for us all.

If you think all this does not concern you, Leland Stowe makes the following statement:

"Perhaps you still think that this super-organized revolution does not interest you personally. If it does not interest you today, you can be certain that it is going to do so tomorrow."

Rabkin Cites Sky Fighter Advantages

LONG ISLAND CITY, N. Y., Nov. 2.—The fact that Mutoscope's anti-aircraft gun, Sky Fighter, required only 23 by 30 inches of floor space and can be placed flush against the wall is an important advantage for the operator, Mutoscope execs point out.

"For Blitzkrieg Sports Arenas, Sky Fighter is the perfect choice because its small floor space requirements mean an operator can set up this type of location with a minimum of store frontage, which is a big consideration on busy streets where rent is high," says William Rabkin, president of International Mutoscope Reel Company, Inc. "One very successful Sky Fighter Blitzkrieg location in New York contains 18 machines, nine against each wall, with a six-foot aisle, and the frontage of the store is just slightly more than 11 feet. In this spot, as in many others throughout the country, there is 24-hour action on the guns.

"Sky Fighter is also the best choice for getting into exclusive and expensive locations," Rabkin continued, "where proprietors won't consider a machine that takes up much space. In these, as in every location, the machine is taking in its weight in gold. In all our 45 years of manufacturing experience we have never made or seen a more timely or more terrific money-maker. Its realistic machine gun action and the incomparable thrills it gives are responsible for the long-time money-making records it is chalking up."

Shoot-Stores Use Bally Rapid-Fire

CHICAGO, Nov. 2.—Battery operations of Bally's Rapid-Fire machine gun will soon be going full blast in practically every section of the country, according to Ray Moloney, president of Bally Manufacturing Company.

"Operators are writing in," Moloney says, "to obtain information on battery operations of the sensational Rapid-Fire gun with the diving submarine target. Moreover, in several sections distributors are already delivering machines for battery operations."

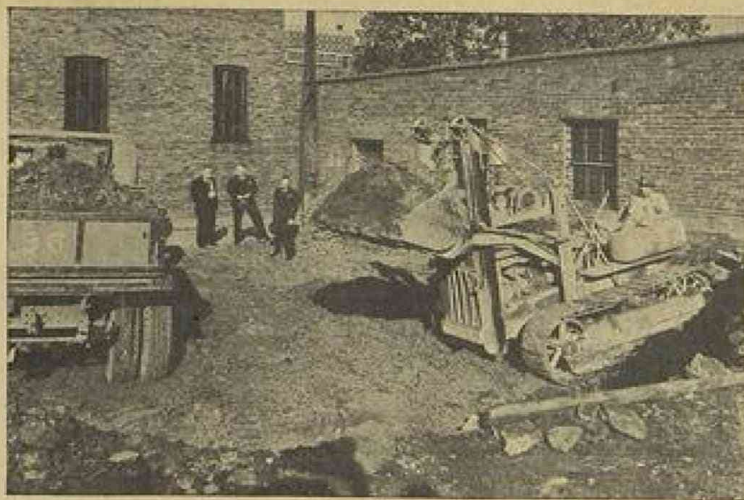
"Rapid-Fire is ideal for battery operation. In the first place it is a 100 per cent legal amusement game. The exclusive skill adjustment feature insures thrills to every player, from the woman, whose experience with weapons has been limited to fly-swatters, to the street shark who declares war with the statement that, 'I won't quit till I score 100 on Rapid-Fire!' Above all, Rapid-Fire appeals to all defense-minded Americans.

"Operators are finding that a vacant store quickly becomes a gold mine when equipped with a battery of Rapid-Fire machine guns and learn-to-shoot banners in the window. The vacant store then becomes a shoot store and the operator is all set to ride the biggest boom in amusement history.

"The Bally time-payment plan for purchase of Rapid-Fire on a pay-out-of-profit basis has greatly stimulated the rush to establish shoot-store battery operations. This plan permits the operator to start a permanent business with a minimum investment—a business, moreover, which is free from the ups and downs of ordinary operating."

J. Roosevelt Out As Soundies Prez

NEW YORK, Nov. 2.—James Roosevelt, eldest son of the President, has resigned as president of Soundies Distributing Corporation, the motion picture vending machine venture which he launched recently in association with the Mills Novelty Company. His action was attributed to the fact that he holds a commission as captain in the Marine Corps Reserve and expects to be called shortly to active duty. He is subject to call November 1. Roosevelt will, however, continue his association with Soundies in an unsalaried capacity as vice-president and member of the board of directors, in which capacities he will not be obligated to render his personal services to the company. His film production company, Globe Productions, Inc., will continue to make the three-minute films which will be shown in the machines.



SID STIEBEL, REED CRAWFORD, AND LEO WEINBERGER stand by as excavation is begun for the new Southern Automatic Music Company building in Louisville, Ky. Stibel and Weinberger are of the distributing firm. Crawford is a representative of the phonograph firm for which Southern is distributor. The new building, to be ready within 60 days, will double the firm's space.

Guns --- The New Industry

By J. H. (JACK) KEENEY
President of J. H. Keeney & Company, Chicago

OUT of a European war and the subsequent American awareness of a national emergency has come a prosperous new business—the manufacture and operation of coin-controlled machine gun games. So great has it grown that it is large enough to be an industry in itself.

Its rise has been truly phenomenal. The appeal of play, enhanced and intensified by columns and columns of news in America's daily papers, captured the imagination of the public from the very start. To the impetus received from European war news was added the interest engendered by the national defense program. Play on machine gun games took on the aspects of a monopoly wherever the guns were placed.

The appeal has not been restricted to the United States. Anti-aircraft machine gun games have found their way to every part of the world in which liberal government has sway. In England, South America, South Africa, Asia, Central America, Canada, and the United States territories of Alaska, Hawaii, and the Philippines anti-aircraft machine guns supply amusement and relaxation to the public.

As one who has been part and parcel of this newly developed industry, I stand somewhat in awe at the progress it has made. Yet the wonder and surprise that overtakes me when I watch its march forward is tinged with pardonable pride in the part my organization is taking in the creation of a new and unlimited operating field.

When the first machine gun games were announced, the immediate response from operators was pleasing, but not overwhelming. Then, as reports be-

gan to filter thru concerning the earnings of the guns, operators' interest in gun operation flared up. As the days

went by, the flashing guns and brilliant screens became a more and more familiar sight on the locations of the nation. The growth in popularity of the guns was swift. Whereas many innovations require much time and pampering before they achieve general acceptance, guns rapidly passed thru the introductory stages and within a few weeks ranked with the No. 1 games of the coin machine world.

In my mind, as it has since been proved to the entire coin machine group, machine gun games became an industry then and there, and J. H. Keeney & Company established a separate plant devoted exclusively to the manufacture of anti-aircraft machine guns.

Then, as if to prove conclusively that machine gun game operating was a field in itself, some operators began to devote their efforts to gun operating exclusively. Batteries of guns were soon a common sight in locations large enough to accommodate them. Profits are high and the legitimacy of the machine gun game, together with its lasting appeal, insured its permanence in the operating world. Operators of stable types of equipment saw the wisdom of making guns an integral part of their operations, and their foresight has long since proved practical as well as profitable.

Successful industries remain prosperous because they recognize the need for change and progress. As with automobiles, for example, so with the machine gun game industry. Public enthusiasm requires an occasional stimulus after a certain elapsed period of time.

In the development and marketing of our newest gun game, Air Raider, we have provided many new features to give gun operating the push it needs to prevent stagnation and to intensify player interest. With its extra quota of realistic action, its new form and its already proved earning power Air Raider more firmly establishes gun games as an industry. When the time comes, when operators are ready for further development of the machine-gun theme, J. H. Keeney & Company, as a charter member of this new industry, will be among the first to present fresh and profitable ideas.

Weinberger Opens New Indiana Office

INDIANAPOLIS, Nov. 2.—Southern Automatic Music Company has established new headquarters at 531 N. Capitol Avenue here.

All types of equipment, both new and reconditioned, will be handled at the

Universal Buckley Philly Distrib

PHILADELPHIA, Nov. 2. — DeWitt (Doc) Eaton, Eastern regional manager for Buckley Music Systems, Inc., announced Monday the appointment of Arthur L. Pockrass's Universal Amusement Company here as distributor for the Buckley Music System in Philadelphia and environs. In celebration of the appointment, as well as to give all operators here the chance to inspect this system for themselves, Pockrass revealed that he is planning to toss a party for all music operators and their wives in this area in the near future. "I'll tell everyone at this celebration," he stated, "just why I chose Buckley."

"We feel that Universal is the best set-up to give the music operators in this area proper service on the Buckley Music System," Eaton stated. "Art Pockrass knows all the angles of the music machine business. He has carefully investigated our Buckley Music System and believes it is the finest music system for the operator today."

Pockrass will cover a large area surrounding Philadelphia, as well as the city proper. "We feel that the Buckley Music System is the answer to the music operators' problems," he stated. "Installations are being started immediately by our crews and will be speeded up week after week. Those who are skeptical of the effectiveness of the Buckley Music System can have a 30-day trial installation without cost. In fact, we will even give the operator the complete take for these 30 days."

new quarters. In addition to games and machines of all kinds, parts and accessories for games and for phonographs will also be available. A special department for reconditioning is to be placed in operation.

In addition to a large and varied stock of games, a complete line of Seeburg phonograph equipment will be on constant display.

Join the Army
Of Successful Operators Who Get Big Weekly Profits From

IMP

Gun 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.

GOLD!

You'll strike it far richer, when the year's net earnings are counted, with a string of PHOTOMATICS making money for you every day, everywhere. It's 100% legal... gets 100% patronage... because EVERYONE IS A PHOTOMATIC FAN! Take advantage of this golden opportunity NOW.

INVESTIGATE!

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

BARGAINS FROM DAVE MARION

Write for Oct. List F. P. Tables, \$10.00 Up.	Jeilbird \$74.50
Chicken Sam . . . \$50.50	Penny Popper . . . \$7.50
Bally Alley 29.50	Yacht Club 44.50
Alambon, F. P. . . . 17.50	Hi-Jack Stands . . . 6.50
Q. T. de Green . . . 33.50	O. T. de Blue 27.50
To Slots 10.00	Nationals 9-30 . . . 47.50

Jobbers—Write Us for Quotations. Any Machine, 7.50 Deposit Required—Packed Right and Prompt.

Write for Complete Bureau List
MARION COMPANY, Wichita, Kansas

POOL BOWLING

Slightly Used Regular Models **\$40.00**

CENTRAL COIN MACHINE EXCHANGE
2908 Grand River Ave., DETROIT, MICH.



JACK KEENEY

New Industries For Southern States

WASHINGTON, Nov. 2.—During the past several years much has been said regarding development of the Southern section of the United States. Much progress has been made in revitalizing the South. News from the nation's capital shows that another step is taken in this direction.

"New methods and new products of recent interest include production of warp-proof, fire-resistant hardwood out of green softwoods by injection of phenol formaldehyde resins and development of an improved generator for the broadcasting of electric power. The wood treatment process may lead to important developments in the South, where there is plentiful raw material and the warm climate is favorable to operations. The new generator is another step toward possible solution of high costs in distribution of electric current—much the larger part of its cost to the consumer—and the wider distribution of power in outlying regions inaccessible to the high lines," says a survey report.



DAN HAWLEY (right), Modern Automatic Exchange, Inc., Cleveland, and George Moloney, Baily Manufacturing Company, snapped in a jovial mood while inspecting Long Shot, new one-shot multiple pay-table.

Vacationers Bring Cash to Machines

CHICAGO, Nov. 2.—That coin machines located along the nation's highways did a better business during the past summer than ever before is substantiated by figures revealed in a survey made among motorists in Illinois and Indiana. The figures are higher than

corresponding statistics for previous years, indicating that motorists have been seeing America this year and spending more of their money in this country.

Three facts revealed about the American vacationer: (1) He travels 3,300 miles on his vacation trip; (2) he spends 12½ days in actual travel; (3) he drives 264 miles each day.

Air Raider Gets Nationwide Okeh

CHICAGO, Nov. 2.—According to J. H. Keeney, head of J. H. Keeney & Company, thousands of orders for Air Raider have been received at approximately the same time. "It would be impossible to deliver them in any sort of sequence and still be fair to all as regards delivery," said Keeney. "It's about as bad a situation as Selective Service officials had. Therefore, we're going to hold our own fish-bowl lottery to select the order in which shipments will be made to our distributors. The procedure of the Washington lottery will be followed—even to appropriate ceremonies."

Meanwhile, Keeney distributors are waxing enthusiastic about Keeney's newly released Air Raider. All report that operators are awaiting, not too patiently, delivery on the new anti-aircraft game. Following are some of the comments of Keeney distributors throughout the country:

Ben Kulick, Atlas Phonograph Company, Buffalo.—"Coinmen are itching to get their hands on these marvelous new guns because they know just what to expect once they get them on locations."

Cleveland Coin Machine Company.—"There's an old saying about following a crowd when it's going some place—there must be something doing. The coin machine crowd is going—and there's plenty at the other end. It's Keeney's Air Raider."

The Barok Company, Columbus, O.—"We add our vote to those of the rest of the coin machine industry in selecting Keeney's new Air Raider as the machine that will set a new high in operators' earnings."

Moseley Vending Machine Company, Richmond, Va.—"Our firm is well known in the coin machine business. It is so well known that we would not jeopardize our reputation by recommending any equipment that we did not think would live up to all predicted for it. However, we feel that we are rendering operators a great service by recommending Keeney's Air Raider, that new and different machine gun game that gives operators a chance to offer coin game fans something new in the way of amusement."

Roy McGinnis, Baltimore.—"We've had so many orders for that new anti-aircraft machine gun game, Air Raider, that we don't even know where to start in sorting them out. Operators here are clamoring for delivery. Some Air Raiders are on locations near here and they all tell the same story—bigger cashbox collections."

Olive Novelty Company, St. Louis.—"Two words tell how to make operating one of America's most profitable enterprises—Air Raider. When operators ask us what machine we think will make the most money for them we can truthfully say that Keeney Air Raider is outstanding."

Rex Amusement Company, Buffalo, and Syracuse, N. Y.—"Both of our offices are being kept unusually busy by operators anxious to get delivery on Air Raider. When Keeney first introduced this great self-contained machine gun,

we said it would be one of the greatest hits known in the business."

Robinson Sales Company, Detroit.—"Operators in and around Detroit are acclaiming Air Raider as the most profitable investment possible. The legal amusement machine is taking the country by storm and Detroit is no exception. Operators are placing sizable orders and are accepting delivery delay impatiently. I can inform them, however, that Jack Keeney is doing everything possible to make speedy delivery."

Southern Vending Company, Danville, Va.—"It has been our experience that Virginia operators are quick to realize the many advantages of operating top-flight equipment. Perhaps that is one of the reasons for the tremendous popularity of Keeney equipment in this section of the country. Keeney machines are always leaders and now the new Keeney product, Air Raider, is destined to be the most widely played game of them all."

Simon Sales Company, New York.—"Much of our success in the coin machine business we can attribute to the distribution of machines produced by J. H. Keeney & Company. As we look into our future we see a bright picture—made that way by Keeney's new anti-aircraft machine gun game, Air Raider."

Bill (Sphinx) Cohen, of Silent Sales Company, St. Paul.—"Keeney has always built great machines and we are of the opinion that Air Raider, their newest release, is the greatest. Air Raider has everything that players want. Operators say it has everything they want. With everybody agreeing that they're swell, Air Raider is bound to be one of the greatest."

Sicking, Inc., Cincinnati.—"What machine is most in demand in Cincinnati? The answer is easy—it's Keeney Air Raider. Operators know Keeney products are 100 per cent dependable. It's no wonder they're so enthusiastic."

Square Amusement Company, Albany and Poughkeepsie, N. Y.—"We believe that operators in this section can judge the merits of a coin machine quicker than operators in any other State or locality. It's easy, therefore, for us to simply report that Keeney's Air Raider has been assured every available location in this area. Operators are on our neck for delivery as soon as possible."

Trinmont Coin Machine Company, Boston.—"The J. H. Keeney Company deserves a lot of credit for manufacturing such a great machine as Air Raider. Operators in and around Boston tell us that this is one of the best legal amusement machines ever placed on the market."

Central Distributing Company, Wichita, Kan.—"We hail Air Raider as the most appealing legal machine ever built. Keeney capitalized to the fullest in building it and now operators in this section are capitalizing to the hilt by operating it. We can't say enough in praise."

Morris Ginsburg, of Atlas Novelty Company, Chicago.—"We have only the highest praise for Keeney's Air Raider. Practically every member of our office force is busy receiving orders, tabulating them, or getting Air Raiders ready for shipment. We recommend Air Raider, and our customers in Illinois and Iowa have lost no time in backing up our judgment that Air Raider is right in every way."

Monarch Plans Bigger Stocks

CHICAGO, Nov. 2.—"In keeping with the Monarch policy of finding and employing better methods in order to give operators better values, we have again inaugurated a new policy," reports Al Stern, of the Monarch Coin Machine Company.

"Past experience has taught us that the more closely we keep our finger on the pulse of the business, the more accurately can we meet the demands and needs of operators. We have kept in as close touch as possible with our list of operator-customers.

"As a result we usually can anticipate demand for many types of machines. By knowing ahead of time and by having some index as to the needs of operators we are usually able to buy equipment at favorable prices, passing savings along to our customers.

"To serve our customers better we are going to make many trips to various buying centers. Our sources of supply will be enlarged, making it possible for us to fill every need of operators."

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



Mills Vest Pocket

Is the best and only Counter Machine ever to be equipped with complete automatic payout, only **\$44.50**

GUARANTEED FREE PLAY GAMES

JumboParade \$115.00	Bowling Alley \$35.00
1940 Western	Mr. Chips ... 32.50
Baseball ... 74.50	Triumph ... 25.50
Playmate ... 60.50	Supercharge ... 25.50
Gold Cup	Scoop ... 22.50
(Console) ... 65.00	Champion ... 20.00
1-2-3 (Factory)	Topper ... 20.00
Rebuilt ... 62.50	Big Six ... 19.50
Mascot ... 55.00	Major ... 19.50
Five-in-One ... 47.50	Variety ... 17.50
Fairground ... 40.00	Airport ... 12.50
Doughboy ... 40.00	Cowboy ... 12.50

The Markepp Company

3328 Carnegie Ave. 1410 Central Parkway
CLEVELAND, O. CINCINNATI, O.

Write for Mills catalog and price list

QUALITY SPEAKS FOR ITSELF

PAYOUTS	FREE PLAY	FREE PLAY
Four Balls ... \$199.00	Landslide ... \$65.00	Golden Gate ... \$15.00
Inds Kentucky Clubs ... 45.00	O'Ber ... 27.50	Colonial ... 16.00
Dark Moon ... 17.50	Wesley ... 27.50	Majors ... 14.00
Panico Rosemont ... 17.50	Supercharge ... 25.00	Spotless ... 14.00
Cigarette Slots ... 22.50	C. O. D. ... 25.00	Cherish ... 14.00
Pacemaker ... 22.50	Triumph ... 22.50	Contact ... 12.50
Hawthorne ... 42.50	Phi Phi ... 22.50	Exhibit Bowling Game ... 12.50
Derby Time ... 29.50	Lander ... 22.50	
Mills 1-2-3 ... 29.50	Dandy ... 17.50	1 BALLS
Ritz ... 12.50	All Stars ... 16.00	Mills 1-2-3 ... \$57.50
Zeta ... 12.50	Topper ... 16.00	Conco ... 39.50
		Arlington ... 25.00

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2818 CARNEGIE AVENUE, CLEVELAND, OHIO

6 Big Reasons why The Billboard



Music Coverage EVERY WEEK
Is Tops for Orchestra Leaders,
Singers, Retailers of Music, and
Music Machine Operators.



- MUSIC POPULARITY CHART**—The BEST SELLING RETAIL RECORDS and SHEET MUSIC BEST SELLERS are listed Nationally as well as Regionally according to East, West Coast, South and Midwest. SONGS WITH MOST RADIO PLUGS are listed showing position held last two weeks, which indicates whether number is going up or coming down. Records most popular on Music Machines are also listed.
- SERVICE FEATURES INCLUDE SELLING THE BAND,** a weekly review of outstanding exploitation, promotion and showmanship ideas being used by foremost bands. ROUTES of approximately 500 orchestras are listed in every issue. BANDS ON TOUR are listed when ADVANCE bookings of orchestras are available.
- COMPLETE REVIEW COVERAGE** includes "ON THE STAND"—authoritative reviews of bands on location, in hotels, night clubs, ballrooms, theaters. ON THE AIR—reviews of orchestras on dance remotes. ON THE RECORDS—detailed reviews of LATEST RELEASES stressing the COMMERCIAL VALUE (not artistic performance) to RECORD RETAILERS AND COIN PHONOGRAPH OPERATORS.
- COMPLETE NEWS COVERAGE—EVERY WEEK** what's new in the music world INTERPRETED IN TERMS OF ITS EFFECT ON THE BAND BUSINESS. Complete coverage of union, publisher, performing rights societies, band management and booking activities.
- WEEKLY COLUMNS** are "ORCHESTRA NOTES"—pertinent facts on music business in capsule form. "TALENT AND TUNES ON MUSIC MACHINES"—news of recording bands of importance to coin phonograph operators.
- GROSSES**—Ballroom and theater grosses and attendance figures INCLUDING COMPARISONS WITH OTHER BANDS AT THE SAME SPOTS.

RECORD ARTIST



Bing Crosby

The Billboard "Music Popularity Chart" feature on tunes is of great value in ascertaining public acceptance of songs, new trends, etc.

RETAILER



Lottie Cozart
Wurlitzer Music Stores

The Billboard "Music Popularity Chart" is a swell idea. Grand help to me in keeping my stock complete on the fastest selling numbers.

OPERATOR



Harry Cohen
Ohio Specialty Co.

We depend upon The Billboard "Record Buying Guide" and "Music Popularity Chart" to supply us with information on popular tunes that helps us get the maximum return on our investment in Music Machines.

MUSIC MERCHANDISING

Old-Time Tunes Lead Disk Sales; See 70 Million Sale Of Records for This Year

NEW YORK, Nov. 2.—An Associated Press story reports that old-time songs are leading on the records. "Tin Pan Alley composers," says AP, "who have an unfailing belief in their lyrics with the optimistic 'here comes the sun' philosophy, now are convincing others in the music field that they bumped into a glided discovery a few months ago."

"The boom started when they dug a few 'sleeper' songs out of their files to win prosperous new popularity after the tunes had been dosing for years in their 'remember when' department. An instance was Oh, Johnny, Oh!, which Bonnie Baker recently sang into an attractive bank account."

The article quotes the index of the New York Trust Company as reporting that more than 60,000,000 records were sold last year. "After sinking to low levels in 1932-33, records began to start back towards popularity in 1935. Came 1939 and records sales were swinging in high again with the 60,000,000 disks, about \$35,000,000 worth, moving on the market."

Phonos Responsible

"One of the strong points of the new market is the automatic phonograph which is almost as prevalent in taverns, clubs, etc., as coin telephone booths," said the article. Estimating this year's production of records, the article indirectly predicts that 70,000,000 records will be made.

"Re-issues of original recordings that

made musical history years ago, early masters that somehow got shelved in the files without every being issued to the public, and 'second masters' are being brought out along with new and modern recordings to supply the booming market."

"Second masters are records that delight the real connoisseur of jazz in that they were deemed too hot for the average listener and so were remade in a not too intricate pattern for general consumption."

Some of the "newly released" old recordings are those made by Fletcher Henderson and Louis Armstrong. They were recorded as far back as 1925. Also coming out is a full album of Bix Beiderbecke disks which were made before the untimely death of the great cornettist.

Calcutt Features Ultratone Speaker

FAYETTEVILLE, N. C., Nov. 2.—Joe Calcutt, of the Vending Machine Company, reported today that his firm is featuring the Ultratone chandelier, all-chrome baffle that is suspended from the ceiling.

"A few weeks ago," said Calcutt, "we ordered our first sample Ultratone and tested it thoroly. Not only was the location impressed with it, but its striking appearance and marvelous tone won the praise of the patrons of the location."

"The Ultratone, in my estimation, is the last word in speakers. It is impressive; it helps the operator to win over any location; it produces a gorgeous resonant tone. The volume control may be placed anywhere. We usually place it right at the location's cash register. The speaker looks like a beautiful chandelier and in some cases it takes time before the public even becomes aware that it is a speaker."

Jimmy Dorsey Praises Music Machines in Philly Broadcast

PHILADELPHIA, Nov. 2.—Phonograph records are the most important medium for exploiting and building the popularity of a band today, according to Jimmy Dorsey. In fact, Jimmy of the Dorseys thought so much of recordings that he devoted the entire quarter-hour of his interview over the radio by Harold Davis, of WDAS, in praise of recordings and the music machines. The air interview took place last week back-stage at the Earle Theater, where Dorsey was making a personal appearance with his band.

"Thanks to the music machines," said Dorsey over the WDAS microphone, "phonograph recordings have become more important to the band leader than the radio, which at one time was the all-important medium."

His advice to the up-and-coming band leader is to go out and make a "hit" phonograph record. "You can play a hundred hotels from Coast to Coast and every ballroom in every town with individual successes in each. You can present polished performances over the radio day in and day out for weeks, and years. And still you may be for from the top. But make a single phonograph record that's a click, and you're a sensation over night." In proof of this statement Dorsey paid his respect to the music machines, pointing out any number of already familiar instances where a song or band found high public favor because of a single record-

ing heavily patronized in the music boxes.

Dorsey also pointed out that in selecting tunes for recordings the wise band leader keeps an eye out for the potential appeal of the record in music machines. Consequently he isn't satisfied to record any tune brought to his attention merely for the sake of making a record. This critical attitude in selecting tunes has resulted in a better brand of music made available on records for music machine use. Moreover, keeping the potential music machine audience in mind, Dorsey added, the band leader must pay particular attention to the musical arrangement and to the performance of his men.

"It used to be that the band leader would hitch his wagon to a star," said Dorsey. "But nowadays, to mean anything in the band business, you have to hitch your wagon to a record."

Dorsey also dwelt on the type of music preferred in the various parts of the country. He found swing still in demand for the most part. "They want a little more melody," he said, "but you still have to 'beat it out' for them."

The only part of the country where Dorsey found that a swingy style of music was not welcome was in Cleveland. "There, they like only the sweet style as exemplified by the music of Sammy Kaye, Blue Barron, and Kay Kyser," he explained.

Seattle

SEATTLE, Wash., Nov. 2.—Forty hours a week regulation has meant the closing all day Saturday of wholesale tobacco firms. Cigarette vending machine operators must now anticipate their needs and lay in sufficient supplies for the week-end.

Not so with coin machine distributors. They must be ready for the Saturday operator—hence the "almost never closed" policy of merchants along coin machine row.

A carload of Rock-Ola phonographs is awaited impatiently to fill depleted store-rooms of the local distributor Northwest Sales. Ron W. Pepple, head of the firm, said that never has he noted anything to equal the popularity of remote-control machines.

International Microscope Reel Company's machines are popular here. Many cigar stores place these at vantage points and count their profits accordingly.

W. F. Duggan, Puget Sound Novelty Company, and Ron W. Pepple, Northwest Sales, have signified their hopes of going to the Chicago Coin Machine Show.

Thousands of dollars' worth of wall boxes are being installed in the Pacific Northwest. Coming in for their share of this business are Keeney's Score Champ remote controls.

Liberty Bell and Imps are seen everywhere. Coin machine distributors along the Row are optimistic about fall business.

A. Sistrerman, representing the Rowe Manufacturing Company, was in town this week.

Alaska is becoming a prolific field for amusement machines of all kinds. Distributors report that business in the Northern territory is growing steadily. Wired music consoles, pinball, and counter machines are much in demand.

Coinmen are wondering if a good service man could make the grade in Alaska. A dealer reports a machine sent here for repairs, cost of which was \$8. Freight back and forth amounted to \$30. South-eastern Alaska is only a two-day voyage from Seattle. Some distributors send representatives into the interior periodically.



PAUL JOCK WELCOMES SAMMY KAYE as the noted leader pays a visit to Jock's showrooms in Indianapolis. Jock's Guarantee Distributing Company took part in seeing that every Wurlitzer phonograph for miles around Indianapolis displayed Sammy Kaye stickers on the occasion of the Kaye band visiting Indianapolis.

Plans Set for N. Y. Music Ops' Annual Shindig

NEW YORK, Nov. 2.—Committee in charge of the Third Annual Entertainment Dinner and Dance of the Automatic Music Operators' Association of New York announced today that all arrangements have been completed for the annual affair to be held Sunday, November 10, at the Starlight Roof of the Waldorf-Astoria Hotel here.

Charlie Engelman, of Columbia Music Company, in charge of the entertainment program, stated that with the signing of Henry Youngman as master of ceremonies this week he has lined up an all-star show that will be hard to equal.

Partial line-up of stars who'll appear, according to Engelman, includes Dick Robertson, Bea Wain, Lanny Ross, Al Donahue, Sigmund Gaillard, Will Bradley, Larry Clinton, the Andrews Sisters, Ink Spots, Guy Lombardo, Abe Lyman, Eddy Duchin, Kay Kyser, Hal Kemp, Sammy Kaye, Glenn Miller, Charlie Barnet, Woody Herman, Dinah Shore, Shep Fields, the Smoothies, Dick Todd.

"Every recording company has promised to have on hand every one of its stars who will be in town November 10," Engelman stated. "In addition, the leading music publishers have reserved tables."

Arrangements for the affair are in the hands of Charles Engelman, Lee J. Rubnow, Harry Wasserman, and Al Bloom. Association expects a crowd of more than 700.

We've Got GBA; Canadian Phonos Plug TABAE

ST. JOHN, N. B., Can., Nov. 2.—Records by Gracie Fields, English screen and stage comedienne, have been in keen demand for automatic and other music machines since she appeared in key centers of the Eastern Provinces in behalf of the Navy League of Canada. The proceeds of the concerts went to British and Canadian sailors.

Among others, there has been a notable sales boost for There'll Always Be an England, which she featured on all her programs. The demand for this record, also recorded by a number of other singers, has been strengthened during the past month by the adoption of the title by Canadian patriotic organizations. They are conducting a campaign to stimulate faith and loyalty for Britain in the prevailing crisis. Stickers and streamers of paper and ribbon are being displayed on car and truck windows as well as on the show windows and entrances to stores.

As a result There'll Always Be an England is the best known record of the day and the sales have increased heavily within the past few weeks. Moreover, the song has been adopted as the official hymn of loyalty by a number of organizations. On the coin machines the tune is topping all others.

Natchez, Miss.

NATCHEZ, Miss., Nov. 2.—Continued cool, clear weather and boom in business conditions despite lack of cotton crop is making coin operators happy in this section. There was a better than usual October boost in business. Business in general is perking up and all operators declare they are looking forward to even better business in November and December.

Mississippians recently received a visit from Ed Stern, of Dallas. He is district manager of Rock-Ola.

Whitley Craig says that outside phonographs at his places are attracting much play despite the cold weather. Craig recently introduced wrinkle of having a machine in a parking lot.

SEEBURG CENTRAL STATIONS INVADE NEW YORK, NEW JERSEY AND FLORIDA!

MODERN LEADS THE WAY with the most sensational deluge of profits in all music history! SEEBURG CENTRAL STATIONS NOW IN OPERATION—ACTUALLY TAKING IN 4 TIMES THE MONEY because it's so thrillingly new and different that IT'S GOT PEOPLE EXCITED ABOUT AUTOMATIC MUSIC ALL OVER AGAIN!!



FEATURING THE FASCINATION OF TWO-WAY CONVERSATION!

SEEBURG CENTRAL STATIONS ARE THE HOTTEST THING THAT EVER HIT THE MUSIC BUSINESS! Don't be asleep — WAKE UP to what's happening to music! SEEBURG CENTRAL STATIONS pack a powerful new punch in the cashbox!! GET THE STORY AND GET GOING!!!!

COMPLETE WIRED MUSIC SERVICE PLUS PHONOGRAPH ... FOR COST OF PHONOGRAPH ALONE!



SPECIAL SWITCH FOR USE BY LOCATION OWNER TO CHANGE FROM TELEPHONE MUSIC TO AUTOMATIC PHONOGRAPH THIS IS ONLY POSSIBLE WITH SEEBURG WIRED COMBINATION (TELEPHONE MUSIC) WITH NO EXTRA CHARGE TO THE OPERATOR!

- WITH OVER 1000 RECORD SELECTION SEEBURG CENTRAL STATION SOLVES THE PROBLEM OF PLEASING EVERYONE, EVERYWHERE, EVERY TIME!
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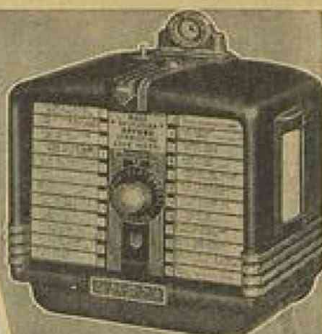
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INCREASES PROFITS

Keeney Wall Box operators everywhere report profit increases varying from 200 to 700%!

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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.
"The House That Jack Built"
2001 CALUMET AVE.
CHICAGO - ILLINOIS

Build Repeat Sales on Needle

WAUKEGAN, ILL., Nov. 2.—"We like to say nice things about our needle," declares Bill Hemminger, sales manager of the Phanstiel Chemical Company, "but we hesitate to make such a statement without foundation. One of our distributors, the Peoria Simplex Distributing Company, of Peoria, Ill., supplied us with the facts to back up this assertion.

"It seems that Dean Hedges and Duke Fowler, of the company, have found that once a progressive operator has bought one 4,000-play Phanstiel Needle he's a cinch for repeat sales. In fact, the Phanstiel Needle is now the standard for all operators in that territory.

"With all our advertising and the tests

that operators have made with our needle, they are convinced that everything we say about the needle is not only true but many times too conservative. They realize that the product is made for the toughest operating conditions that a coin phonograph needle can meet.

"We are highly pleased to get this information, and in passing it along to operators and distributors can only say that if they haven't tried the needle, to do so at once . . . or to communicate with Dean Hedges or Duke Fowler so that they can get first-hand information from some of their operators on the merits of the 4,000-Play Phanstiel Needle."

Bands Glad To Go Off Air To Escape ASCAP Feud Headaches

Band leaders recognize fact that music boxes will be major mass outlet for use of ASCAP songs after January 1 if ASCAP-broadcaster fight isn't settled

NEW YORK, Nov. 2.—With the deadline for contract signing between the American Society of Composers, Authors, and Publishers and the radio networks getting nearer and nearer, and with no evidence of such signing in sight, the music business is fast approaching a situation unprecedented in its history. If ASCAP and the radio industry do not get together and iron out their difficulties by midnight of December 31, one minute after that witching hour all music controlled by the Society will be banned from the air. One of the most unique angles

of the situation is the about face—taken for obvious enough reasons—on the part of band leaders regarding radio wires. Up to now, one of the most prized possessions of a leader was the chance he got to broadcast from the location at which he was appearing, for the natural reason that his name and his music were going out to a good many listeners all over the country. In fact, the band-leading business is so constituted that location jobs usually do not pay well, but bands must take them (and want to take them) for the reputation that is acquired, or sustained, thru being heard on the air several times a week Coast-to-Coast.

The ASCAP-radio tangle, however, has prompted a lot of leaders, who currently and for the past few weeks have been going off the air because of their departure on one-night or theater tours, to feel very happy about the idea, quite the reverse of normal feelings. Their attitude is that in going off the air they are spared the necessity of disarranging their programs with songs that they don't want to play. Then, too, they hope by the time they get back on the networks the situation may be resolved one way or another, and they will know exactly what's what and where they stand.

At present the confusion comes from constantly altered demands by the networks that more non-ASCAP material be used on dance remote broadcasts, with leaders not knowing when they will suddenly have to schedule one more non-ASCAP, with its disruption of their already-programmed shows, not to mention the fact that they may not be prepared with enough non-ASCAP material. Going off the air, a good many maestri claim, solves that problem for them. Then they can watch the development of the situation without being caught in the middle, and plan calmly for its eventualities.

Naturally, a large part of the calculations of band leaders is directed toward music machines and the increased importance the latter will assume if ASCAP music is banned from radio. There isn't, of course, a person in the music business who hasn't realized for the past few years the vital importance of coin phones in the creation of artists' and songs' reputations, and now they are starting to realize more and more how

the phones will be the major mass outlet for the music of ASCAP publishers and writers.

Those leaders, therefore, who have gone off the air in recent weeks are not only pleased to be on the sidelines at least momentarily, but are also thinking more and more in terms of automatic phones.

Miraben Markets New Phono Dome

CHICAGO, Nov. 2.—The Miraben Company, Chicago, reports that one of Chicago's largest operating concerns, the Century Music Company, has endorsed Miraben's latest phonograph modernization product. The new Miraben product is a plastic dome and plastic side light-up replacement parts for phonograph models which have been superseded by current models.

Officials of Miraben announced that Century had purchased 100 sets of materials for modernizing some of its phonographs now in operation. F. A. Smith, head of Century Music Company, is quoted as saying: "We've waited patiently for someone to tackle the problem of bringing the type of phonograph we are operating up to date. The Miraben job solves the problem. The dome is a gorgeous piece of work and looks very good when it is lit up. Customers can't clutter up the tops with glasses and whistlers because its shape won't allow them to put anything on it. It'll be proud to place my transformed phonographs on location."

Miraben described the new products with these specifications: "Dome is of one-quarter-inch thick red marbled plastic framed in polished aluminum. The side plastics are red in color and also are framed in heavy polished aluminum. The set of materials includes all necessary screws, sockets, and wire for installation. Time required to install is less than one hour. Dome and side plastics light up brilliantly."

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs



For Every Make and Size Machine
No. 4 Adjustable Pad—Accommodates all makes and sizes. \$10.25 each
No. 30 Adjustable Gearing Harness—Accommodates all makes and sizes. \$6.25 each
At Garage \$1.75 each
Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproof. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.
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1 to 11, 20¢ ea. — 12 to 50, 35¢ ea. — 100 to 1000 ea.
Better Music
More Sales with
Miracle Point Needles
M. A. GERETT CORPORATION
2943 N. 30th Street, Milwaukee, Wis.



A SEEBURG SYMPHONOLA PHONOGRAPH provided music for crowds at the recent Kansas State Fair held at Hutchinson. A. H. Tarvin, Seeburg operator of Hutchinson, reported that Seeburg phonographs were a hit at the fair. Six other Seeburg phonographs were scattered throughout the fairgrounds.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.

See Your Distributor or Write



THE ELDEN CO.
2000 17th W. Wisconsin
PLAYS MILWAUKEE, WIS.

Compare ROCK-OLA



Remote Control
AND IT WILL BE YOUR CHOICE

THE HUB ENTERPRISES
406-408 West Franklin Street
BALTIMORE, MD.



A ROCK-OLA SUPER PHONOGRAPH with Dial-a-Tune reel and bar boxes installed in the Lake Avenue Tavern, Kirkland, Wash. "My income from music has increased threefold since the operator installed Dial-a-Tune," says John R. Soley, proprietor.

New Orleans

NEW ORLEANS, Nov. 2.—It just doesn't seem like New Orleans this fall. On the eve of the influx for winter the city is without its pin games, bells, and merchandise boards. The historic Fair Grounds is closed after 100 years, the camper is down on all suburban gambling houses and, finally, the slowing down of tempo in the old Vieux Carré (Old Quarters). It's all a mystery to the populace and there is plenty of mumbling that New Orleans ought to be itself.

Reports from wide areas of the State, however, indicate that coin machine operations are generally on the up. These statements are backed up by a steady flow of out-of-town operators to local distributors' offices for new placements in time for the holiday season. Business is particularly buzzing in the Sugar Bowl area of the State, where the cane crop is harvested and money is in the banks, and in the vicinity of Alexandria, where a boom is likely, as tens of thousands of regulars and conscripts are earmarked for Camp Beauregard near by.

Spence Reese, assistant sales manager of Wurlitzer, spent a few days in New Orleans last week. Reese called on the

local Wurlitzer distributor, J. H. Peres, head of the Peres Amusement Company.

Music operators won out this Halloween when all held out for the first time for a decent return on rentals. As a result, it looked like a money-making holiday for the first time. The standard base for the day was \$3 for a phonograph with 12 records; \$7.50 for 16, and \$10 for 24-record machines.

A good demand from rural operators for Baker's Pacers, Mills new chromium Vest Pocket Bells, and Daval's American Eagle counter games is reported by the Dixie Coin Machine Company, distributor of these games. The firm is also doing a rushing business in and out of town on Bally's Rapid-Fire machine gun.

Sam Gentlich, manager of the Dixie Music Company, has returned from a trip to Southwest Louisiana, where he sold a load of new Mills Empress phonographs. Gentlich said that a lull in local music operating business is offset by a sharp fall increase thruout the southwestern section of the State.

There are definite signs that two of the movie machines are due to enter the Crescent City for the first time late this fall.

Buster Cleal, head of the Great Southern Novelty Company, has busted out in his winter regalia, and they say he has a hat for every suit.

Ethelee Covington, daughter of operator R. T. Covington, was married recently to Adam H. Volk, of this city.

The White Kitchen, one of the most popular downtown New Orleans eateries, has installed a new Wurlitzer wireless system with 12 remote boxes. An 800 model is used. It was installed thru the J. H. Peres Amusement Company, Wurlitzer distributor.

A new shipment of two dozen Dixie Belle bell machines is reported by the Bell Distributing Company, distributor here for O. D. Jennings & Company.

The newly opened de luxe Mexican restaurant, Rio Grande, is using two movie houses for advertising its business and particularly points out the fine J. P. Seeburg wireless phonograph system. The interior view shows the Seeburg set-up very plainly.

The brisk demand for Bing Crosby and Ink Spot recordings continues at the local office of the Decca Distributing Corporation, according to R. N. McCormick, Southern sales manager. Crosby is without doubt the best all-time money-maker for phonograph operators of this section of the nation.

Delaware Incorporation

WILMINGTON, Del., Nov. 2.—National Vending Corporation has been granted a corporate charter by the State Department at Dover to deal in beverages, candy, and food. Capital is 2,000 shares, no par, and the principal office at the Corporation Trust Company, Wilmington. The incorporators listed are R. F. Lewis, L. H. Herman, and Walter Lenz, all of this city.



BUCKLEY MUSIC SYSTEM

WITH

DIRECT "TOUCH-TO-TOUCH" ACTION IS SWEEPING THE COUNTRY!

Buckley Music System with DIRECT "Touch-To-Touch" ACTION is actually DOUBLING AND TRIPLING PROFITS FOR MUSIC OPERATORS EVERYWHERE — even on their worst locations BECAUSE — it makes music EASIER TO BUY for the public — AND — Buckley Music System is EASY TO BUY FOR THE OPERATOR!! WRITE! WIRE! PHONE! Get the details TODAY!!

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WATCH FOR BUCKLEY'S 32 RECORD MUSIC SYSTEM

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

READY SOON!

FOR USE WITH TWO 616-618A OR 716 RECORD CHASSIS

"HERE'S THE GREATEST SPEAKER OF ALL TIME!"

...JOE CALCUTT...
"ULTRATONE"

SENSATIONAL ALL-CHROMIUM CHANDELIER, CEILING SPEAKER

The most gorgeous, most magnificent, most impressive speaker baffle in all history! Uniform 360° sound coverage giving exceptional fullness and roundness of tone! Use any 12" or 16" speaker right out of your old phono and transform it into the gorgeously sensational "ULTRATONE" chandelier speaker. Suspended from ceiling like a lighting fixture. Volume control can be placed anywhere. Locations go WILD over it. Take my advice—RUSH YOUR ORDER FOR A DOZEN TODAY!! Immediate Delivery Guaranteed!!

PRICE ONLY \$28.50

SIZE: 31" Diameter; 14" Height; Shipping Weight 21 lbs.

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BETTER BUYS FROM BLATT!

MUSIC OPERATORS—WE GIVE YOU 30 DAYS' FREE TRIAL OF THE—
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WITH DIRECT "TOUCH-TO-TOUCH" ACTION

SUPREME VENDING CO., INC.
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Convince yourself by Doubling Your Profits with the Buckley Music System! Get started today!

Blatt

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

HORACE HEIDT (Columbia)

Will Ya, Hank?—PT; VC. It's the Same Old Skilleagh—PT; VC.

Heidt forsakes the flag-waving opuses in which he has indulged so frequently of late to turn out a couple of inconsequential sides. Jean Farney warbles the lyrics of the 1926 ciddle on the A side in the accustomed cute style of the moment, and Red Farrington supplies the vocal touch of Erin to the Irish standard on the reverse. The combination has its salable possibilities.

GUY LOMBARDO (Decca)

To-Hu-Wa-Hu-Wai (Hawaiian War Chant)—PT; Who?—PT.

In his usual style Lombardo rattles off a couple of standards that have a great many friends among the popular music lovers of the nation, and that being the case, this pressing is apt to bring nice returns. The Hawaiian number is delineated in the bouncy tempo that Guy customarily brings to this type of melody, and the Jerome Kern favorite features piano. Lombardo fans will eat this up; others will pass it up.

LOU HOLDEN (Decca)

The Yankee Doodle Polka—PT. The Swiss Beltinger—PT.

Holden displays some good instrumentation on these more or less unusual sides, with Yankee Doodle the best version of a polka, genuine or otherwise, to come out of a waxworks in some time. The title is a natural for the cold phono, but Holden's lack of name strength is apt to hurt this record's chances for clicking thereon. This is a good outfit, nevertheless, and this disk deserves to sell on merit alone.

JOHN KIRBY (Okeh)

Blues Petite—PT. Astology—PT.

More of the fine "chamber music jazz" that almost weekly comes from this distinguished small combination. The first side is an excellent bit of blues, and the companion compo shows off Billy Kyle's pianistics in their most favorable light. If Kirby's records aren't perfection—for the type of jazz this crew plays—they'll have to do until perfection comes along.

HENRY BUSSE (Decca)

If Seres Me Right—PT; VC. Nothing But—PT.

It's a curious dish that Busse serves up on the second side here, inasmuch as it leads off with his noted shuffle rhythm, works its way into the stylized corn of the leader's trumpet playing, and winds up in pure unadorned swing. And despite the seeming hodge-podge, it's a good three minutes. The other side isn't unusual in any respect.

THE CHARIOTEERS (Columbia)

Darling, Je Vous Aime Beaucoup—V. Calling Romance—V.

This is the first popular release of this

group since *Gencho Serenade*, the quartet having been recording under the Columbia standard label of late. The harmonica and rhythmic patterns achieved by the septa singers are listenable in the extreme, and this ought to be a nice seller with those who remember and like the appealing ballad on the A side, popular a few years ago.

DICK ROBERTSON (Decca)

Hello! Little Girl of My Dreams—PT; VC. It's a Mighty Pretty Night for Love—PT; VC.

The most amazing thing about Robertson's recorded product is where he manages to dig up the songs he gets down to wax. These are two more in this singer-maestro's same vein of unknown, none-too-good ballads, sung and played in a down-to-earth manner that has fair enough merit and a more or less forthright appeal to the sentimentalists.

CAB CALLOWAY (Okeh)

Are You Hep to the Jive?—PT; VC. Sunset—PT; VC.

A good riff tune helps to sell the A side, the result of a writing collaboration between Calloway and Buck Ram, who penned *Slow Freight*. It's taken at a fairly slow beat, with Cab doing his usual good vocal job. The flipover is just another ballad, and Calloway is less at home on this type of thing than he is on the seat stuff.

TEDDY WILSON (Columbia)

Cocconut Groove—PT. 71—PT.

This is one for the fitterbugs and the real students of the art of swing pyrotechnics. Wilson's superior piano work takes top honors, with the band content to play mostly in the background and let Teddy hold forth. Tempo on 71 is fast, and it's faster on *Cocconut Groove*. Ben Webster's sax tootling on both sides is one of the disk's attractions.

RUSS MORGAN (Decca)

The Night Has a Thousand Eyes—PT; VC. It's Eight o'Clock—PT; VC.

The temporal titling of the B side stems from the erstwhile Lucky Strike one-minute radio transcription series, utilized here on a romantic aria in a clever adaptation of the sing-song introduction that was used on those transcriptions. It makes a little different, salable item. Morgan takes the vocal on the reverse in his usual soft, subdued warbling manner.

DICK JURGENS (Okeh)

Goodbye, Little Darlin', Goodbye—PT; VC. Dancing on a Dime—PT; VC.

Gene Autry has a substantial hit in his recording of *Goodbye*, and Jurgens' dance disk of the same number has a good chance of duplicating that success. There's nothing particularly great about the Jurgens interpretation, the band and Harry Cool (on the vocal) doing it in



HARRY JAMES, POPULAR BAND LEADER, oftentimes called the nation's No. 1 trumpeter, in the lobby of the Hippodrome Theater, Baltimore, Md., admires the Wurlitzer phonograph installed there by the Penn Coin-o-Matic Company in connection with Wurlitzer's name band promotion.

typical style, but it's potently commercial. The reverse is adequate.

EDDY DUCHIN (Columbia)

A Song of Old Hawaii—PT; VC. Whatever Happened to You?—PT; VC.

Duchin turns in something a little novel for him by allowing the vocalizing of June Robbins and the Earbenders to hold sway over practically the whole side. The maestro's piano keeps things moving in the background, and it adds up to a nice smooth job. Plattermate is typical Duchin, complete to a couple of trumpet growls.

TONY MARTIN (Decca)

The Call of the Canyon—V. My Next Romance—V.

Backed by Victor Young and his orchestra, Martin's excellent voice and his intelligent phrasing deliver a record that isn't out of the ordinary, but one that has no trouble getting itself rated among the better examples of its type.

GENE KRUPA (Okeh)

I Hear Music—PT; VC. A Nightingale Sang in Berkeley Square—PT; VC.

Krupa strikes the proper note in knocking out things like these two songs by remembering that a record is supposed to serve two purposes—dancing and listening. His arrangements are full-bodied and they're always backed by a good solid rhythmic beat, insuring both good listenability and good danceability. Irene Daye and Howard DuLany split up the vocals between them, with DuLany shining in particular on *Nightingale*.

Minneapolis-St. Paul

ST. PAUL, Nov. 2.—Amusement Games, St. Paul distributing house, is planning an expansion and modernization program to begin within the next 10 days. "It promises to do wonders for the organization," declare Clyde Newell and Jonas Bessler, heads of the firm.

Al Dalkin, of the A. Dalkin Manufacturing Company, Chicago, came to Minneapolis this week to attend the funeral of his brother, Harry D. Dalkin, who passed away at Veterans' Hospital here. Other survivors are his widow, Sara, a daughter, Bona; another brother, Ted Dalkin, of Chicago, and six sisters, including Mrs. Harry Leviton and Mrs. William Abramowitz, of Minneapolis.

Archie LaBeau, of LaBeau Novelty Company, St. Paul, still recuperating from his accident of several months ago, drops in at his office from time to time. Meanwhile, his organization has been going along at a fine pace. N. L. Nelson, one of the LaBeau men, left Tuesday for a week's business trip thru Iowa.

At the Silent Sales Company Bill (Sphinx) Cohen is anxiously awaiting delivery on the first shipment of Keeney's new gun, due here early next week. Meanwhile, Bill is getting ready to go to Chicago to preview some new games.

At the Mayflower Novelty Company, St. Paul, everything is being made ready

for the gala grand opening and formal preview of the new Mills Panorama and Soundies, scheduled to take place Tuesday and Wednesday, November 5-6. Sam Taran says that a host of visitors from all parts of the country have indicated their intention of being present and taking part in the festivities.

Wurlitzers are going hot and heavy, according to Ted Bush, of Acme Novelty Company. Ted; Doc Berenson, of Minnesota Machines Company, and Jack Ravine, of United Machines, have gone to Chicago to see the Gophers and Wildcats tangled on the gridiron today.

Clyde Newell, of Amusement Games, reports that Seeburg's wireless remote control units are going at a good clip.

First member of the coin machine industry in the Twin Cities to be called to the colors was George Goldfarb, of Amusement Games. He has been ordered to report to Wright Field, Dayton, O., as aero-radio inspector. He has been appointed for an indefinite term.

Ray Ghuth, of Rush City, Minn., was a visitor to the Twin Cities this week, looking over new merchandise and waxing enthusiastic over it.

Gottlieb's Gold Star, five-ball game, continues to be the rage throuth this territory. Distributors report difficulty in getting delivery fast enough to satisfy the demands of the operators. Leader, another five-ball game, is coming up fast and gaining plenty of popularity in the Twin City area.

Red Golden, of Burnsville, Minn., came to town this week and reported business good at all his locations.

Charles Thour, Minneapolis, is recuperating from a kidney operation at the Mayo Clinic, Rochester, Minn.

"Just say business is holding its own," says Sid Levine, of Hy-G Games Company. "Seeburg Wireless is going hot."

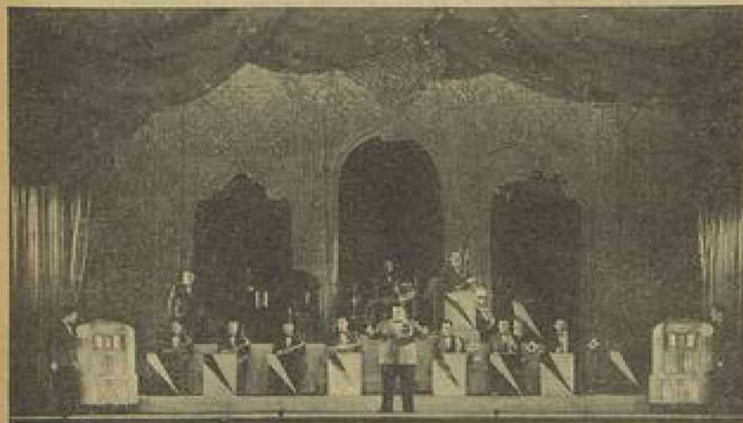
Dave Gottlieb, in town last week-end to witness the Minnesota-Iowa game, was entertained following the tussle at the Red Feather Cafe and the Gymal Dotted Club, where he met many of his old Minneapolis friends.

Mayflower Novelty Company has been getting a terrific play on Bally's Rapid-Fire gun. With the time payment plan a feature, many have been taking advantage, Sam Taran said.

George Wagner, of the Pergus Falls Novelty Company, was in town to buy some new equipment.

Twenty-five Bally Record Times were purchased by Mayo Priebke, Rochester, Minn., who was in the city this week.

Frank Scala, of Ely, Minn., was a visitor in the Twin Cities, as were H. H. Krueger, of Fairfax, Minn., and Newman Hanson, of St. Peter, Minn.



TINY HILL MAKES A BIG HIT at Chicago's Oriental Theater with the featuring of the tune "Nickel in the Slot." Tiny and his gang give impersonations of name bands, as two of the lads indicate selections on the phonographs.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

News Notes

Teddy Powell and his new band have been signed by Victor to record on the Bluebird label. . . . Bobby Byrns, who recently underwent an appendicitis operation, is well enough now to resume his recording work for Decca. . . . Lorraine O'Day, former Ted Fio Rito vocalist, has joined the Joe Rines' crew. . . . Victor handed out contracts last week to Pancho, whose Latin music will be heard on the Bluebird label, and to Rex Stewart, a member of the Duke Ellington band, who will record with a small combination composed of Ellington men.

When Bing Crosby returns to the air November 14, one of the featured artists on the program will be Connie Boswell. Both record for Decca. . . . Carroll Dexter is Terry Shand's new vocalist, replacing Louanne. . . . Dolly Dawn, who recently returned to the Columbia label, recorded "Hep-Tea-Hootie" (a tune publicizing the music box) and "So You're the One" for her first two sides.

The Andrews Sisters have been signed by Universal Pictures to appear in a second feature which will co-star them with Abbott and Costello, the radio comedians. The Andrews recently made "Argentine Nights" for Universal.

The Boys Are Scouting

EVERY other letter from an operator reaching this desk complains of the current lack of big music-box favorites. The industry is in dire need of several additional hits which will produce profitable results, the letters state. The recording companies, confronted with this information, announce that all fields—radio, movies, and musicals—are being combed for likely candidates for the music-machine hit parade. Intense scouting activity is particularly noticeable on Broadway, where several hit musicals are currently playing. The two latest arrivals have 11 tunes, and most of them will find their way into the recording studios before the month is up. The Ethel Waters production, *Cabin in the Sky*, boasts of this list: *Taking a Chance on Love*, *Honey in the Honeycomb*, *Do What You Wanna Do*, *Love Turned the Light Out*, and *Cabin in the Sky*. *Panama Hattie*, starring Ethel Merman, which opened in New York last week, offers six new tunes by Cole Porter. They are *My Mother Would Love You*, *Let's Be Buddies*, *I've Still Got My Health*, *Fresh As a Daisy*, *Who Would Have Dreamed*, and *Make It Another Old-Fashioned*. *Let's Be Buddies* was recorded by Biddy Duchin for Columbia last week.

Dallas Area Active

INCREASED activity is reported by Dallas operators. A number of new and important locations opened within the last few weeks, with most of the newcomers in the suburban area, where spacious roadhouses, streamlined driveways, and taverns have been constructed. All of them have music machines and all are doing well. Two of the latest and more prominent suburban locations, operators state, are Both's Grill on Fort Worth Pike, which is currently nearing completion and will have 30 wall-box installations, and Lou Ann's, which was completed last summer but has been extensively remodeled.

This and That

DICK POWELL is now a member of the group of artists who have recorded a patriotic tune. He made *America, I Love You*, for Decca, with musical accompaniment furnished by Victor Young. . . . And Frankie Masters claims the distinction of being the first to record a Christmas song for the new season. He came out with *Down in Topland Village* on the Okeh label. . . . Leaders on music machines in Buffalo these days, informs Michael DiLapo, of Buffalo's Chippewa Amusement Company, are Bing Crosby's *Maybe*, the Ink Spots' version of *I'll Never Smile Again* and *Whispering Grass*, and Dick Jurgens's *Our Love Affair*.

Concerning a BMI Hit

The first song published by Broadcast Music, Inc., to register on music machines is *Practice Makes Perfect*. The music was written by Ernest Gold, a 19-year-old composer, and the lyrics are by Robert Sour and Don McGray. Since the publication of that song, Gold has composed 16 published numbers. McGray is Gold's manager. Sour is a former member of the New York Curb Exchange and the author of *Body and Soul* which has been popularized by Johnny Green.

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.

INDIANAPOLIS:

A Million Dreams Ago. Glenn Miller.

An interesting example that illustrates the variance of record tastes in colored



CANDID SHOTS of Willie (Little Napoleon) Blatt's Supreme Vending Company party officially announcing the firm as New York distributors for the Buckley Music System. (1) Left to right: Pete Schenone, George Briggs, "Lucky" Skolnick, Dave Barron, Dave Friedman, Benny Robbins, Bert Blatt, Al Uber, Teddy Blatt, Joe Koochansky, Joe Basse, Sam Kramer, Ada Goodman. (2) Mr. and Mrs. Jerry Kaufman and friend, with "Lucky" Skolnick and Ada Goodman. (3) DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, Inc., and Blatt explain twin-12 mechanism operation to interested music operators. (4) Left to right: H. Luber, Pete Schenone, Harry Soccoro, Bert Blatt, Dave Friedman, and "Lucky" Skolnick. (5) George Foglio and Willie Blatt. (6) Music op Al Denver drops a nickel into the Buckley bar box. (7) Bernie Ross, manager of Supreme Vending Company, Ballston, L. I., branch, with Walter Bauer. (8) Bernie Ross signing his first order. (9) Laura Carlucci, of Supreme Vending Company, Brooklyn, drops a coin in the Buckley bar box.

and white locations. Negro spots here have accepted this tune as a hit for some time now and operators servicing those locations have listed it as a leader for weeks. However, location owners in other neighborhoods are just beginning to realize its possibilities and are removing other old favorites in favor of this recording.

CHICAGO:

Down Argentine Way. Leo Reisman.

Midwest operators urge their business brothers throuth the country to watch this tune and to feature it in conjunction with the theater engagements of the picture by the same name, in which the song is sung by Carmen Miranda.

KNOXVILLE:

You're My Sunshine. Wayne King.

One of the few instances of late in which King, a big name in hotels and on the air, is mentioned as a music-box favorite. This Tennessee area, operators write, is giving this number a good play, and indications are that this acceptance will be in effect for a period of time.

PORTLAND:

When the Blue of the Night. Bing Crosby

This is the original Bing Crosby theme song which he recently revived on the same record with *I Can't Get Judiana Off My Mind*. It has sentimental value for his many fans who want to hear it over and over again, as in the case in Oregon, and is also drawing patronage from customers who have heard so much about it.

DENVER:

Huckleberry Duck. Raymond Scott.

A fast novelty with all the ingredients that go to make a successful music machine record, operators here report. It was written by Scott, and he himself has made the most successful recording, so far. A big home sale of these records is noticed here, following the tune's successful launching on locations.

Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended November 1 and the week before, ended October 25. The songs are those heard over the networks and leading New York stations. List is based on information supplied by Accurate Reporting Service.

This Week	Last Week
1.—Practice Makes Perfect.....	4
2.—Looking for Yesterday.....	4
3.—Only Forever.....	9
4.—Ferryboat Serenade.....	5
5.—There I Go.....	2
6.—Now I Lay Me Down to Dream..	—
7.—Nightgale Sang in Berkeley Square.....	—
8.—Our Love Affair.....	8
9.—Same Old Story.....	10
10.—Maybe.....	7

Music Remedy For War Nerves

NEW ORLEANS, Nov. 2.—After war comes music. That is the opinion of Cole Windingstad, director of the New Orleans Symphony Orchestra.

Windingstad believes that world conditions are causing people more than ever to turn to fine music for relaxation.

"While I was up North," he said, "I was impressed with this fact. Doubtless they find in such music a succor from the horrors that we are beset with and receive renewed faith in the essential goodness of humanity."

Playing for people who "moved about as silently as ghosts or lay flat on their backs looking up at the stars," Windingstad said, was one of the most wonderful experiences he ever had.



MAX BARR AND ELLA LOGAN meet in front of Mills Panorama, latest core-operated development of the Mills Novelty Company. Many celebrities gathered at the recent Eastern premiere.

DOME PATENTS
PENDING



NEW!

FIRST COME—
FIRST SERVED!

**MIRABEN'S MAGICAL 1941
WURLITZER 600 TRANSFORMATION!**

AMERICA'S MOST AMAZING MODERNIZATION JOB FEATURING A SENSATIONAL PATENTED LIGHT-UP DOME AND GORGEOUS LIGHT-UP SIDE PLASTICS!

Think of it!—For a trifling cost your "600" phones can be re-created to look **MORE BEAUTIFUL** than almost any **NEW MODEL** job. Includes gorgeous **TOP DOME** of tough $\frac{1}{8}$ " thick genuine marbled plastic, and **SIDE LIGHT-UP PLASTICS**, both framed in heavy polished aluminum; and all necessary screws, sockets, wiring, instructions! Installation requires less than one hour! Plastics are of rich marbled red color and light up in dazzling display of fiery beauty. Dome is shaped to eliminate nuisance of signs and beer glasses on your machine! Orders filled as they arrive! Better write or wire for your sample NOW!

Complete materials, including dome, side plastics, accessories, Per Set **\$27.50**

Dome only, including accessories, but without side plastics. Each **\$22.50**

All prices F. O. B. Chicago. Cash With Order, Balance G.O.D.

MIRABEN CO.
2041 CARROLL CHICAGO



LANNY ROSS (left), well-known singing star, congratulates George Ponsler after listening to his latest recording.

the other products the firm handles. . . . Miss A. M. Strong, of G. V. Corporation, says she's working harder than ever at the firm's new quarters, due to the demand for Du Grenier's Adams Gum Vendor. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, says operators are thronging their offices to take advantage of the phone bargains they're featuring.

he has a wonderful career ahead of him. . . . Bill Arnold, of Newark Coino, has just become a daddy, and Jack Berger is preparing a surprise gift for him. . . . "Lucky" Lutz, of Elizabeth, is back from Atlantic City where he recuperated from recuperating. . . . Jerry Morris, of Passaic, says he's looking forward to that 32-selection box. . . . Eddie Corristen, of Palisade Novelty, says he's preparing to surprise the trade with something new.

COIN SHOTS Al Simon, of Savy Vending, one of the best-liked distributors in Brooklyn, likes to talk of nothing more than Chicago Coin's Fox Hunt. "It's a real money-maker," he declares. . . . Irving Mitchell reports his shipping department is working overtime filling orders for reconditioned games. . . . From Baltimore, Md., Irv Blumenfeld, of General Vending Service Company, reports that the chief of staff of the army may be busy these days, but he can't be busier than he is filling orders. . . . Leon Takken reports everything is okeh with him. . . . Sam Sachs, of Acme Sales Company, says operators are going for his remodeled phone bargains. . . . Blanche E. Bouchard, of Du Grenier, in town relating how the factory at Haverhill, Mass., is working at top speed turning out Du Grenier Champion cigarette machines and candy vendors.

**Buckley Readies
New Accessories**

CHICAGO, Nov. 2.—Buckley Music System, Inc., announced this week that its 32-record music system will be ready for release soon. "This is another and very important development by Buckley in the music field," declared a Buckley official. "With the public's demand for a larger number of selections, the music system will give the operator a chance to supply this demand and consequently share in the increased business. "We originally made it possible to utilize two 12-record mechanisms by combining the mechanisms and offering the location a 24-record system, which always has appealed to the best locations, as the selections catered to all tastes in music. "Now eight more records offering a wider range in selection should mean a proportionate increase in earnings. More complete data on this new 32-record system will be announced later," Buckley officials concluded.

PARTY OF THE WEEK Plenty coinmen turned out for Willie Blatt's Supreme Vending party last week to help him celebrate his becoming distributor for the Buckley Music System. . . . Plenty of old-timers were on hand reminiscing about the old days. Joe Orleck, Charley Lomas, and Bill Gersh, ad men, got a big kick out of looking over some of the advertisements Blatt ran years ago for which they were responsible. . . . Blatt had an actual tavern set-up on his second floor complete with two Buckley bar boxes and four wall boxes with the adapter mechanism in the back room. . . . Bernie Ross, manager of Blatt's Bellmore, L. I. branch, brought a bunch of his customers along. . . . Arthur Pippin, Walter Ravert, Harry Socoreo, and Irving Finkel had a pinocle game going. . . . Dave Friedman was working his hot-foot gag to the limit and got hot-footed himself a few times. . . . Lucky Skolnick, Benny Robbins, Al Uber, Teddy Blatt, Joe Kochansky, Dave Barron, Joe Basson, and Sam Kramer had the time of their lives.

JERSEY JOTTINGS Jack Kay, of Ace Vending, is singing happily now that he can take care of his customers' demands for used equipment once more. . . . Irv Morris at the George Ponsler office parrying questions about the new Capchart product and telling everyone about Chicago Coin's Fox Hunt. . . . Irv Orenstein, of Hercules, is a member of the Game Fishermen's Association, an admiral of the Flagship Fleet, a Mason, and many other things. . . . Sam Waldor, of Newark, says things are great. . . . Barnet (Sugy) Sugarman, of Royal Sales, says he's never been busier supplying demand for Buckley Systems. . . . Henry Libby, well-known coinman of Garfield, N. J., is telling all the boys about the boy tenor he has under his wing. Jimmy Main is the lad's name and he's already won 14 amateur contests in a row. Henry thinks

Buffalo

BUFFALO, Nov. 2.—Distributors in the Buffalo area are voicing satisfaction over the fine sales, especially on games. Phonograph equipment is also reported as moving at a steady pace. Low Wolfe, of Rex Amusement Company, distributor of phonographs and games, has been the traveling man lately. After spending a few days in Chicago to look over new games, he darted down to the Rex Amusement Company branch in Syracuse, N. Y., where he inspected the telephone music system set up by Angelo Delaporte. He was well impressed with the new idea and has several such installations pending now in Buffalo. Next week Wolfe will again hoof it up to the Windy City to see Bally's new line and other manufacturers' games. Harry Winfield, heading J. H. Winfield Company, distributor of phonographs and games, spend last week-end in New York to see the Panoram exhibit at the Waldorf-Astoria. He didn't have a chance to stay for the three days, making his just a flying visit, because rushing business required his presence at home.

Al Bergman (Royal Amusement Company), prominent local operator, also spent some time in New York City. Described as a pleasure trip, he did manage to take a look at the Panoram exhibit before departing for the Queen City's coin machine row. Incidentally, Al's older son, Roy, is now helping his pop to keep the many locations happy and serviced.



"ULTRATONE" SPEAKER

Greatest speaker sensation of all time! Use any old 12" or 15" speaker from your old phone and this marvelous character all-stroke baffle! **ORDER QUICK!** **\$28.50**

ROYAL SALES COMPANY
641 Hunterdon St., NEWARK, N. J.

**EASTERN
FLASHES**

NEW YORK, Nov. 2.—Plenty of action around town this week as several out-of-town coinmen stayed on for a few days after the Mills' party. Among those seen were George Thayer, of Binghamton, N. Y.; Russell Box, of Elizabeth City, N. C.; Ed and Jack Raverby, of Boston; Hersh de LaVies, of Washington; Bill Frey, of Miami; Joe Ash, of Philadelphia; Harry Cohen, of Cincinnati. Bill Heirigel, of Philadelphia, reported while here that he has just been appointed commander of his American Legion Post. . . . Abe Grantstein and Ben Walnitz, of Gem, on a visit here from Rochester, N. Y. . . . Abe Fish, in from Hartford, Conn., was much interested in the way business is booming in this area. . . . Jerry Altro, of New Haven, Conn., did some buying while here. . . . Carl Hasel, of Kansas City, Mo., was much interested in the way the men work here.

AROUND THE TOWN Rudy Greenbaum, district manager for Packard, announced the appointment of George Ponsler as New York distributor for Packard's Product No. 2. Ed (Tippy) Klein is the Philly distrib. . . . Doc Eston is talking about placing a Buckley wall box in every tent at Fort Dix. . . . Jack Fitzgibbon's headquarters is a mad house, he says, due to the demand for Bally Rapid-Fire and other Bally products. "Looks like we'll have the best month ever," he declares. . . . Bill Rabkin, International Mutoscope's president, announced that amusement machines at

the New York World's Fair had taken in more than \$186,000. . . . Art Seegar, of Casino Amusement, Asbury Park, N. J., was in town smiling genially, as usual. . . . Harry Hoppe is tickled with the way Baker's line is clicking. . . . Sam Strahl, of Pittsburgh, told everyone on his visit here about the opening of his new Buffalo office. . . . Joe Essen and Dave Margolin, of Manhattan Distributing, are moving at top speed, they report. Dave, after a three-week stay in Puerto Rico, returned to find business humming not only in New York, but also in their Philadelphia and Baltimore offices. Dave and Joe will remain in New York with Max Plecker in charge of Philadelphia offices and Mr. Cade heading up the Baltimore force.

FAST FLASHES At Simon Sales, Dave Simon, Murray Sandow, and Marty Rosen are working hard answering all the inquiries about Keeney's new Air Raider machine gun for which Simon Sales is distrib in New York, New Jersey, and Connecticut. . . . Lou Cantor, Eastern distributor for National Cigarette machines, is on the road contacting customers in Baltimore, Washington, and other Eastern cities. Cantor will wind up his trip with a visit to the factory in St. Louis. . . . Bert Lane and Fred Iverson at Seaward Sales are busy figuring out ways to meet the demand for the firm's products. "With Genco's Metro clicking at top speed and sales on Mutoscope's Sky Fighter zooming higher, we're really busy," they state. . . . Both the Long Island and Brooklyn offices of Budin, Inc., are doing a bang-up job on Stoner's Hold Over, Hymie Budin declares. . . . Mike Munves continues to be one of the busiest distributors on Coin Row. . . . At the Ponsler offices, Jack Mitnick states the firm is due to hang up a new record on sales of Gottlieb's Gold Star, Baker's Line Up, and

Houston

HOUSTON, Tex., Nov. 2.—A. C. (Buster) Ayo, well known in phonograph record circles of South Texas, has joined the Houston office of Southwestern Music Corporation. Southwestern is Texas distributor for Columbia and Okeh records. F. V. Redden is manager of Houston office.

Mrs. D. W. Willett, wife of the prominent music operator, was operated on for appendicitis at a local hospital October 23. Latest report was she was getting along nicely.

The October social meeting for Houston music men was given at the Milam Building October 23 by Ernest Gates, D. W. Willett, and John G. Wright. It was the largest meeting to date, with an unusually large representation of jobbers and distributors.

Dorothy Dobbs was appointed secretary of Houston Decca office October 21.

J. M. McConnell, manager of Houston Decca branch, attended the general sales meeting in New Orleans for Decca branch managers and salesmen. The meeting was at the Roosevelt Hotel and was held by E. F. Stevens, vice-president of Decca, and R. N. McCormick, Southern district manager.

Don C. Bruce is now with Decca Distributing Corporation and has been assigned the San Antonio territory.

Leo Graubart arrived in Houston late in October with his trailer, shop and mechanic. Graubart is traveling the South and Southwest and specializes in phonograph remodeling. His business is unique, as he literally takes his shop to the operator when a job is to be done.

E. P. Conklin likes his classy locations and keeps the latest equipment to operate in them.

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.

We Three. This ballad really bounded up the ladder in short order, reaching the top this week after a steady drive toward that end. It's not surprising, inasmuch as it has plenty of commercial appeal, and with the INK SPOTS riding the crest of a new-found popularity wave on the phono network, their record has had a lot to do with boosting it up here. **TOMMY DORSEY*** is the only other disk in the picture here.

I'll Never Smile Again. (15th week) **TOMMY DORSEY***, **Blueberry Hill.** (9th week) **GLENN MILLER***, **KAY KYSER***, **RUSS MORGAN***.

Trade Winds. **BING CROSBY**.

Maybe. (5th week) **INK SPOTS**.

Practice Makes Perfect. (3d week) **BOB CHESTER***.

Only Forever. (2d week) **BING CROSBY**.

Ferryboat Serenade. (2d week) **ANDREWS SISTERS**, **GRAY GORDON***, **KAY KYSER***.

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.

Beat Me Daddy, Eight to a Bar. Climbing very nicely is this boogie-woogie number, with chances good on its ability to make the section above this one. Three records are carrying the burden here, the **ANDREWS SISTERS**, **GLENN MILLER***, and **WILL BRADLEY***. No operator can afford to be without this right now.

Our Love Affair. Seeming to settle into a groove which runs down hill instead of in the opposite direction, this picture tune is doing well enough, but it's far from a world-beater. **GLENN MILLER*** and **TOMMY DORSEY*** are sharing the task of maintaining its popularity in the machines.

Now I Lay Me Down to Dream. Getting better and better each week is this ballad, and now the various recordings that were bearing its standard along phono row have resolved themselves into two particularly strong ones, with the others apparently falling by the wayside. **BOB CHESTER*** (undoubtedly on the strength of his click *Practice Makes Perfect* disk) is fine here, as is **GUY LOMBARDO***.

The Five o'Clock Whistle. This is the first of five "Possibilities," mentioned in that section previously, to make good this week. The other four follow this one. Whistle looks particularly good, with **GLENN MILLER*** and **ERSKINE HAWKINS*** dividing honors on this swing novelty.

Falling Leaves. Another **GLENN MILLER** recording that is starting to come along nicely. It's on the reverse of *Beat Me Daddy, Eight to a Bar* in the Miller version, and apparently some operators are flipping the disk over and finding profitable returns on this side. In the same vein as Miller's *Sunrise Serenade*, it has a good chance to repeat that hit.

There I Go. One of the best songs to be published so far by BMI, this is beginning to make a dent in the phonos, with **TOMMY TUCKER*** the sole exponent of its excellent melody under the needles at the moment. This may be pretty important to ops very shortly.

Looking for Yesterday. The latest song written by Jimmy Van Heusen to carve out a niche for itself in nickel droppers' affections. Four leading name bands are currently vying for supremacy in the record field here, namely, **GLENN MILLER***, **KAY KYSER***, **WOODY HERMAN***, and **TOMMY DORSEY***.

A Million Dreams Ago. As was predicted in "Possibilities" last week, this is showing signs of becoming a big thing for operators. **DICK JURGENS*** is practically alone here.

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 tho they most probably will never climb into "Going Strong."

Whispering Grass. (10th week) Dying slowly but surely. **INK SPOTS**.

That's for Me. (7th week) Almost out. **BING CROSBY**.

The Call of the Canyon. (7th week) Only fair. **GLENN MILLER***, **TOMMY DORSEY***.

Crosstown. (6th week) Weakening. **GLENN MILLER*** **GUY LOMBARDO***.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

Pompton Turnpike. **CHARLIE BARNET**'s recording of this original swing tune is doing fairly nicely for itself in certain scattered locations. Unfortunately it's not widespread enough to warrant placing this disk in the "Coming up" category, but operators ought to watch it, for a few of their colleagues have been finding it profitable.

Two Dreams Met. From the new motion picture *Down Argentine Way* comes this ballad—and also the rhythm tune listed below this—to make an assault upon the favor of coin phono patronage. This is likely to be an important music machine number, so don't be caught napping.

Down Argentine Way. The second song from the film mentioned above that looks pretty good for automatic phono success. It's a lively item, in a Latin American tempo, that has more than most songs to recommend it for popular attention.

Rock-a-Bye the Boogie. If those operators who have been meeting with particular success on the current boogie-woogie click, *Beat Me Daddy, Eight to a Bar*, are looking for a follow-up number of a similar pattern this is the answer. **WILL BRADLEY** has this disk, and it's boogie-woogie in a slower tempo, with a few laughs inserted in various spots along the way.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

NEW.

Improved

No Break-In Period

For Longer Record Life.

No Break Point.

Needle Must Never Be Turned.

Round Point For Truer Tone and Less Surface Noise.

4000 Play

PFANSTIEHL NEEDLE

Coin Machine

PFANSTIEHL CHEMICAL COMPANY
Metal Division



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. 7 models, low as \$3.95. Buy legal "Silver Kings." All information and complete working plans FREE. Write

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

**ALL PRICES GOING UP
WHILE SUPPLY LASTS**
We Shall Ship to Our Customers



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

TORR 2047 A-50, 68
PHILA. PA.

Make 'Em Want MORE!

That's the secret of selling more nuts in vending machines. And that's what these fresh, tasty, luscious-looking nuts can do for YOUR machines. Your made-to-order shipment is sent out the same day we get your order. Send for free samples and price list.

SMALL FILBERTS (Blanched)
NEW CROP SPANISH
SMALL WHOLE CASHEWS
SMALL WHOLE ALMONDS
95% WHOLE MEDIUM VIRGINIAS
All Kinds of MIXED NUTS

E. CHERRY, INC.

238 Market St., PHILADELPHIA, PA.
Dept. A

REBUILT CIGARETTE MACHINES

6 Col. National, Model 626, with Enclosed Stand. Equipped with Free Book Match and 1c Box Match; Slug Proof, to operate for 15c or 20c.

**WHILE THEY LAST
ONLY
\$16.50
EACH**

1/2 deposit, balance C. O. D.

**X. L. COIN MACHINE
COMPANY, INC.**

1351 Washington St., BOSTON, MASS.



Ohio Fair Trade Cigarette Price Rulings (To be clipped and filed for reference)

This ruling forbids the Lane Drug Company to sell cigarettes below the fair trade price set by the Ohio Fair Trade Committee. Importance of the ruling to cigarette vending-machine operators is readily apparent. The Lane Drug Company had filed suit against the Fair Trade Committee charging that the price set by the committee was in restraint of trade between States.

IN THE DISTRICT COURT OF THE
UNITED STATES FOR THE NORTH-
EASTERN DISTRICT OF OHIO,
EASTERN DIVISION

The Lane Drug Company, Plaintiff,

vs.

The Tobacco Division of the Ohio
Fair Trade Committee, Defendants.
No. 20493—Civil Action

WILKIN, J.

The motion of the plaintiff for a preliminary injunction is overruled upon the grounds that this court does not have authority to grant the relief asked upon the facts set forth in the complaint. The plaintiff is engaged in the operation of drug stores and in connection therewith sells cigarettes at retail. It alleges that it buys such cigarettes from manufacturers outside the State of Ohio. When such cigarettes arrive at their stores and are removed from the packages in which they were shipped from the factories and are placed on sale at retail, the part of their business which is interstate commerce comes to an end, and the dispensing of cigarettes at retail is wholly intrastate commerce. Since the acts complained of affect directly only the intrastate business of the plaintiff, this court is without power to interfere. Plaintiff contends that there is an indirect effect upon its interstate commerce since the things complained of act as a restriction upon retail sales and therefore remotely affect wholesale purchases from the manufacturers. Under the decisions, however, this court is without authority to take judicial cognizance of such indirect or remote results. The direct effect of the acts complained of is solely upon retail sales, and therefore is not "in restraint of trade or commerce among the several States." (Section 1 Title 15 U. S. C.)
Hart Refineries vs. Harmon, Treasurer,
278 U. S. 499.

Sonneborn Bros. vs. Cureton, 262 U. S. 506.

State of Iowa vs. Taft Company, 183 Iowa, 584, 9 A. L. R. 390.

Brown vs. Maryland, 12 Wheaton, 419.
Mutual Film Company vs. Industrial Commission of Ohio, 215 Fed. 138.

Hebe Company vs. Shaw, 248 U. S. 343.

Cook vs. Marshall County, Iowa, 190 U. S. 261.

Schechter Poultry Corporation et al. vs. U. S., 295 U. S. 495.

R. N. WILKIN, Judge,
October 15, 1940.

Great Atlantic & Pacific Tea Company stores in Ohio recently cut prices of cigarettes in Ohio to two packages for 29 cents. Isidor H. Roth immediately filed for an injunction to halt sale at this price. It is said that altho Roth was the plaintiff, the action was actually brought by the Tobacco Division of the Ohio Fair Trade Committee.

IN THE COMMON PLEAS COURT OF
FRANKLIN COUNTY, OHIO

Isidor H. Roth, Plaintiff

vs.

The Great Atlantic & Pacific Tea
Company, Defendant

No. 161345

ENTRY

For good cause shown it is ordered that pending further order of this court the defendant, its agents, servants, and employees or any one acting by, thru, or under it be and the same hereby are restrained from advertising, offering for sale, or selling in any of its stores any of the cigarettes mentioned in Exhibit A, attached to the petition and having minimum retail resale prices as alleged in the petition at less than said minimum resale prices as shown in said petition, the Court being of opinion that the allegations of the petition support the granting of this restraining order without notice to the defendant.

Plaintiff is directed to give bond in the sum of \$2,000 with sureties to the satisfaction of the Clerk of this Court.

DANA REYNOLDS, Judge.



NEW ARTHUR H. DU GRENIER, INC., headquarters in New York are located at 615 10th Avenue, in the heart of Coin Row.

Illinois Cig Vender Ops To Hold Meet

SPRINGFIELD, Ill., Nov. 2.—Cigarette Vender Operators of Illinois will hold their first annual meeting Saturday and Sunday, November 23 and 24, at the Abraham Lincoln Hotel, Springfield. The meeting will wind up with a dinner-dance Sunday night attended not only by assembled members, but also by luminaries in the tobacco distributing field as well as cigarette vender manufacturers.

It is reported that Joseph Kolodny, secretary of the National Association of Tobacco Distributors, has expressed his willingness to appear and address the meetings unless important business calls him to Washington. Clinton S. Darling, secretary of the National Automatic Merchandisers' Association, will also address the gathering.

In addition there will be several State senators and legislators. Of utmost importance to cigarette operators of Illinois, according to the association, is the likelihood of the enactment of a cigarette stamp tax law during the next legislative session. It is expected that this all-important question will be discussed by one or more of the members of the Legislature who will be present.

Manufacturers of cigarette vendors, candy and gum vendors, book matches, and related devices will exhibit during the conclave. The association expects that it will have a large gathering of operators. Manufacturers desiring space or operators desiring information should contact Howard L. Iltis, secretary of the association, at 1811 East Pine Street, Springfield, Ill.

Beverage Venders For City Theaters

CHICAGO, Nov. 2.—Beverage vending machines will be installed in some 20 Warner Bros. theaters in the Chicago and Philadelphia areas, it was learned when Harold Rodner, theater department executive, returned from a survey tour of these territories.

New machines will augment candy vending machines in the houses.

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 Boxes
Ball Gum, 1 Box
Prize Gum

\$7.30

Ball Gum Machines make money! Let us show you how. Free introductory literature with each machine. (Ball Gum at attractive prices.) Send for literature and prices on complete line.

Model 83 Ball Gum

\$6.15

In Lots of 100 or More
SAMPLE \$6.40

1/3 Deposit With
Order, Balance C.O.D.

7 South 22nd St.

PHILA., PA.

RAKE

BARGAIN BUYS

(10) Du-Grenier 6-Column Cigarette, \$9.95 each entire lot. \$75. (50) In Bag, \$5.50; 4-Column Gum, \$5.95; Robins 2-10-1, \$3.95; Kenney 4-Column, \$3.95; (50) Penny Hershey, \$1.95; Rotary 4-in-1, \$1.95. Many other bargains. Send for latest catalogue. Wanted!—All Types Machines.
MIDWAY, 432 West 42nd, New York City.

DuGrenier Opens On N. Y.'s Coinrow

NEW YORK, Nov. 2.—Arthur H. DuGrenier, Inc., of Haverhill, Mass., opened new offices here Thursday (31) 615 10th Avenue. The firm was formerly located in the International Building of Rockefeller Center. New offices are in the heart of this city's Coin Machine Row.

Officials of the firm declare that the new headquarters will enable them to be of much greater service to their customers. "For instance," they state, "a large, free parking lot is located in the rear of our offices, with an entrance on 4th Street. What's more, we can keep on hand a complete stock of our Champion cigarette machines and our new candy merchandise machines as well. We also have room for a complete stock of parts and supplies. Our aim is to do all we can to serve operators efficiently and completely."

DuGrenier executives are putting the finishing touches to their new offices prior to announcing the date for the grand opening party they are planning to give for all merchandise machine owners. The date will be announced soon.

Pan Introduces New Products

CHICAGO, Nov. 2.—Pan Confections, Chicago has added four new products to its line of bulk vending machine candies in the past few weeks. The first of these is a new Midget Baked Bean, hard shell, which is a sugar-coated Spanish peanut. The item runs approximately 1,350 pieces to the pound.

Second on the list of new offerings is Tiny Pectin Hearts, which come approximately 800 pieces to the pound. Third item is Assorted National Stars, coming in a mixture of red, white, and blue candies running 900-950 to the pound.

Last, but not least, is a new mixture of salted mixed nuts. This is composed of blanched Virginias, Spanish peanuts, Brazil and cashew pieces, filberts, pecans, and almonds.

Pan is also suggesting to operators that they use some mixes in their bulk vending machines to increase business. The mix recommended is 80 per cent Boston Baked Beans with 20 per cent Red Fairy Hearts. The red of the hearts breaks up the solid brown color of the beans.

Second mixture suggested by Pan is to mix 10 per cent Tiny Pectin Hearts with salted Spanish peanuts. The cherry flavor of the hearts mixed with the salt of the peanuts is very appetizing.

Vote Merger of Loft and Pepsi-Cola

NEW YORK, Nov. 2.—Plans for the merger of Loft, Inc., into Pepsi-Cola Company have been approved by directors of the two corporations and will be submitted to stockholders at special meetings November 22. Walter S. Mack Jr., president of Pepsi-Cola, announced.

At the same time Mack revealed that Pepsi-Cola earned net income of \$3,669,263 in the first seven months of 1940, after all regular and special charges and after federal income taxes at the new rate of 34 per cent, but before the excess profit tax, which is not yet determinable. This compares with net income of \$2,699,062 in the like 1939 period.

Under the plan, each share of Loft stock, except the 11,700 held by Pepsi-Cola, would be converted into one share of new Pepsi-Cola stock, or a total of 1,461,539 shares.

Each of \$3,840 shares of Pepsi-Cola not held by Loft would be converted into 84 shares of new Pepsi-Cola stock, or a total of 452,256 shares.

Application would be made to list the 1,913,815 shares of Pepsi-Cola stock, which then would be outstanding, on the New York Stock Exchange in place of the present 1,473,259 shares of Loft.

Each present Pepsi-Cola share also would receive an adjustment certificate entitling the holder to a pro rata share of any contingent liabilities of Loft in excess of \$4,000,000 which may arise within six years. Loft directors have estimated that these contingent liabilities will not exceed \$3,250,000, for which purpose a reserve has been set up on the July 31, 1940, balance sheet.

New Jersey CMA Arbitration Board Functions Told

NEWARK, N. J., Nov. 2.—The growing stature of the coin machine industry and particularly the operating fraternity is shown in a recent issue of *Smoke Rings*, published by the Cigarette Merchandisers' Association of New Jersey. *Smoke Rings* is edited by the association manager, James V. Cherry.

Discussing the settlement of disputes between members of the association, Cherry wrote: "One of the most important functions of a trade association is to arbitrate matters arising between its members. In connection with arbitration it is necessary for members to keep in mind several things. First, that any complaints should be settled on the basis of the bylaws by which the members operate, and second, that both parties should receive decisions in good grace and attempt to aid rather than hinder the winning party."

"All decisions should be accepted on a voluntary basis. The arbitration committee of the CMA of New Jersey is appointed for a period of three months, consisting of five members and two alternates. Either party may have the privilege of replacing one member of the committee and no member of the committee may succeed himself, but must wait nine months before he can again act on this body. Members should realize that no group of men can be anything but fair-minded regardless of private prejudice. One person, individually might be swayed by friendship, but in a group each person is motivated by a desire to show the next man how impartial he can be.

"From a standpoint of good business the losing member should assist the winner, for it is impossible to know when the tables will be turned and he may need the assistance of the winner in another matter. In this way both parties gain in business and respect. Don't forget that we are in the United States of America—the land of fair play. We appreciate nothing in sports, in business, or in life as much as a good loser."

Large Attendance Marks CMA Meeting

NEWARK, N. J., Nov. 2.—A large attendance marked the open meeting of the New Jersey Cigarette Merchandisers' Association last week. Principal speaker of the evening was Joseph Kolodny, executive secretary of the National Association of Tobacco Dealers, who spoke on "The Association and Its Membership." Members of other CMA's were present. Following the session movies of the Joe Louis-Tony Galento fight were shown.

Visitors included Matthew Forbes, manager New York CMA; Lou Cantor, Walter Straus, National Venders; R. V. Greene, Jack Mills, Jack Keltner, Rowe Manufacturing Company, and Bernhard Glassgold, U-Need-a-Pak.

James V. Cherry, manager of the Jersey organization, said Automatic Stores, Inc., and John B. Lee had been voted into the association's membership.

Meetings of the arbitration committee and the board of directors will be held November 13. Next regular meeting is scheduled for November 26.

Marcov Vends Many Kinds of 1c Bars

NEW YORK, Nov. 2.—Marshall Cornine Jr., manufacturer of the Marcov 1-Cent Vender, points out to the trade that one reason for the popularity of his machine is that it is suitable for more than one type of Hershey bar. According to Cornine, the Marcov 1-Cent Vender will handle the Hershey Milk Bar, Hershey Nougat Bar, and the Hershey Mr. Goodbar. These are all 1-cent bars and among the most popular now being sold by the Hershey Chocolate Company.

"In addition to these Hershey bars, there are many other types of candies that the Marcov Vender will handle," Cornine says. "Some of the men in the Middle West are finding a different style almond and peanut crunch very profitable. Many operators are having bars made especially for them," he concluded.

Laud Advantages On In-a-Bag Vender

CHICAGO, Nov. 2.—"The vending of nuts in a glassine bag from In-a-Bag has greatly enlarged many operators' territories," reports Hyatt Hiramson, executive of O. D. Jennings & Company.

"Not only are the nuts vended under the most sanitary conditions, but the natural oil and salt do not get on the buyers' hands. For this reason, office managers as well as many other industrial managers prefer the Jennings In-a-Bag. As a result many operators are switching to In-a-Bag, the machine with the widest appeal."

"Practically any location is pleased with an In-a-Bag installation. Factories prefer it because the workers do not have to waste time washing their hands before eating the nuts. Office workers favor the machine because there is no chance of their marking letters with salty or greasy fingertips. Department stores and other public locations realize the convenience of In-a-Bag. People do not have to remove their gloves to get their snack, nor do they have to be afraid of spotting their clothes. As a result many more people patronize In-a-Bag with its sanitary glassine envelope."

"The precision-built mechanism of the vender demands so little attention that many operators are branching out and operating a route of In-a-Bag dispensers as a sideline. All they have to do is to keep the machine well stocked and rake in the pennies."

Revoce Introduces Ice Cream Vender

ADRIAN, Mich., Nov. 2.—Revoce, Inc., manufacturer of the Revoce Ice Cream Vender, proclaimed recently that "A new business has been born—automatic ice cream vending."

Citing figures and explaining advantages of the Revoce vender, an official of the firm said: "Thirteen billion 5-cent soft drinks sold in 1939 represent a business of millions of dollars yearly. The tremendous profits of the largest soft drink concern in the world and the big 5 and 10-cent stores show that there is a tremendous business to be realized thru 5 and 10-cent sales."

"This avenue of profit is now being opened by means of automatic ice cream vending. The Revoce Ice Cream Vender is the answer to the new age of mass merchandising. Hundreds of Revoce vendors in use today are proving that the field is profitable. Twenty nickels make \$1, and the dollars which are being piled up by Revoce vendors are truly impressive."

Des Moines

DES MOINES, Ia., Nov. 2.—Gibson Distributing Company, Des Moines representative for Rock-Ola, has added Edwin Edwards, formerly of Chicago, to the staff. Edwards will handle one of the five routes now in operation by Gibson.

The Iowa Amusement Company has been taken over again by Chick DeVore, with some of the routes split among other operators. The main office has been closed. DeVore formerly operated the company.

Paul Nelson, of the Nelson Amusement Company, reports a brisk demand for new pinball machines and has been busy replacing many of his older ones. Nelson reports good success with Exhibit's Leader and the new Chief.

Colder weather has helped business conditions in most indoor spots, although some operators are complaining the coin chutes are not clicking as fast as could be expected.

Churvis, Sebring Find Business Good

CHICAGO, Nov. 2.—"Things thruout the Middle West are once more on the boom," according to Mac Churvis, Grand National Sales, Chicago, who has recently returned from a good-will trip over the entire territory. "Besides having a pleasant visit with scores of new and old friends, I found business is better than average and far better than one might expect," he declared.

"Farms, cities, small towns, and large towns—rural centers and big industrial centers—all have their wheels humming again. Operators don't mind for not ordering machines, they order machines just as fast as they can get them and then spot their locations later."

"The usual hesitancy that precedes every political election has failed to make its appearance this year among operators," said Al Sebring, head of Grand National. "No doubt this is because of generally improved conditions. Naturally, we in the industry feel some share of responsibility for the better outlook. I mean because of our new methods of merchandising, our better service and reconditioned machine handling, and, of course, more recently Bally's Rapid-Fire credit plan. All factors considered, 1940 should be the best year that Grand National Sales has ever had."

THE LATCHSTRING'S OUT

at the NEW
NEW YORK home of

A. H. Du GRENIER, INC.

ON COIN MACHINE ROW

10th Ave., at 44th St.

COME IN ANY TIME! INSPECT

OUR NEW QUARTERS! SEE

THE NEW SERVICE FEATURES

BEING OFFERED! SEE THE NEW

Du GRENIER MERCHANDISERS!

NEW TELEPHONE NUMBER
IS: PENNSYLVANIA 6-0945

1 Free private parking space for your convenience.

2 A complete stock of parts and supplies on hand.

3 A modern and efficient repair department.

4 A complete assortment of Du Grenier machines ready for immediate delivery.

SOUTHERN AUTOMATIC

CARLOAD PURCHASING POWER

— GIVES YOU BIGGEST COIN MACHINE VALUES! —

STOP! LOOK! BUY!

AND NOW—EXTRA SPECIAL

Three Score\$59.50 | Speedway\$69.50

WHILE THEY LAST!

\$19.50 Each—YOUR CHOICE OF FOLLOWING FREE PLAY GAMES—\$19.50 Each

Aviation	Baby	Conboy	Dury Jones	Keen a Ball	Rink	Thriller
Big Six	Bubbles	Contact	Fitch Landing	Let of Pen	Rebound	Topper
Beating	Big Ten	Chevron	Golden Gate	Liberty	Ocean Park	Snooks
Champ	Buckaroo	Chubbie	Headliner	Parachute	Side Kick	Zip
Box Score	Champion	Conquest	Witte			

SPECIAL LOW PRICES ON LATE MODEL FREE PLAY GAMES

All Babe	\$22.50	Fleet	\$72.50	Red Hot	\$37.50
Big Toss	\$7.50	Jelly	42.50	Royal	35.50
Bowling Alley	39.50	Lucky	29.50	Super Six	27.50
Big League	39.50	Lancer	22.50	Scoop	34.50
Big Show	29.50	Landside	69.50	Sunsettime	42.50
Comedore	32.50	Majors	22.50	Sports	62.50
Congo	34.50	Mr. Chips	27.50	Score a Line	64.50
Convention	64.50	Mascot	44.50	Triple Play	22.50
Dough Boy	49.50	Merry Go Round	44.50	Triumph	22.50
Dude Ranch	69.50	Mills 1-2-3	69.50	Top Notcher	27.50
Fantasy	27.50	Oh Boy	27.50	Variety	22.50
Flashup	27.50	Pick Em	22.50	Yacht Club	62.50
Western Baseball, Free Play, in Brown Cabinet	79.50				

CONSOLES AND PAY TABLES AT GIVE AWAY PRICES

Derby Day by Jennings	\$29.50	Preckness Table	\$ 19.50
Exhibit Races	59.50	Races Races, Brown Cabinet	109.50
Galloping Business, Ticket Model	89.50	Ramos Deluxe Bell	29.50
Jennings Go Carolina	49.50	Silver Bells by Exhibit	69.50
Keeney Skill Time	79.50	Track Time	69.50
Keeney Triple Entry	109.50	Saratoga Bells by Pace	79.50
Liberty Bell	29.50	Tanforan	27.50
Mills 1-2-3 Payout	27.50		

WRITE FOR LIST OF PHONOGRAPHS AND GAMES NOT LISTED.
TERMS: 1/3 Deposit With Order, Balance Sight Draft.
DISTRIBUTORS FOR J. P. SEEBURG CORP. PRODUCTS IN KENTUCKY, TENNESSEE, OHIO AND INDIANA

Southern Automatic

MUSIC CO.

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542 S. SECOND ST., LOUISVILLE, KY.
NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.
425 Broad St. 312 W. Seventh 531 N. Capital Ave.

Trophy To Be Awarded for Best Display at Western Coin Show

LOS ANGELES, Nov. 2.—There will be more competition between exhibitors at the Western States Coin Machine Convention at the Biltmore Hotel here November 18, 19 and 20 than the competition of getting first attention of visiting operators. As a further incentive to exhibitors to outdo themselves in making their booths attractive the show committee will award a handsome loving cup as first award for the best display.

As an impartial board of judges, bandsman Horace Heidt, actor-singer

Dick Powell, and Harvey Carr, editor of The Coin Machine Journal, will determine whose efforts in decoration and presentation of equipment deserve the trophy.

Made of the same metal thruout so that it may be polished down to a hair's thickness without losing its handsome gloss, the cup will be given the winner at the ball and banquet November 20 at the Wilshire Bowl. Horace Heidt, aided by Jerry Colonna and Phil Harris, will make the presentation.

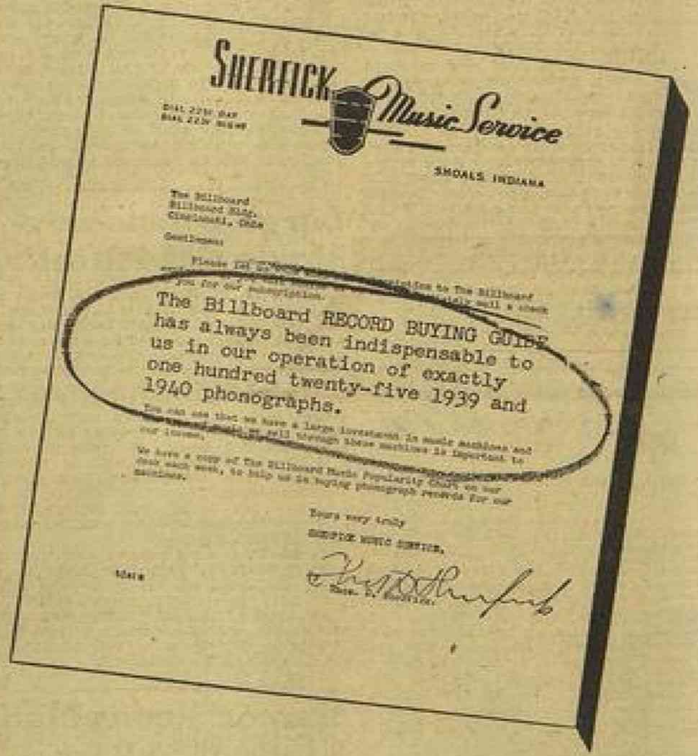


THE SONGWRITERS MENTIONED in Walter Hurd's recent editorial (November 2) get together. Left to right are Jim Mangan, author of "We're All Americans," and Paul Cunningham, Ira Schuster, and Leonard Whitecup, authors of "I Am an American." The scene is the Mills Panoram Soundies premises in New York.



Thos. D. Sherfick, Sherfick Music Service, who operates 125 late model music machines, keeps a copy of The Billboard RECORD BUYING GUIDE on his desk each week to help him select the kind of music "that is important to our income." Mr. Sherfick says The Billboard

RECORD BUYING GUIDE IS INDISPENSABLE



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Please enter my subscription at the Special Introductory Price of 10 issues for ONLY \$1.

Name

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FROM ANY ANGLE IMP IS A GREAT GAME. LOW PRICE — LARGE PROFITS. MECHANICAL PERFECTION.

GROETCHEN TOOL CO.

130 N. UNION CHICAGO



EARL WINTERS (left), International Microscope's sales manager, watches Morris Hankin (center), of Atlanta, and Max Glass, of Chicago, argue as to who's going to sell the most Sky Fighters.

“Try To Beat No. 192,” Says Aspirant Claiming To Be Coin Biz's First Draftee

CHICAGO, Nov. 2.—Out of all the names sent to *The Billboard* claiming to be the coin machine business's first man on the selective service lists, Morton Lang, of the Mills Novelty Company, emerges as having the most clear-cut right to that title. Lang's number is 192, which was in the second capsule drawn from the goldfish bowl in the Washington drawing.

Lang's title is not absolutely clear, however, for some sections of the country have not as yet been represented in the names already received by *The Billboard*. However, the field has been considerably narrowed down and only one number can defeat Lang's claim as the industry's No. 1 man. That number is 159, the now famous number which was contained in the first capsule drawn.

Lang is a red-headed lad who has worked for Mills Novelty for over 10 years. He is currently employed in the collection department. Prior to the Washington drawing Lang organized and sold tickets on a draft pool, the man whose number came up first being declared the winner.

All during the selling of tickets Lang was heard to say that he had no hopes of winning the pool, that he had never won anything. When Lang heard President Roosevelt call No. 192 he declared:

“This is one \$10 bill that I didn't want to win.” Other Mills employees were of the opinion that the first man called needed the pot.

Lang, unless deferred, will be among the first contingent to be called by the government.

During the past week several names of reservists who are being called up for army, navy, or air service have reached *The Billboard*. Everyone connected with the coin machine industry is invited to send in either his name or the names of others who have been or will be called up for service. Full information as regards occupation, firm connections, branch of service, etc., should be included if possible. Send data to the Coin Machine Editor, *The Billboard*, 54 W. Randolph Street, Chicago.

Reservists Called to Arms

PAUL GOLDFARB, St. Paul; electrical engineer in the service department of the Amusement Games Company. Called up as an aero-radio inspector.

LIEUT. CLARENCE J. BAYNE, Chicago, assistant sales manager of the J. P. Seeburg Corporation, Chicago. Called up as officer of the Illinois National Guard, 106th Cavalry.

ALEXANDER FRIEDMAN, Chicago, member of advertising agency handling

THANKS FOR THE FLOOD OF ORDERS FOR SPITFIRE NOVELTY VENDOR



IMMEDIATE DELIVERIES ON THIS GREAT GAME IF YOU ORDER NOW!

SCIENTIFIC MACHINE CORP.

21 Steuben St. Brooklyn, N. Y.

USED MACHINES

Perfectly Reconditioned!
 5 Ever-Ready 4 Col. 1c Nut Vendors, Each \$4.95
 25 Adams 1c 6 Col. Slice Gum Vendors, Each \$6.50
 5 A. D. T. Challenger 1c Pictorial Machines, Ea. \$13.50
 10 Rowe Articoat 6 Col. Cigarette Machines, 150 pack capacity, shop proof, Each \$18.50
 Remit 1/3 Deposit, Bal. C. O. D.

DRUBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.

IMMEDIATE DELIVERY! SCIENTIFIC'S "SPITFIRE" NEW 1c COUNTER GAME HIT

FLASH!

Below are slightly used machines offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D.

5-BALL FREE PLAY

- 1 Bally Lead-Off \$57.50
- 1 Bally Beauty 37.50
- 1 Bally Vogue 16.50
- 1 Bally Triumph 17.50
- 4 Chicago Cole Polo 49.50
- 2 Chicago Coin Yacht Club 49.50
- 3 Chicago Coin Skyline 47.50
- 1 Chicago Coin Sporty 42.50
- 1 Chicago Coin Cosmopolitan 37.50
- 1 Chicago Coin O'Boy 35.00
- 1 Chicago Coin Jolly 30.50
- 1 Chicago Coin Remy 30.50
- 1 Chicago Coin Buckaroo 21.50
- 1 Game Mr. Chiles 20.50
- 1 Keeney Super Six 27.50
- 1 Exhibit Flapship 25.50
- 1 Exhibit Contact 12.50

CONSOLE & AUTOMATIC PAY

- 1 Bally Sport King \$ 62.50
- 1 Pace Race, J.P. Model, 5c, Cash, 30-1 105.00
- 1 Baker Pace Deluxe, 5c, Cash, 20-1 140.50
- 1 Pace Race, 5c, Cash, 30-1, No. 6022 99.50
- 1 Pace Race, 5c, Cash, 30-1, No. 5328 79.50
- 1 Keeney Pastime 125.00
- 1 Keeney Track Time, 1938 Model 79.50
- 1 Keeney Souaky Bell, Animal Reels 55.00
- 1 Mills Spinning Reel 95.00
- 1 Mills 1-2-3, Fruit Reels 24.50
- 1 Bally Grand National 70.50
- 1 Lucky Star 67.50
- 4 Pace Race Jr., Fruit Reels 65.00
- 1 Evans In-The-Barrel, F.B. 125.00
- 1 Bally Grand Stand 62.50
- 1 Bally Fair Ground 55.50

MISCELLANEOUS

- 2 Mills Vest Pocket, Balls, F.B. \$37.50
- 1 Mills Vest Pocket, Ball, 5-U. 25.00
- 1 Comet Taken Payoff, 1c Play 10.00
- 1 Big Game Hunter, 5c Play 10.00
- 2 Steeple Race, Counter Game 7.50
- Collection Books, Per Dozen75

PHONOGRAPHS

- 1 Wurlitzer 800-A, Keyboard \$159.50
- 1 Wurlitzer 816, Light-Up, Walnut Cab. 79.50
- 1 Wurlitzer 412, Piano 27.50
- 1 Rock-Ola Imperial 20 49.50
- 8 Seeburg Symphonola, 12 Record, Dial Selector 15.00
- 4 Buckley Wall Board, Brand New 17.50

SLOTS

- 5 Wurlitzer 5c Roll-a-Toe Mystery Van., No. 45192 to 79399 \$17.50
- 1 Mills Mutos Vender, 5c, No. 155555 35.00
- 2 Mills Cherry Bell, 5c, No. 412, 699-432990 45.00
- 1 Mills Brown Front Cherry Bell, 5c, No. 469391 45.00
- 1 Mills Indian Head, 5c, Mystery Pay, No. 219293 17.50
- 2 Mills Red Front, 5c, Mystery Pay, No. 378871-383140 32.50
- 1 Wurlitzer Double Jackpot, 5c, No. 752776 17.50
- 6 Mills Blue Front, 5c, No. 343110 to 378921 30.00
- 1 Mills Red Front, 5c, 40078 35.00
- 1 Pace 5c Rocket Bell, No. ECD-49250M 15.00
- 1 Pace 10c Original Comet Jackpot 15.00
- 1 Casino 10c Jackpot, Light Cabinet, Like New 15.00

coin machine accounts, Morris & Davidson. Called up with Illinois National Guard, 106th Cavalry.

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MAKE BIG MONEY

From Now Until Christmas Selling **JUMBO TURKEY BOARDS**
 A Real Flash That Readily Sells at \$1.00 Each
 150 Hours No Numbers Over 150
 BRINGS \$21.45 AND SELLS
 1 Turkey, 1 Goose, 1 Duck and 2 Chickens
 PRICE \$3.00 per Doz. \$22.50 per 100
 Samples, \$1.00
 Remittance With Order or 50% on C. O. D.
LARRIMORE MANUFACTURING CO.
 447 PIERCE BLDG., ST. LOUIS, MO.

CANDY FOR OPERATORS

24 1-LB. BOXES OF CHOCOLATES, \$4.25
 EXCEPTIONAL VALUE—UTILITY LEATHERETTE BOX WITH MIRROR, Containing 1 Lb. Miniature **\$1.00**
 Quality Ass. Chocolates Per Box

CANDY FOR THE HOLIDAYS
 5-LB. BOX OF ASSORTED CHOCOLATES Per Box 70c
 5-LB. BOX OF AMERICAN MIXED Per Box 80c
 2-LB. BOX OF ASSORTED CHOCOLATES Per Box 50c

Send for our Free New Illustrated Catalogue
 20% Deposit With Order, Balance C. O. D.

DELIGHT SWEETS, Inc.
 50 E. 11th Street, NEW YORK CITY



The above prices are effective November 9, 1940. Write and ask us to put you on our mailing list. Also get our prices on any brand new coin operated machine that has been released by the respective manufacturer, as we guarantee to meet any clean competitive price.

MOSELEY VENDING MACHINE EXCHANGE, INC.

50 BROAD STREET Day Phone, 3-4511—Night Phone, 5-5325 RICHMOND, VA.

OPERATORS, DISTRIBUTORS

Hundreds of You Have Been Asking for This



"TWINS-WIN"

NOW ANSWERING YOU ROYALLY

The Flashiest, Cashiest Counter Game in America
Many Pay for Themselves First 24 Hours

NOW—START READING

Five place layout. Five slot coin chute. Each slot takes pennies, nickels or dimes. Takes them 1-2-3-4 or 5 at a time. Takes them either straight or assorted. Takes from 1c to 50c at a time. From one to five players at a time. Keeps them interested. Keeps them coming. Holds year round popularity. The simplest of all games to play. Two out of four color dice to win in any field. Coins in sight until play completed. 100% slug proof. 100% cheat proof. Payout 2 for 1, 3 for 1, 5 for 1, 10 for 1, 20 for 1. Players choice of field. Nets location 45.5%. Beautiful five color plate. Elegant walnut finish, glass top cabinet. Striking color-stripe metal trim. High grade cylinder lock. Ample coin room. Easy to service.

START YOUR ORDERS—NOW

Size 13" x 13" x 4". Shipping Weight, 14 Lbs.

No. 1313—Twins-Win \$25.00
10 or Over—Each 24.00

Cash With Order or 1/3 Cash With Order and Balance C. O. D.

LIBERTY MFG. CO. Dept. B
COUNCIL BLUFFS, IA.



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.

Cigarette Vender Operators of Illinois, annual meeting, Abraham Lincoln Hotel, Springfield, November 23-24.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

Bottlers' 22d Annual Convention and Exposition, Music Hall, Cincinnati, November 11 to 15.

Northwest Tobacco and Candy Show, sponsored by Twin City Retail Tobacco Dealers' Association, Radisson Hotel, Minneapolis, November 17, 18, and 19.

Amusement Parks Convention, Hotel LaSalle, Chicago, December 2 to 6.

New York Phonograph Operators' Association Annual Banquet and Show, New York, November 10.

Youse Guys With Numbers...

and youse guys who are reservists or who intend to enlist should let the rest of the coin machine business know who you are when you leave the coin machine business to go to work for Uncle Sam. The Billboard will publish, as received, the names and other data of all men who are called as reservists, who enlist, or who are inducted into the army thru selective service.

Not only do we want to know who you are, but we want to know what your connection has been with the coin machine business, who you worked for or "vice-verser"; what unit of the national defense you are joining—and anything else you can think of telling. If you have a picture send it along.

You don't have to be a prospective soldier to contribute to this new listing. If you know somebody in the business who is gonna be a soldier send the data to Coin Machine Editor, The Billboard, 54 West Randolph Street, Chicago.

Gains Shown In Houston

HOUSTON, Tex., Nov. 2.—Despite unsettled and uncertain conditions caused by the draft and November elections, Houston coin machine business for October showed a gain. Each month since August has shown a substantial increase over the previous one.

Boom conditions prevailing in several South Texas towns in the Houston trade area have more than offset the slack period that so often precedes a Presidential and city election. Employment within Houston proper has exceeded the fondest expectation, with all skilled mechanics working and a demand for more. Huge government and private projects at Ellington Field, Palacios, Freeport, Orange, and Corpus Christi have created a shortage for almost everything, including several types of vending machines.

A fair example is at Palacios, where Camp Hulen is being enlarged for permanent National Guard camp. Five

thousand men are working three shifts on construction. Thousands of soldiers are already there and more are arriving daily. Every room and house is occupied and many are residing in tents and trailer cars, eating where they can.

Three of the four major phonograph distributors report increased sales. Demands for wall boxes are heavy. Most distributors are selling all they can get from factory.

New machines of the free-play type had a good month. Used amusement game sales were highest of this year.

Drink vending machine operators reported the best season ever. Fall weather has naturally affected this line, but few locations have been abandoned.

Target machines have been a sensation. It has been impossible to buy one without waiting for delivery.

CARL TRIPPE Price Plus Guaranteed Satisfaction
Always A SQUARE DEAL WITH IDEAL

WHY EXPERIMENT! DEAL WITH "THE OLD RELIABLE"
ALL A-1 RECONDITIONED—READY TO OPERATE

CONSOLES

Bally Skilliards	\$23.50	Parley Racer	\$29.50
Jennings Good Luck	49.50	Multi Bowler	70.00
Liberty Bell—Flat Top	17.50	Tracktime (1937 Red)	44.50
Mills Rio	25.50	Tracktime (Red Roundhead)	34.50
Mills Track King	17.50	Tracktime (Black)	32.50
Pacific Domino	15.00	Zipper	27.50
Pace Race (Black Cabinet)	48.50	Paradise (Keeney)	\$9.50

PHONOGRAPH OPERATORS' SPECIAL
UNDERWOOD PORTABLE TYPEWRITER, WITH CASE, Red and Green Ribbon or Red and Black Ribbon, Case, \$49.00, Time, \$34.50; \$1.00 down, \$4.00 per month. Have Clean, Readable, 2-Color Title Strips. SEND FOR OUR NEW PRICE LIST WITH MANY BARGAINS—JUST OUT! Terms: 1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST., ST. LOUIS, MO.

FALL CLEARANCE

FREE PLAYS

Contacts .. \$12.00	Champion .. \$21.50
Kick .. 10.00	Zips .. 12.00
Fifth Inning .. 15.00	Chief .. 12.00
Cowboy .. 15.50	Big Six .. 14.00
Triples Texas .. 15.00	Follow Up .. 10.00
Clubby .. 12.00	Clapper .. 17.50
Double Feature .. 15.00	Side Kick .. 10.00
(Baby) .. 15.00	Ritz, Straight .. 8.00
Stop & Go .. 12.00	Novelties .. 17.50
Headline .. 15.50	Trump .. 15.00
Saver .. 17.00	Super Six .. 24.50
Charger .. 17.00	Spotties .. 14.00
Red Hot .. 34.50	Triumph .. 21.50
Pickem .. 24.50	Box Scores .. 10.00
Merry-Go .. 15.00	Mr. Chips .. 24.50
Round .. 39.50	
Chevron .. 12.50	

MISCELLANEOUS

'39 Western Baseball, Novelty	\$35.00
'40 Western DeLuxe Combination	80.00
Cash Payout or F.P.	80.00
Outlaw Bowling Riser	25.00
Variety	22.50
Speedy	14.50
Kentucky Club	42.00

1/3 Deposit — Balance C. O. D.

LAKE CITY NOVELTY CO.
1816 East 30th St., CLEVELAND, OHIO



"AS ENTHUSIASM FOR FOOTBALL GROWS, so does enthusiasm grow for Line-Up, our latest game," declares officials of the Baker Novelty Company, Chicago. "Players everywhere are in a huddle lauding Line-Up," declares Harold Baker, president of the firm.

FREE PLAYS—RECONDITIONED

DOUBLE FEATURE (Stoner).....\$49.50

Fantasy Jackpot (Stoner)	\$3.50	Rotation	60.00
Blondie	\$42.50	Red Hot	17.50
Beauty	27.50	Score Card	22.00
Big Show	25.00	Short Stop	23.00
Excelsior Alley	23.70	Super Six	17.00
Commodore	19.00	Sports	40.00
Drum Major	40.00	Thriller	11.00
Dude Hand	48.00	Twinkle	11.00
Flagship	14.00	Triumph	15.00
Home Run	20.00	Veins Club	45.00
Rory	25.00		
Novelty	\$9.00 Each		

Contact, Double Feature (Baby), Exposition, Florida, Flight, Fifth Inning, Globe Trotter, Green Light, Headcap, Jitterbug, Let a Fan, Lucky, Major, Miami, Peachy, Six High, Skeely, Spooks, Speedy, Spotties, Spinner, Stop and Go, St. Morris, Stocktick, Silver Flash, Tapper, Warth, 1/3 Cash Deposit, Under \$19.00 Full Cash.

MARC MURVES, INC. 635 West 167th St., New York, N. Y.

JOIN THE ARMY
Of Successful Operators Who Get Big Weekly Profits From

IMMP

Gum Venders with Cigarette or Fruit Symbols 1c or 5c Play. \$67.50 Enlists 6 IMMP in Your Service.

Automatic Coin Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

Census

Shows how fast the population trends are beginning to bring decline of big cities

(From the August 3, 1940, issue of The Billboard, Reprinted by request.)

The 1940 census reports have caused a lot of discussion in business circles relating to the decline in population of many cities. A report of 125 cities showed that in the last 10 years the population in these cities had increased 4.8 per cent. While in the previous 10 years the increase had been 23.6 per cent.

Of the list, 27 cities had actually lost in population. A population decline in such a large city as St. Louis began to arouse business speculations as to what general decreases would mean to the large cities.

Business Week, an important business news weekly, published a lengthy article, *Rebuilding the Cities*, in its issue of July 8, 1940. Many other publications catering to business interests have published articles on the subject, indicating how serious the popular question is to business. "Every American city of 5,000,000 or 6,000 population shows symptoms of dry rot at its core," said one publication.

It is easy to see that many lines of business will be directly affected by declines in city population, for many businesses depend on crowds or a constant passing of people. The coin machine business is essentially a business that profits most as the traffic increases. It has been said that the coin machine business is essentially confined to cities. Hence, the industry will be one of those affected by declines or shifts in city populations.

It has been increasingly evident during the past year or so, however, that the national success of the coin machine industry is not dependent on the larger cities. Many of the larger cities, considered the big markets for coin machines, have presented legal or tax difficulties of one kind and another. So that sales of machines to the large cities have been discouraged. Yet the total volume of sales has been encouraging in many respects even when the recent uneasiness about war began to disturb business generally.

A survey of coin machine trade conditions in various parts of the country soon begins to reveal what a large volume of coin-operated machines is needed to supply the thousands of locations in the many, many cities and towns over the country that definitely are not in the group of the first 10 or 20 cities.

The coin machine industry can view the shifts or declines in city populations without alarm. In some respects the trade as a whole will gain by declines in big cities, which, in most cases, mean that suburban towns and centers are gaining.

The "decentralization" trend can easily be seen in Chicago. That it would affect business was shown by the way in which the big downtown department stores began to call for a subway. The idea back of the Chicago subway is that it may help to hold the crowds in the downtown area. But census and business surveys indicate that slowly and surely the "decentralization" goes on—and the suburban towns and areas gain.

In all of these outlying districts new business enterprises, new locations spring up. They are smaller locations and enterprises, but most of them can accommodate one or more types of coin machines. The big stores in the downtown centers of most cities never accommodate coin machines in a real sense.

There are some thinkers today who advocate that the whole country needs to "decentralize." There are many pros and cons on the question, and big business is definitely undertaking a program to try to prevent the decline of the big cities. Big business is chiefly concerned in the situation, for it is big business that will lose most in the decline of the big cities. There are some signs that the heyday of big business is about to begin its decline anyway.

The European war and its reactions may serve to turn this country and many others toward smaller cities and towns and smaller business enterprises. Large cities are too much a target for bombers, and large industrial plants also make good targets. Henry Ford, as determined as he was in refusing to make planes, may have done the country a favor. A plant like the Ford plant would be an immediate target for enemy planes.

While big industrial plants may be considered ideal for some types of coin machines, yet hundreds of small industrial plants in all parts of the country would probably provide more locations for machines and certainly a wider distribution of plants over the country would help to maintain the spending power of greater numbers of people.

Automobiles have had much to do with the "decentralizing" trends in recent years and other speedy forms of transportation are also helping the movement. The trends are likely to continue, and while the coin machine trade may not become crusaders for "decentralization," yet the industry has nothing to fear from the movement.

The spread of electric power in many areas has also helped the smaller cities and towns and will continue to help them. It is unfortunate that the federal government's great program in spreading electric power has been subjected to so much partisan obstruction. The spread of electricity to all parts of the nation will do more to promote the establishment of new locations and small business enterprises than any other movement in the country. While many types of coin machines are not electric in themselves, yet universal cheap electric current is a necessity for the thriving of small business establishments. It is the flourishing of these small business establishments by the thousands and thousands that means increasing business for the coin machine trade as a whole.

Many issues are involved in the population trends—some of them bitter partisan, economic, social, and even religious issues—but the census tells a story that the population shifts are going on and that the whole structure of the nation may be changed in time. War problems may hasten all the movements so that our civilization will take on a new aspect in a few years. If our country remains free and progressive the coin machine trade will gain by the trends which the census now shows to be taking place.

VOTE the STRAIGHT ATLAS TICKET

—it has what you need for better business

COUNTER GAMES GALORE!

Ball Slide	45.00
Booster	5.00
Model F, Blue Cabinet	18.50
Clearing House	4.50
Comet, 10'	12.50
Dice-Matic	5.00
Double Dice	5.00
Get-A-Pack	5.00
Ginger 5c	14.50
Grandstand 5c	12.50
Yacht Paper	12.50
Jolly 1c	10.00
Little Merchant	4.50
Loopy	5.00
Match-Em	5.00
Mercury, 1c	16.50
Millwheel	4.50
New Deal	5.00
Old Age Pension	9.50
Pack Dice	5.00
Penny Draw	4.00
Prince, 1c	8.00
Race	4.50
Real Dice	5.00
Real Shot	5.00
Real 21	6.00
Reserve, Bally	4.50
Sandy's Mores	7.50
Seven-King	5.00
Ball Draw	10.50
Sum Fun, 5c	4.50
Tally, 5c	7.50
Tasty	4.50
Ticket, 5c	4.50
Tic-Tac-Toe	4.50
Toilette, 1c	10.50
Trick-Pack	7.50
Turf Flash	5.00
21 Vendor	5.00
Wagon Wheels	5.00
Zig Zag	5.00

BALLOT

BRAND NEW FREE PLAYS AT "NEED ROOM" PRICES
5 OF THE LATEST RELEASES!
WRITE FOR PRICES TODAY!

SPECIALS

- Western Baseball, Deluxe Model, Walnut Cabinet, P.P. Payoff, Coin... \$89.50
- Keene's ANTI-AIRCRAFT, Black Cabinet, \$85.00
- Keene's ANTI-AIRCRAFT, Brown Cabinet, 104.50
- Keene's CHICKEN BARN, Black... 62.50
- SEEBURG'S SQUAWK BELLS, Coin... 75.50
- Jennings GIGAWATT, 5c & 10c Comb. 59.50
- Mill's TEN STRIKE Bowling Game... 59.50

CONSOLES

- Jennings' Giant Top DERBY DAY—\$24.50! Ex-Hawthorne—\$42.50! Grand National—\$24.50! Ken's Ten-Ten—\$29.50! Billy's Taster—\$21.50!

PAYTABLES

- Grandstand—\$79.50! Grand National—\$99.50! Hawthorne—\$42.50! Gold Medal—\$67.50! Packmaster—\$59.50! Freaknack—\$17.50! Turf Champ—\$14.50! Sport King—\$17.50!

BILLS

- Mill's Blue Fronts, 1c, 5c, 10c, factory rebill, stipple finish, latest styles—\$47.50! Mill's 5c Melon Bill—\$52.50! Mill's 5c Chrome Bill—\$54.50!

PHONOGRAPHS

- SEEBURG'S Model C—\$32.50! Gem—\$124.50! Seeburg's Model C, Res—\$79.50! Wurlitzer's Royale—\$24.50! Res—\$37.50! 600—\$17.50! P-2—\$29.50! 412—\$37.50! 600—\$17.50! S-2—\$24.50! 412—\$37.50! 600—\$17.50! Dancemaster—\$17.50! 718—\$31.00! 4c & 10c Dancoaster—\$21.50! Studio—\$49.50! Lone Dancoaster—\$21.50! Studio—\$49.50! WOODOL'S 1939 Quarter Model—\$89.50! Monarch—\$69.50! Star and Luxury Light—\$129.50! Rocker—\$84.50! TITLE STRIPS—45c per 2,000.

SEND FOR COMPLETE BARGAIN GUIDE!
Hundreds of Free Plays, Pay-
tables, Phonographs, Counter Games, Consoles
and Legal Equipment! All guaranteed perfect, refinished like new!

ATLAS NOVELTY CO.

The House of Friendly Personal Service
2200 N. WESTERN AVE., CHICAGO, ILLINOIS
Assoc. • ATLAS AUTOMATIC MUSIC CO., 3249 Grand River, Detroit
Office • ATLAS NOVELTY COMPANY, 1501 First Ave., Pittsburgh

TERMS:
1/3 Dep.
Balance
C. O. D.

Kronberg Opens Crown Vending Co.

NEWARK, N. J., Nov. 2.—Jack Kronberg, well-known coinman, has just opened his own jobbing headquarters at 362 Mulberry Street, this city. He is calling his firm Crown Vending Company, Inc. Jack has appointed Jerry Jenkin, formerly manager for Jack Fitzgibbons at this same location, as his manager.

"The New Jersey operators know me for some time," Jack stated. "We have always tried to work with the boys for better operating conditions. We have been urged to enter into the jobbing business here and believe that the service we can give the men will assure them that they are going to get the right sort of deal every time."

"Jerry Jenkin is well known throughout the State. Working with Jack Fitzgibbons, he established a marvelous reputation for co-operation. Jerry is going to spend all of his time here and will do

his best to make things easier for the operators.

"We have set up a fine showroom, complete offices, and a large repair department and will carry a complete stock of all the latest and best machines, both new and reconditioned."

Here's the famous Chicago "ACE" Lock ROUND KEY



Protected by U. S. PAT. NO. 1,984,202

Permits over 80,000 Key Changes

Here's the one and only key that will open the famous Chicago "ACE" lock. Note sturdy, unique, tubular shaped, notched muzzle. Assures "UYMO" Security — MINIMUM Cost!

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 6-B, CHICAGO




DICK WIGGINS, of O. D. Jennings & Company, is in charge of the telephone music division of the firm. He is the inventor of the new device.

AMP

GET YOUR SUPPLY AT OLD PRICE OF \$67.50 CASE OF 6
GROETCHEN TOOL CO.
130 NORTH UNION - CHICAGO

- 1 Mills Square Ball, No Roof, Still Feature \$49.50
 - 1 Pace 1c Rantam..... 5.00
 - 1 10c Wasting Wonder Vendor..... 7.50
 - 6 Mills Stands, Each..... 1.50
 - 2 Wasting Stands, Each..... 1.50
 - 1 Converter..... 5.00
 - 1 C. O. D. Bally Free Play 5c Ball Game... 14.00
- Will give \$25.00 for 1 Victory ONE Ball Free Play.
1/3 Deposit. Balance C. O. D.
- AUTOMATIC MUSIC CO.**
ROWLAND, H. G.

You can ALWAYS depend on JOE ASH—ALL WAYS



Alphabet \$12.50	Big League \$32.50	Play- mate \$59.50	SPECIALS
Bally Beauty 34.50	Chips 19.50	Red Hot 19.50	Double Feature \$40.00
Box Score 12.50	Comma 27.80	Score Card 27.50	Three Score 44.50
Emwing Alley 27.50	Home Run \$4.50	Speedway 47.50	LEGAL HITS!
Big Town 27.50	Jolly 34.50	Sports 19.50	'40 West P.P. Baseb. \$99.50
BrightSpot \$4.50	Lucks 19.50	Sportsy 44.50	Keene's Ant. Aircraft 79.50
Big Six 10.00	Maize 12.50	Super Six 17.50	Reckless Ten Pins 54.50
Big Show 27.50	Miscot 37.50	Twinkle 10.00	
Cowboy 12.50	Nippy 19.50	Up & Up 10.00	

1/3 Deposit With Order, Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

BAKER'S LINE-UP

PICK OF THE EXPERTS

All-American choice for BIG PLAY! Packed with Football atmosphere from A to Z! Fast—exciting—spellbinding! 4 ways to Score—High Score; Combination Rollovers; Sequence and Free Play Rollover!

Location records prove LINE-UP kicks in with REAL MONEY! Here's your chance to cash in with this player's favorite! Order Yours Today!



\$104.50
Free Play Convertible

LINE UP WITH LINE-UP

THE BAKER NOVELTY COMPANY INC.
2626 WASHINGTON BOULEVARD—CHICAGO, ILL.



AMERICAN AIRLINES CAPTAIN M. D. (DOC) ATOE shoots at a moving plane on the screen of Keeney's new Air Raider, as Stearnresses Ann Pugh and Catherine Wingfield cheer him on. Captain Atoe is credited with over 2,000,000 air miles and was national big game shooting champion in 1938.

De Sassisse Forms San Francisco Firm

SAN FRANCISCO, Nov. 2.—Frank De Sassisse recently opened a new distribution center at 1020 Golden Gate Avenue here. The firm, known as the Frank De Sassisse Sales Company, specializes in arcade and vending machines.

"Well, here I am," says De Sassisse, "right in the middle of San Francisco's coin machine row. Here are gathered all the live wires of the Pacific Coast and they are a fine bunch of fellows.

"I have one of the largest stocks of arcade and vending machines west of Chicago," he declares, "and a complete department staffed by engineers and repairmen for taking care of any automatic coin machine.

"My sincere invitation," De Sassisse concludes, "for all comers to drop in and see me."

N. Y. Incorporations

ALBANY, N. Y., Nov. 2.—Two new vending machine enterprises were granted charters of incorporation this week by the secretary of state. First was the Selection Please, Inc., New York. The company has a capital of 200 shares of stock. The promoters and shareholders are Sidney Felte, Samuel Sturman, and

Eli Cohen, all of New York. The other new project is the Brownstein Vending Company, Inc., of Kings County, which has a capitalization of \$5,000 and will deal in vending machines of all kinds. The stockholders are Morris, Isaac, and Sadie Brownstein, all of Brooklyn.

ART NAGEL'S SPECIALS

REQUESTS	FREE PLAYS
Requests .. \$16.95	Chubbies .. \$16.95
Trinkies .. 15.00	F.P. 17.50
Trouch .. 15.50	Conquests .. 17.50
Side Kicks .. 13.75	Gilberts .. 17.50
Box Scores .. 12.95	Billy .. 17.50
Avians 18.95	Supremes .. 12.50
Zips 14.75	Chiefs .. 12.50
Vogues 20.50	Double .. 12.50
O' Johnnies .. 40.50	Features .. 12.50
Blower Baseballs .. 20.50	Lucky Strikes .. 32.50
Mastots .. 44.50	Doughboys .. 44.50
	Rixys .. 34.50

ARCADE EQUIPMENT

Bally Ball's Eyes	\$ 75.50
Chicken Game	\$4.50
Evans Ten Strikes	49.50
Rock-Ola Ten Pins	54.50
Keeney Anti-Alcoverts, Lute Model ..	125.00
Keeney Anti-Alcoverts, Six Cabinet ..	84.50
Western DeLuxe Baseballs, F.P.	70.50
Western DeLuxe Baseballs, F.P. and Payout Comb.	80.50
Western Major League, F.P.	90.50

1/2 Deposit — Balance C. O. D.
WE BUY—SELL—TRADE

AVON Novelty SALES CO.

2923 PROSPECT AVE
CLEVELAND, OHIO

OLIVE NOVELTY CO.

2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.
This Week's Bargains in Reconditioned Equipment

THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

FREE PLAY SPECIALS	1 Bang Tails	\$37.50	2 Liberty Bell (As It)	\$10.00
5 PLAYMATES	2 Brown Pocket Races ..	80.00	3 Track Time (Round Head)	25.00
6 RED HOT	1 Good Luck	55.00	4 Track Time (Tread Head)	30.00
8 SMOOKS (As It) ..	2 Derby Day, Blind Top ..	50.00	4 Track Time 1938 ..	75.00
4 SUPER SIX	1 Liberty Bell, Blind Top ..	27.50	ONE-BALL PAYOUTS	
4 PICK 'EM	1 Tenforan	20.00	1 One-Two-Three	\$40.00
3 SCORE CHAMP ..	4 Longchamp (Small Model) ..	32.50	1 Sport Page	47.50
3 SPEEDWAY	1 Kee Bell	32.50	4 Stalledowns	55.00
3 STRAPEZE	6 Kentucky Club	32.50	2 Grandstand	72.50
1 Bally Club House (As It) ..	1 Bang Tails	37.50		

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.

IMP — Largest Selling Gum Vender With Cigarette Reels.
Six for \$67.50

IMP—MOST SUCCESSFUL GUM VENDER IN A DECADE. BEST BUY. \$67.50 PER CASE OF SIX. SAMPLE, \$12.50 EACH.

LIBERTY BELL
FASTEST TOKEN PAYOUT GAME, FRUIT OR CIGARET REELS, OPEN OR DISCREET PAYOUT OF CIGARET OR FREE PLAY TOKENS.
LIBERTY BELL With Fruit Reels. 10 for \$275.00

LIBERTY BELL
FASTEST TOKEN PAYOUT GAME, FRUIT OR CIGARET REELS, OPEN OR DISCREET PAYOUT OF CIGARET OR FREE PLAY TOKENS.
DOMESTIC NOVELTY
202 G St., N.W., Washington, D. C.

PAT'S BARGAIN BUYS

FREE PLAY GAMES

Landlides	\$64.50	Headlines	\$20.00	Spotters	9.50
Triumphs	27.50	Playmates	57.50	Cowboys	15.50
Big Show	34.50	Score Champ	34.50	Stop and Go	14.50
Big Bang	17.50	Champions	22.50	Airports	22.50
Luckies	27.50	Home Rams	47.50	Mr. Chips	23.50
Teppers	14.50	Open Parks	27.50	Roxies	37.50
Side Kicks	14.50	Discoboy	42.50	Roller Derby	37.50

All Our Games Carry a RECONDITIONED USED GAME GUARANTEE.
1/3 Deposit, Balance C. O. D.
PAT'S AMUSEMENT SALES COMPANY
3701 EUCLID AVE. (Next Door to the Arena), CLEVELAND, OHIO. Henderson 1060.



BREAKING PROFIT RECORDS FROM COAST TO COAST!

Tot

AMERICA'S GREATEST COUNTER MACHINE
GUM VENDER OPTIONAL
1 YEAR GUARANTEE

\$24.95 *GUM VENDER \$2 ADDITIONAL
F.O.B. CHICAGO
WESTERN PRODUCTS, INC.
925 W. NORTH AVE. - CHICAGO

1c OR 5c PLAY—DEPENDABLE CLOCK MECHANISM—BELL FRUIT SYMBOLS WITH FREE PLAY TOKENS OR CIGARETTE REELS.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

GUARANTEED BARGAINS

WURLITZER 412.....	\$ 27.50
WURLITZER 616, Illumi- nated Grill	54.50
ROCKOLA MONARCH 20	84.50
WURLITZER 500	149.50
EVANS—10 STRIKE... ..	42.50
BUCKLEY DE LUXE DIGGER	49.50
WATLING ROL-A-TOP (25c).....	18.95
CAILLE (5c) Like New..	22.95
MILLS SQUARE BELL... ..	39.50
(Perfect)	
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

1/3 Deposit

GERBER & GLASS

914 Diversey Blvd., Chicago

PHONOGRAPH HEADQUARTERS



NAT COON, Modern Vending Company, and Abe Lyman, well-known orchestra leader, inspect a wired music installation at Mickey Walker's Bar, New York.

Distributors Hail Anti-Aircraft Gun

CHICAGO, Nov. 2.—Leading in praise for the new anti-aircraft machine gun game, Air Raider, are five distributors. Two are located in Tennessee, while the others are in Oregon, Pennsylvania, and California.

"Headline news for the operating fraternity of this territory is the release of Keeneey's Air Raider," declare officials of Automatic Sales Company, Nashville, Tenn. "One of the appeal features of Air Raider is that it is all one unit. We have a terrific backlog of orders for this machine."

Philadelphia's Banner Specialty Company, which also maintains offices in Pittsburgh, was enthusiastic for Air Raider. "We describe this machine as the biggest bank-roll builder ever made. It's a legal amusement machine and an unusual one. From reports we already have, it looks as if Air Raider is destined to make earning history."

"Memphis operators have unanimously agreed," claim Automatic Amusement Company officials, "that Air Raider is the one game to use for getting the big money now. With such high opinion for Air Raider, it must be the top machine on the market."

From the Pacific Coast come comments of Western Distributors, Inc., of Portland, Ore. The firm, which also maintains offices in Seattle, Wash., finds that Air Raider is specifically tailored to fit the needs of operators in that section of the country.

In San Francisco, officials of the Advance Automatic Sales Gun, any expressed the opinion that Keeneey has presented a machine ideal for operating conditions current in the area. Mac Sanders, official, declared: "Keeneey's new Air Raider is the answer to the operator's prayer. Air Raider will provide players with plus interest and operators will find the biggest cash-box collections they've ever known."

Boston

BOSTON, Nov. 2.—Ed Flanagan, formerly with the American Tobacco Company, has opened up a New England office for Northwestern Sales & Service of New England at 1198 Tremont Street. Complete line of machines, parts, and nuts is handled.

Appointment of distributors for three New England territories to handle the

Baby Production

ST. LOUIS, Nov. 2.—A. (Koke) McCall was host to many of his friends the past several days, the occasion being the arrival of a daughter. Mrs. McCall gave birth to a girl at the Deaconess hospital October 25. Both mother and baby are going nicely. McCall is general manager of the McCall Novelty Company, jobber and distributor here of coin-operated machines.

FREE-PLAY BELL BIG GAME

NEW BIG GAME
This is a Free Play Game with no payout.

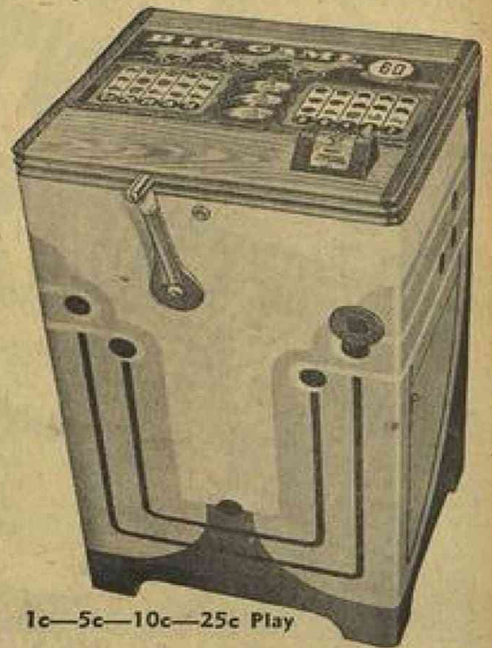
★
With the famous Wailing Bell mechanism.

★
With a meter to register the amusement score.

★
This machine is also built with the Mystery Cash Payout, 3-5, etc.

★
Furnished with Animal Head Strips or Fruit Reel Strips.

★



1c—5c—10c—25c Play

Height 42 1/2 In.—Width 22 In.—Depth 23 1/2 In.—Weight 134 Lbs.

Write for circulars and prices

Made Only by

WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

SMASH THE "FIFTH COLUMN"!!!!
Universal's Latest Counter Sensation!

FAST REPEATS



QUICK PROFITS

TAKES IN 300 TICKETS @ 5c. \$19.50
PAYS OUT (Average)\$12.40
PROFIT (Average)\$ 7.10
PROFIT Per Dozen Sets\$85.20

Write now for Special Quantity Prices!!
UNIVERSAL MANUFACTURING CO.
Dept. 8825
405 E. 8th Street, Kansas City, Mo.
"WE MANUFACTURE ONLY"

Coming!

ALL AMERICAN

THE BIG PRIZE 5 BALL GAME!

WANTED—PARTNER

Established Coin Machine Distributor's business increasing beyond his capacity. Is willing to sell interest in this company to right party WHO IS NOW OPERATING.

Write full particulars first letter. All letters will be held in strict confidence.

Write BOX 459
The Billboard, Chicago, Ill.

New items from Packard Manufacturing Corporation was announced this week by Ben Palastrant, Packard's district manager for the territory. Palastrant said the territories taken in include Maine, New Hampshire, Vermont, Massachusetts, and Rhode Island, and Eastern New York State bordering Lake Champlain.

Three units of Rock-Ola's telephone music system have been sold thru Eastern Distributors Company, new Rock-Ola distributor here.

Ed Raverby, of Owl Mint Machine Company, announces he is ready to discuss contracts with operators interested in the new Mills Panorama Soundies. Raverby and his two brothers, Jack and Al, spent several days in New York getting acquainted with the new machine and are now ready to acquaint operators

with details. The Raverbys also have completed a survey of the New England territory with regard to the possible locations for the new machines.

Business ordinary now, with most coinmen taking it easy. Practically all distributors and operators in Boston have indicated they will attend the coin machine show in Chicago in January.



IS A GREAT DIME PLAY GAME WHEN RUN ON FRUIT REELS, WILL EARN ITS PRICE OF \$12.50 FIRST WEEK ON LOCATION.
GROETCHEN TOOL CO. 130 N. Union CHICAGO

AS ALWAYS... DAVAL GIVES YOU
2 YEAR
 UNCONDITIONAL MECHANISM
GUARANTEE



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast Office - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.



IN THIS MODERN OFFICE IN UTICA, N. Y., Charlie Gorman conducts the distribution of equipment to music operators of Central New York. Gorman Novelty Company boasts one of the finest equipped distributors' offices in the coin machine business.

**Minneapolis Assn.
 Advise Immediate
 License Purchase**

MINNEAPOLIS, Nov. 2.—With license renewals due Monday, November 4, the Minneapolis Association of Amusement Games Operators met last Monday to discuss the subject and advise all members to get their license applications in early. About 25 members were present, according to M. M. (Doc) Berenson, executive secretary of the association.

"There are nearly 1,000 licenses issued in this city," Berenson said, "with renewals due every May 4 and November 4. Considering our great investment in the coin machine field, we felt it was necessary to convene before the deadline so that we could clear up all questions that may come up."

License applications are made with the Weights, Measures, and License Bureau of Minneapolis.

At the association meeting discussion concerned the gang that has been

proving the city, breaking into coin machine boxes and stealing money therein. Members of the association have had police trailing the gang and early apprehension is expected, Berenson said.

**"We're Growing,"
 Says Allied Nov.**

CHICAGO, Nov. 2.—"The Allied Novelty Company now has 9,000 square feet of floor space," reports Samuel Kleinman, "stocked with a complete assortment of all types of pin games, phonographs, and every kind of machine that the coin machine operator may desire.

"Our equipment and facilities have kept pace with our constant growth. Today Allied reconditioning under expert personnel and up-to-date methods is making Allied famous for dependability and complete satisfaction. We extend a standing invitation to all operators whenever they are in Chicago to stop in and see for themselves how well equipped and well stocked we are to take care of their wants with absolute satisfaction."

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 get 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.

FROM THE HOUSE OF DEPENDABLE SERVICE

CONSOLES	Pick-Em	\$39.50	Western Deluxe Baseball	F.P.	\$75.00
1938 Track Times	Parlay Races	39.50	Western Deluxe Baseball	Comb.	75.00
Kentucky Club	Dark Horse, 7 Coins	22.50	Western Deluxe Baseball,	Novelty	65.00
1939 Galloping Dominos			Comb.	Comb.	38.00
1939 Track Odds			Western Deluxe Baseball,	Tom Mix Rifles	39.50
Jennings Good Luck			Novelty	Skull Jump with Base	35.00
Business Belt			Comb.	Magic Walls	25.00
Saratoga, with Skill			Novelty	Our Bargain List on All Coin Machines.	
Jennings Derby Days			Comb.		
Club House			Novelty		
Flowerpot			Comb.		
Reconditioned Ready for Immediate Operation. Write for Half Deposit, Balance C. O. D.			Novelty		

CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT AVENUE, CLEVELAND, OHIO

Look Over These New Low Prices and Save \$\$\$

PHONOGRAPHS & LEGAL MACHINES	FIVE BALL FREE PLAY GAMES
Rock-Ola 1938 De Luxe	Baker's Playmates
Rock-Ola 1938 Standards	Genco's Band Wagon
Whitman 616's, Illuminated Grilles	Billy's Vacations
Rock-Ola Rhythm King 194	Genco's Dude Ranches
Rock-Ola Rhythm King 124	Stoner's Rotations
Keeney Anti-Ringlet Games	Exhibit's Lone Stars
Billy Bell's Eyes	Gottlieb's Big Shows
Sassburg Chicken Sams	Genco's Big Leagues
Rock-Ola Ten Pins	Keeney's Red Hot
Rock-Ola World Series	Gottlieb's O'Johnny
Exhibit's Rotary Merchandisers	Genco's Big Sizes
Billy Alloys, Late Models	

Badger Novelty Co., 2546 N. 30th St., Milwaukee, Wis.

QUALITY plus SAVINGS!

One Ball Automatic Payouts with Jackpot		
Delta Anita	\$137.50	Grand National
Sport King	124.50	Pacemaker
Gold Medal	57.50	Hawthorne
Grandstand	67.50	Feed Bag

Automatic Payout Consoles		
Bally Royal Flush	\$108.50	Erans Lucky Lucie
Keeney Postings	144.50	Erans '38 Dominos
Keeney Triple Entry	124.50	Mills Square Bell
K. Super Track Time	144.50	Parlay Races, 7 Coins
Page Reels, '39, S.P.	77.50	Page Reels, '40, S.P.

Miscellaneous Machines		
Mills 1-2-3, Payout	\$39.50	Bally Arrowhead, 1 Ball
Mills 1-2-3, Free Play	67.50	Bally Gold Cup
Western Baseball, Deluxe Model, Brown		Western Baseball, Deluxe Model, Brown
Cabinet, Free Play, 1940	\$ 72.50	Cabinet, Comb. F.P. and Payout
Greenham Metal Top, 700 Disc	122.50	Rock-Ola Ten Pins, Perfect
Gottlieb Skeeball, Like New	64.50	

MONARCH COIN MACHINE CO.

1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

"The House of Proven Winners"

FREE PLAY GAMES	FREE PLAY GAMES	DAVAL Red Spot, Counter
Bally Topnotcher	\$24.50	Novelty Games
Bally White Sails	22.50	ABY Challenge, like new
Keeney Super G	29.50	ABY Mod. F. like new
Exhibit Flagship	24.50	Stoner Chubby
Keeney Supercharged	24.50	Bally White Sails
Exhibit Short Stop	37.50	Bally Pickem
Keeney Thriller	19.50	Bally Vogue
Stoner Clipper	14.50	Ginger Counter, like new
Bally Scoop	7.50	Penny Pack, Counter

J. and J. NOVELTY COMPANY
 4840 MT. ELLIOTT AVE. (PLACK 1423) DETROIT, MICHIGAN

Buffalo Gains as Defense Orders Speed Up Industries

BUFFALO, Nov. 2.—General business conditions here are steadily improving. Buffalo is a highly industrialized city and is benefiting from national defense stimulation. All indications point to a big upward swing in the entertainment field, with coin machines getting their share of the money in circulation. Bigger business and more employment are the factors that make the local coin machine merchants look ahead optimistically, especially since operating conditions haven't ever been so favorable as they are now.

Phonograph sales are now tapering off, according to distributors. It is said that this is a seasonal development. Equipment for music boxes, however, is selling right along, and all kinds of accessories, such as remote-control units and wall boxes, are moving well. Newer systems, such as wired music and especially the central control station setups, are being pushed by some distributors without, however, more than ordinary success.

Collections on phonographs are fair and an increase is expected up until Christmas, when collections usually go down. Many music operators have

branched into the guns and games field in the past months.

Games are selling very well at present and at slightly higher prices. Cost of average games ranges from \$104.50 to \$109.50, which is about \$5 to \$10 more than last year. One distributor felt that one reason for games' selling power was their greater beauty, appeal, and better mechanisms. Compared to last season, he thought, games are on a much-improved plane. Another firm praised the general market conditions and said that operators are anxious to trade and are buying much used and new equipment.

Guns of all types are gaining in popularity steadily, undoubtedly because a wave of patriotism and greater interest in army, navy, and draft activities. Guns are seen in many of the better spots that wouldn't go in for pin tables.

Movie machines are being much discussed here, but so far none of the distributors have come out and announced intentions. Some are interested in acquiring the franchise, but possibly they're still feeling their way.

Cigarette vending is better than for some time in the past, and other vendors, such as candy and peanuts, fall in line. Beverage vendors are becoming more popular and can be seen in many spots. Some of the bulk beverage machines are going over well downtown.

Used machines are selling well with most distributors, while only a few state that the market is poor. One distributor estimates his average used machine price at about \$70. Generally the used machine market is better or at least on par with past months.

An amendment to license every operator and distributor, prohibiting out-of-towners, is still under consideration. A development in the amendment's progress is expected in early November.



**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**

Brilliantly Successful on
Thousands of Locations



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.

Metro, Genco's New Hit, Exec Reveals

CHICAGO, Nov. 2.—"Practically overnight the word has flashed around the country that Genco has come thru with another hit game," Dave Gensburg, president of Genco Manufacturing Company, declared this week. "Eighty-seven, the first 10 days' production on the new game, Metro, was sold out due to Genco's reputation for building money-makers. Operators and jobbers were so taken with the terrific action of Metro, especially with its phenomenal new 'build-up' feature for extra free games and extra high score awards, that initial orders were doubled.

"The nationwide braves accorded Metro are occasioned by three particularly hot features of the game. Metro has the A, B, C free games feature, the play-pulling 1 to 5 rotation feature, and the 'build-up' feature for extra free game and high score awards, a surefire combination of ideas that, say ops and jobbers, cannot miss.

"The new 'build-up' feature has been declared one of the greatest come-one-ers ever incorporated in a pin game," Gensburg explained. "When the group of purple bumpers at the top of the playing field are hit when lit a line across the backboard registers from 1 to 15... a possible high score, which is made when ball goes thru the lit lane at the bottom of the playing field. If bumpers A, B, and C are lit, free games are awarded for every build-up number recorded.

"Metro features three ways to win—by lighting numbered bumpers in rotation from 1 to 5, one free game being awarded each time purple bumper is lit there-ater, by lighting bumpers A, B, and C and then playing ball thru lit lanes on bottom of playing field, and by high score," he concluded.

Order Flood on Chi Coin Fox Hunt

CHICAGO, Nov. 2.—Distributors placed more orders this week than they have in any week since we first introduced our unusual free-play game," report Sam Wolberg and Sam Gensburg, Chicago Coin Machine Manufacturing Company officials.

"One thing in particular that we have noticed about these orders is the fact

A CALCUTT CLOSEOUT OF FINE, DEPENDABLE EQUIPMENT!! EVERY MACHINE GUARANTEED IN PERFECT ORDER Quick! Phone or Wire! Instant Delivery!



1-BALL AUTOMATICS

18 Bally Breakers	\$12.50
6 Bally Golden Wheel	8.50
10 Bally Arlington	12.50
1 Bally All Stars	6.00
1 Bally Belmont	6.50
11 Bally Stables	17.50
14 Bally Klondike	12.50
3 Bally Entry	17.50
12 Bally Derby	7.50
1 Bally Bonus	6.50
1 Bally Gladio	7.50
8 Bally Jumbo	4.95
12 Kenney Derby Change	19.50
25 Mills New Style 1-2-3 Tables	49.50
1 Mills Double Header	4.95
21 Mills Hi-Boy	17.00
18 Rock-Ola Three-Up	14.50
5 Western Derby Time (6 Coin Mult.)	17.50
1 Western Feed Bag	16.50
3 Western Ak-Sar-Ben	14.50

CRACKERJACK CONSOLES

2 Bally Royal Flush	\$80.50
3 Evans Black Cabinet Galloping Dominoes	42.50
4 Evans 1938 Galloping Dominoes with small odds drum	59.50
2 Kenney Kentucky Club	45.00
10 Kenney 1937 Skill Time	42.50
2 Pace Pay Day	80.50
7 Mills Square Bell	72.00
1 So Beulah Park	59.50
2 Mills Flasher	18.50
1 Brown Cabinet Jackpot Pace Races	89.00
1 Brown Cabinet Jackpot Pace Races, Serial over 5600	129.50

MISCELLANEOUS MACHINES

12 Bally Alley Bowling Games	\$20.50
1 Jennings Roll-in-the-Barrel (like new)	\$4.50
1 Evans Free Play In-the-Barrel (like new)	\$1.50
17 Mills Modern Scales	23.50
2 Jennings Premier Dial Scales	19.00
1 Mills Dial Scale	15.50
1 Rock-Ola Lobby Scale	32.50

SPECIAL!!

7 Model "K" Seeburg Phonographs, 12 Records, thoroughly reconditioned and a give away at \$42.50 each.

FREE PLAY GAMES

28 Bally Triumphs, 10 for	\$175.00
Less than 10	19.50
8 Bally Victory	59.50
1 Exhibit Gensburg	12.50
1 Exhibit Congo	39.50
5 Genco Bang	12.50
1 Gottlieb Pyramid	12.50
4 Kenney Super Six	37.50
5 Mills Free Play 1-2-3	69.50
6 Stone Dairy Jones	11.50
1 Western Trip	18.00
1 Western Mardi Gras	39.50

GUARANTEED SLOTS

21 Mills So Blue Front Mystery Bells	\$50.50
17 Mills So Cherry Bells	69.50
22 Mills So Melon Bells	69.50
7 Mills So Chrome Bells	87.50
14 Gottlieb Columbia Gold Award Bells	37.50
3 Gottlieb Columbia Jackpot Bells	38.50
4 Pace (two 5c, one 10c and one 25c play) Slip-Proof Comet Mystery Bells	47.50

TERMS: 1/3 Certified Deposit With Order, We Ship Balance C. O. D.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FRIVETTEVILLE, N.C. (able Address COINISTS)



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.

Write for our New Descriptive Folder NC-21

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.



that the quantities specified are larger than usual. Outmen explain that operators are so insistent about placing Fox Hunt on as many locations as possible that it is necessary to place large orders.

"Operators all over the country report that Fox Hunt has brought them big

earnings. This news is gratifying to us in the light of predictions we made prior to the introduction of Fox Hunt. Speaking of predictions, we've got something new for operators. We are not at liberty to disclose any details about it as yet, but we say: "Watch for All American."

Hold-Over

With the Fascinating
New Carry-Over
Scoring System



STONER
CORPORATION
Aurora, Illinois



Price
\$109.50

SPECIAL FOR THIS WEEK ONLY!
TRIUMPH, \$15.00 - - - DOUBLE FEATURE, \$52.50

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone NE 5-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

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., STEGER, ILL.
Chicago Phone: Intercoast 9260 (direct to factory)

WHILE SUPPLY LASTS
We Shall Ship to Our Customers
IMP
GUM VENDERS AT THE OLD PRICE OF
\$12.50 EACH—SIX FOR \$67.50.
This Offer Subject to Prior Sale.
H. G. PAYNE CO.
312 BROADWAY, NASHVILLE, TENN.

Sol Gottlieb on Southern Jaunt

CHICAGO, Nov. 2.—“Swinging thru the South, Sol Gottlieb, factory representative of D. Gottlieb & Company, is experiencing a wonderful reception everywhere,” report Gottlieb officials.
“We think that operators and distributors are greeting Sol enthusiastically not only because this is the first time he’s toured this territory but because



MIRABEN'S NEW PHONOGRAPH TRANSFORMATION on location at Pete Collier's Bar-B-Q, Chicago. Transformation consists of new dome, sides, and front. Those in the picture are, left to right, Pete (Coast-to-Coast) Collier; F. A. Smith, head of Century Music Company, Chicago, and Ben Lutshke, head of the Miraben Company.

Winter Brings Business Rise for Coal Mine Areas

WILKES-BARRE, Pa., Nov. 2.—Things have been exceptionally slow in the amusement field hereabouts, with even the theaters crying about the poor attendances. The coin machine operators are no exception. Reason for the lull is that the coal business, the main industry hereabouts, is under par. However, the advent of cold weather late in October seems to have started a little activity.

About the only games doing anywhere near normal business are the target gun machines. New amusement machines

and gun machines are being purchased regularly, judging from the report of conditional sales from the county prothonotary's office. At the same time coinmen have been gradually cleaning up on their older machines to make places for the new ones.

Proof that better times are expected can be gleaned from the fact that five new night spots have opened or reopened in the past month.

A new beverage vending machine has been placed in the lobby of the Hotel Sterling. It is the first one in town.

The operators are trying to reorganize their association, which also seems to have hit a lull. Meetings are being called every other Monday and the organization may soon get going.

Atlas Salutes Bookkeeping Dept.

CHICAGO, Nov. 2.—“A salute to Wallace Fink, our bookkeeping department expert, this week,” declare Atlas Novelty Company officials and employees. All join in tribute to Fink, who has been with Atlas since the inception of the firm.

At one time Fink was the only bookkeeper employed by Atlas. His co-operation, according to Atlas officials, has meant much to the success of the firm. They attribute many powers to Fink; he believes efficiency is the key to all success in all endeavors.

“Fink has set up a book system and a personnel to handle the huge order arrival and correctly follow these orders until they become past history that there has never been any breakdown in Atlas's system,” declare officials.

“We consistently call on him on the spur of the moment for data regarding this and that order, information about this deal and that deal—and practically every time he has the answer for us. His memory is keen and he seldom has to take recourse to his figures in order to give us the picture of anything we may request.”

“Fink now has three assistants who help him to keep our books running smoothly. They are Ben Lipin, Bernard Baygood, and Pearl Gross. Together they make an efficient team—as all operators who deal with Atlas will testify.”

Meters for Scranton, Pa.

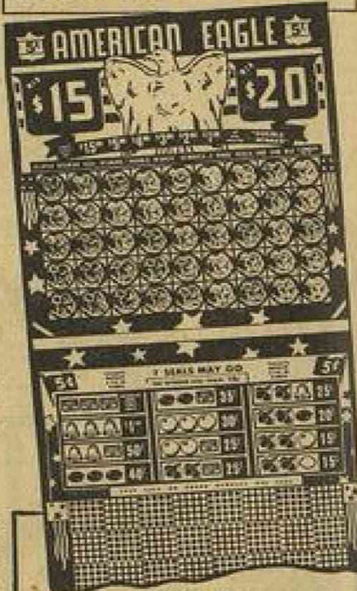
SCRANTON, Pa., Nov. 2.—Three hundred new-type penny auto parking meters were installed recently in the suburban sections of the city. Councilmen considered the new devices superior to the nickel meters now used in Central City. The new ones have four-way chutes handling pennies or nickels.

Honesdale Borough, near by, also is considering parking meters. Council announced that they are being displayed at police headquarters for consideration of taxpayers.

he's bringing them the latest and best news they've heard in years—Gottlieb's Gold Star. Judging by orders, he's got what they want.

“While in Texas Sol took the opportunity to stop in and see his folks at Dallas. Needless to say, his welcome there made the trip doubly profitable for him. So far he has made Memphis, Tenn.; Nashville, Tenn.; Dallas, San Antonio, Tex.; Houston, Tex.; New Orleans, and Atlanta.”

SLOT SYMBOL BOOK COVER BOARDS



SALUTE THE "AMERICAN EAGLE" BOOK!

Gardner's beautiful new super-thick slot symbols now combined with terrific book-cover board profit appeal in Gardner's latest hit-creation—

NO. 1000 AMERICAN EAGLE BOOK

5c, 10c or 25c Play
Order this new super-thick book-cover creation—COLORFUL—TIMELY—NEW SLOT SYMBOLS—BIG PROFITS! Tantalizing eagle seal awards with a \$15 top seal in 1c play and a brand new "double winner" seal playing idea. Gardner presents a complete line of SLOT-LAR STEP-UP BOARDS. Write for full descriptions TODAY!

GARDNER & CO.

2307 S. ARCHER CHICAGO, ILL.

WANT TO BUY
100 MILLS VEST POCKET BELLS
Also
FREE PLAY GAMES
BLONDIE, FORMATION, LEADER AND GOLD STAR
Write or Write Best Prices
3147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

SALESBOARDS
You can't afford to be without our catalog. Write to-day.
KING MANUFACTURING CO.
30 Pasadena St., Mt. Clemens, Mich.

Prock and Robins Form Partnership

DALLAS, Nov. 2.—George Prock & Company, North Texas distributor, has announced the formation of a partnership between George Prock and Howell Robins. The business will continue to be conducted under the firm name of George Prock & Company. Before joining the firm as a partner Robins was a member of the advertising agency firm of Tracy-Locke-Dawson, Inc.

J. Fred Barber, formerly connected with a phonograph manufacturer, is now affiliated with the Prock firm. George Prock & Company represent the Rock-Ola Manufacturing Corporation in Oklahoma; Fort Worth, Tex., and Waco, Tex.

Besides handling phonographs the firm has a complete line of pinball games and vending machines.



FRED LITSEY, Wayne Service Company, Dayton, O., reports that Exhibit's Leader is the best game he has seen in months. He is distributor for the Exhibit Supply Company.

Western's Tot Keeps Going Strong

CHICAGO, Nov. 2.—"Week after week, Tot has maintained its leadership among counter machines," declares Sales Manager Don Anderson, of Western Products, Inc.

"Tot, in the counter machine field, is comparable to our great hit of the console field introduced several years back, Baseball, which established itself as one of the most profitable console machines ever built.

"In the counter machine field Tot has followed a similar career. Immediately

after it was introduced, it became a favorite. Columnen have continued to pour in orders ever since.

"A short time ago we made Tot available with a gum vender at slight additional cost. This feature has encouraged many more operators to get on the profit bandwagon.

"We've had reports from columnen in every section of the country and they all say the same thing. Tot is the biggest earning counter machine they've ever seen. The sales speak for the profits."

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAY GAMES

- Landslide \$55.00
- Charm 22.50
- Blondie 49.50
- Drum Major 47.00
- Score Champ 28.00
- Jumper 19.50
- C. O. D. 15.00
- Short Step 36.00
- Yacht Club 47.50
- Keen-a-Ball 12.50
- Score Card 27.50
- Flagship 19.50

- This Week's Special
THREE SCORE \$92.50
- Double Feature \$92.50
 - Roadway 48.50
 - Boorty 44.50
 - Big Show 29.00
 - Musket 34.50
 - Triumph 18.00
 - Border Town 49.50
 - Keeney Anti-Aircraft \$99.50
 - Skee-Ball-Ette 64.50
 - Ten Strike 62.50
 - Bally Alley 32.50

We Recommend the Following WINNERS ..

Gottlieb's GOLD STAR Stoner's HOLD OVER Baker's LINE UP

MEMBER OF ALLIED

THESE ARE BUT A FEW SAMPLES OF THE BUYS YOU ALWAYS GET FROM PONSER! WRITE US FIRST BEFORE YOU BUY FOR ANY GAME YOU WANT! Terms: 1/3 Deposit Required With All Orders, We Ship Bal. C. O. D.

GEORGE PONSER CO.
519 WEST 47TH ST. NEW YORK CITY
11-15 E. RUNYON ST. NEWARK, N. J.

LOOK AT THESE BARGAINS! FIRST COME—FIRST SERVED

- #### ALL FREE PLAY GAMES
- Exhibit Free Races \$ 7.50
 - Exhibit Congo 31.00
 - Exhibit Conquest 14.50
 - Exhibit Speedy 10.00
 - Genco Triple Play 7.50
 - Genco Fair 10.00
 - Genco Bang 12.00
 - Keeney Supercharger 19.00
 - Keeney Red Hot 23.00
 - Keeney Score Champ 26.00
 - Gottlieb Pyramid 10.00
 - Mills 1-2-3 Animal Reels 55.00
 - Stoner Clipper 10.00
 - Baker Twinkle 9.50
 - Bally Headliner 14.00

- #### LEGAL EQUIPMENT
- Bally Alley \$19.50
 - Skeeballette 24.50
 - Ten Pins 39.50
 - Keeney Guns 87.00
 - Wurlitzer 616 49.50
 - Rock-Ola 12s 20.00

DOING BUSINESS ON THE SQUARE SINCE 1919

1/3 DEPOSIT WITH ORDERS—BALANCE C. O. D.
SQUARE AMUSEMENT COMPANY 88 MAIN STREET, POUGHKEEPSIE, N. Y.
SQUARE AMUSEMENTS OF ALBANY 107 BROADWAY, ALBANY, NEW YORK

LEADER

LEADS WAY TO GREATER PROFITS

ASK ANY OPERATOR EVERYWHERE

EXHIBIT SUPPLY CO. 4222-30 W. Lake St. CHICAGO, ILL.



QUEEN OF ALL!

F-5480 — 2000 Hole — Takes in \$92.00
Pays Out \$57.00 — Profit \$35.00

PRICE \$3.90 EACH

OTHER NEW ATTRACTIONS

- 600 hole F-5485 Bells at.....\$1.14
- 1530 hole F-5440 Brownie Barrel of Winners\$2.87
- 2000 hole F-5370 Sugar Bones at....\$4.62
- 2000 hole F-5405 Jar-O-Win at.....\$2.51
- 2052 hole F-5340 Pippins at.....\$4.37

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

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.

Coming!

All AMERICAN

THE BIG PRIZE 5 BALL GAME!

Chicago Coin's

FOX HUNT

The Cash Box Tells the Story!

Western Coin Machine Show At Beautiful Biltmore Hotel

LOS ANGELES, Nov. 2.—"The most beautiful show imaginable," is the promise of the show committee for the Western States Coin Machine Convention, to be held in the Galeria Room of the Biltmore November 18, 19, and 20.

The Galeria Room is reputed to be one of the most beautiful convention halls in the nation.

The booths at the convention will be of rich full-hanging velour of a color that matches perfectly with the brilliance of the appointments. Sides of

the booths are of the same expensive material and all fittings of the booths are of polished chrome.

Adjacent in the North Galeria Room will be additional exhibits and the first coin machine museum ever held in conjunction with a coin machine show. In the museum will be shown an assortment of machines from the early days of coin machine operation. These machines all in perfect working order, are being shown thru the co-operation of A. D. Osborn, veteran music operator. The showing has already called considerable comment and it is to be expected that the museum will be one of the busy spots at the convention.

Wage and Hour Law in Effect; In Third Year

WASHINGTON, Nov. 2.—As the Wage and Hour Law swings into its third year a 40-hour week becomes mandatory for all employees within its scope. During the first year of operation, from October 24, 1938, to October 24, 1939, the maximum work week was 44 hours. For the past year it has been 42 hours. Starting October 24, 1940, the maximum hour work period becomes 40 hours.

Compensation must be paid for time worked over that maximum at the rate of one and one-half times the employee's regular rate of pay. The minimum wage rate required by the Act remains unchanged at 30 cents an hour. The law now provides that it becomes 40 cents an hour after October 24, 1945.

A ruling during the past weeks exempts from the wage and hour provisions outside salesmen who also make deliveries and drive a truck. Heretofore those in this type of occupation had been under the wage and hour provisions.

Another change in the act, also effective, concerns white-collar workers. The major change effected in this ruling is the provision of separate definitions for "administrative" and "executive employees," hitherto grouped into a single category.

Altho the new exemptions do not apply to whole industries as such, leaving application largely to individual circumstances, officials estimated that at least 100,000 would be exempt in each of the administrative and professional categories, and possibly more than 200,000 in the retail and driver-salesmen classification. The amendments were not made retroactive.

Administrative employees are more broadly defined in the new regulations to include those whose duties, while important and associated with management, are "functional rather than supervisory" and who are paid "a salary commensurate with the importance supposedly accorded the duties in question." The regulations require that such a salary be not less than \$200 a month.

In the new regulations affecting "outside salesmen" which were made public this week by Col. Philip B. Fleming, administrator of the Wage and Hour Division of the Department of Labor, "outside salesman" is defined as any employee

"(a) who is employed for the purpose of and who is customarily and regularly engaged away from this employer's place or places of business in (1) making sales within the meaning of Section 3(d) of the act; or (2) obtaining orders or contracts for the use of facilities for which a consideration will be paid by the client or customer, and

"(b) whose hours of work of the same nature as that performed by non-exempt employees do not exceed 20 per cent of the number of hours worked in the work week by such non-exempt employees; provided that work performed incidental to and in conjunction with the employee's own outside sales or solicitations, including incidental deliveries and collections, shall not be regarded as non-exempt work."

The original definition for "outside salesmen" included this sentence, "for the purpose of this definition, recurrent, routine deliveries, whether or not prior orders are placed by the purchasers, and collections, shall not be considered sales." The elimination of this sentence, the recommendations showed, is intended to allow salesmen who drive a truck and make deliveries to be considered exempt.

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Big League .. 38.00	Let-o-Fun .. 20.00
How, Alley .. 37.50	Buckaroo .. 20.00
Big Town .. 37.50	Spectam .. 19.50
Fishes of '40 .. 35.00	Pickems .. 19.50
Super Six .. 35.00	Bang .. 19.00
Mascot .. 34.50	Overton .. 17.50
Mr. Chip .. 34.50	Davy Jones .. 15.50
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Wurlitzer 500 with Piano Keyboard, 24 Record .. \$149.00	
Wurlitzer 600 with Piano Keyboard, 24 Record .. 149.00	
Rock-Ola 1939 De Luxe, Used .. 149.00	
Rock-Ola Standards, 20 Record .. 139.00	
Rock-Ola Monarch, 20 Record .. 82.50	
Rock-Ola Imperial, 20 Record, with Illuminated Grille .. 59.00	
Wurlitzer 618-A's, 16 Record, with Illuminated Grille .. 55.00	
Wurlitzer 412 .. 35.00	
Wurlitzer 312 .. 25.00	

SLOTS	
Mills Blue Fronts, Late Model, Knee Action, Club Handles, Drill Proof .. \$25.00	
Mills Cherry Balls, 3-10 D1E .. 24.50	
Mills Blue Fronts, S.J., Serial over 400,000 .. 28.50	
Mills Blue Fronts, S.J., Serial over 400,000 .. 28.50	
Columbia Balls .. 27.50	

PAYOUT TABLES	
Grandstands .. \$79.50	
Grand Nationals, Ticket and Payout .. 79.50	
Third-downs .. 69.50	
Sport Pages .. 55.00	

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Bally Alleys .. \$29.00	
Rock-Ola Ten Pins .. 65.00	
Keeney's Anti-Aircraft Guns, Light .. 102.00	
Goblets .. 75.00	
Evans 84-Balls .. 75.00	

SPECIALS!
100 Assorted Counter Games, Many Only Slightly Used, at Bargain Prices.

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NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., CHICAGO, ILL.

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Chicken Sam with Base .. \$49.50
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MILWAUKEE COIN MACHINE COMPANY
1455 West Fond du Lac Ave., MILWAUKEE, WIS.

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● ASSURED WITH A CHAIN OF DE GRENIER-ADAMS GUM VENDORS—SAME TYPE NOW IN SUBWAYS AND ON "EL" PLATFORMS IN CHICAGO, PHILADELPHIA, BOSTON AND NEW YORK—MONEL MODEL ONLY \$11.50—24 MONTHS TO PAY—WRITE QUICK!

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Home Run .. 34.50
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SPECIAL

Rotation .. \$59.50
Landlide .. 59.50
Double Feature .. 59.50
1/3 With Order, Balance Shipped C. O. D.

WATCH FOR

CHICAGO COIN'S
LATEST SENSATION

"ALL AMERICAN"

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

IT'S HOT!!

YOU AIN'T SEEN NOTHING YET!
BIG PROFITS? YES, SIR!!

COIN MACHINE MEN—
WATCH FOR OUR ANNOUNCEMENT!

BABE KAUFMAN 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

Look To The GENERAL For LEADERSHIP

ARROWHEAD .. \$17.50	LAST CALL	ON DECK BIRDIE .. \$67.50
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BIG SIX .. 17.50	HIT OF ALL . . .	SCORE CARD .. 35.00
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THE GENERAL VENDING SERVICE CO. 2320 N. MARSH ST. BALTIMORE, MD.

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Koenig's Anti-Aircraft Gun (Black Cabinet)	\$97.50
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F. O. B. Chicago.

LIBERAL TRADE-IN ALLOWANCE. WRITE US

Allied

NOVELTY COMPANY

Phone: Capital 4747
3820 W. Fullerton Ave., CHICAGO

Julie Gasparro Tells of Action In Torn London

NEW ORL, Nov. 2.—An intimate and authoritative version of what is going on in Great Britain is always interesting to everyone in this war-conscious country. Such a version comes to light in a letter written to Tony Gasparro, New York distributor, by his brother Julie Gasparro in London.

Tony Gasparro has given permission that the letter be published. It is printed here in its entirety.

"Dear Tony: Just a few lines to say how glad we were to hear from you after a long time. Well, I suppose by now you have heard and read about the bombing attacks on us every night in London. Thank God, up to now, we have all escaped serious trouble. We have had several narrow squeaks. In fact, where mother lives they dropped an oil-drum bomb in the street and several bits of shrapnel hit the house.

"One high explosive fell in Back Hill and Summer Street. Mother takes shelter in the church. She is really marvelous the way she carries on. As soon as the siren goes she is up the street like a streak of lightning, clutching her mystery bag and her gas mask. She then curls herself up in the corner and goes off to sleep like a little baby. I bought her a deck chair to make it easier for her, as you know that they have to stay in the shelter for as long as 10 hours at a time.

"You know how difficult it is to evacuate her. In any case she won't shift. She would sooner stay at home. I begged and prayed for her to stay with my wife at Bushy, but she will not go.

"The amazing thing about it all is that the people are grinning and bearing up to it wonderfully. They come out of their shelter after a night of it, have a washing and brushing up, and off they go to work. Business is as if nothing had happened.

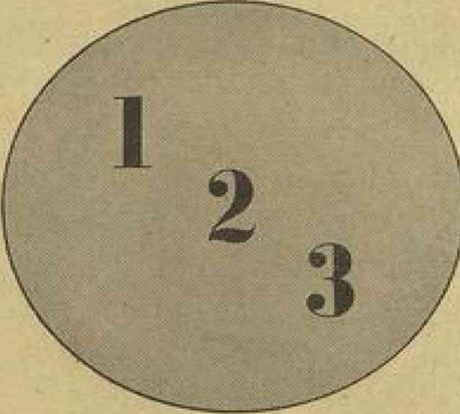
"Life during the daytime is nearly normal—you must not believe too much what the American newspaper tells you. It certainly is bad and the gunfire is terrific—and it is amazing what people can get used to. When it gets around dusk people gather up their belongings ready for the shelter. I think they are disappointed if the sirens don't go around the time they expect it. They have come to the stage that when the sirens go it's like their bedtime signal.

"Regarding business, you can imagine there is none while this is going on. (Referring to coin machine business.) We were mighty glad to hear that you had fixed something up. We first saw it in The Billboard that Funchin gave me and I showed it to mother. She was so pleased she kissed your photograph in it.

"Will you pay our subscription to The Billboard?—Julie Gasparro."



FALLS CITY NOVELTY COMPANY, thru Ben Simon, sends a picture of one of its locations in Louisville, Ky. The store is patronized by medical and pharmacy students, who complained about comfort facilities for Kibitzers. To please them the location owner installed a steamer chair.



Something on the Ball

A pin game has to have something on the ball to remain on top of the heap for several years during which a thousand or more other tables have come and gone. Such is the remarkable record made by Mills Novelty Company's One-Two-Three free play table.

One - Two - Three Free Play

WE'RE DELIVERING

DAVAL'S NEW GOLD AWARD

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On 10 Days' Free Trial

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10 FOR \$275

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BOOK-COVER BOARD

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Write for details to — THE FAMOUS COACH — and other sensational book-cover boards.

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All AMERICAN

THE BIG PRIZE
5 BALL GAME!

AMERICA'S

LEADING DISTRIBUTORS

Get your
order to
your
Keeney
distributor
today!



Air Raider

LET'S GO-

THERE'S REAL
CASH PROFITS
IN
KEENEY'S



Air Raider



GET
YOUR
ORDER
IN NOW
TO

SIMON SALES CO.

437 W. 42nd St.
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OPERATORS!
KEENEY'S



Air Raider



IS HERE!
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ORDER
IN NOW TO

**TRIMOUNT COIN
MACHINE CO.**

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LET'S GO-

UGH!
MOVE FAST
NO WAIT 'UM
LONG FOR
Keeney's



Air Raider



IF OPERATE
IN MONTANA,
NORTH
AND SOUTH
DAKOTA,
ORDER NOW
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SILENT SALES CO.

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WHEN BETTER GUNS ARE BUILT, KEENEY WILL BUILD THEM!

Call it the **GREATEST MONEY MAKING GAME Ever Offered!**

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AUTOMATIC AMUSEMENT CO.

The South's Most Progressive Distributor
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LET'S GO-

PODNER, KEENEY'S



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LET'S GO-

GOTTA GIT THEM KEENEY'S



Air Raider

ORDERS IN TO

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THERE'S MORE MONEY in KEENEY'S



Air Raider

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IT'S MORE FUN TO MAKE MONEY with KEENEY'S



Air Raider

WISCONSIN AND MINNESOTA

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ALL THE "BOYS AROUND SYRACUSE" ARE ORDERING KEENEY'S



Air Raider

FROM

REX AMUSEMENT CO.

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WHEN BETTER GUNS ARE BUILT, KEENEY WILL BUILD THEM!

FROM COAST TO COAST

AMERICA'S LEADING DISTRIBUTORS

LET'S GO -
THE "DIRECT" WAY
TO PROFITS IS
Keeney's



Air Raider



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I'm in a hurry
to order the
new Keeney



Air Raider



FROM MY EXCLUSIVE
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LET'S GO -
THERE'S ANOTHER
WORLD'S CHAMP—
KEENEY'S



Air Raider



WAITING FOR
YOU AT

SICKING, INC.

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CINCINNATI, OHIO

LET'S GO -
"DE HAMBONE AM
SWEET," BUT
Keeney's



Air Raider



PROFITS ARE SWEETER
NORTH CAROLINA—VIRGINIA

**MOSELEY
VENDING MACHINE EXCH.**

80 Broad Street
RICHMOND, VA.

LET'S GO -
I CAN'T WAIT TO
ORDER MY KEENEY'S



Air Raider



from
**SQUARE
AMUSEMENT COMPANY**

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LET'S GO -
EVERYBODY IS
HURRYING TO ORDER
KEENEY'S



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FROM

**ATLAS
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Call it the **GREATEST MONEY MAKING GAME Ever Offered!**

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YOUR BEST BET—
AN ORDER FOR
KEENEY'S

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LET'S GO-
YOU CAN GET
YOUR KEENEY

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OLIVE NOVELTY CO.

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LET'S GO-
THEY'RE WAITING
FOR US
with KEENEY'S

Air Raider

at the

ILLINOIS AND IOWA
ATLAS NOVELTY CO.

2200 N. Western Ave.
CHICAGO, ILL.



LET'S GO-
THE OPERATOR'S
CHOICE IS KeeneY's

Air Raider

GET YOURS AT
The BAROK CO.

312 East Broad St.
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LET'S GO-
THERE'S NO
ARGUMENT ABOUT
KEENEY'S

Air Raider

We're Getting Ours
from

**AUTOMATIC SALES
COMPANY**

416-A Broad St.
NASHVILLE, TENN.



LET'S GO-
FULL SPEED AHEAD
FOR A LOAD
of KEENEY'S

Air Raider

ORDER FROM

**CLEVELAND COIN
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WHEN BETTER GUNS ARE BUILT, KEENEY WILL BUILD THEM!

GENCO DOES IT AGAIN!

NEW METRO

GENCO'S GREATEST ACHIEVEMENT... & THAT'S SAYING A CASHBOXFUL! 3 WAYS TO WIN!



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- HIGH SCORE AWARDS
- "A-B-C" FEATURE

METRO is simply terrific! Brand new "Build Up" feature is the greatest "come on" idea in years. (Every time a purple bumper is hit when lit it registers a possible high score on "build up" line on back-board. This high score is made when ball goes through lit lane at bottom of board. If A, B and C are lit, FREE GAMES will be made instead of points!) METRO HAS "LAST SECOND" THRILL ACTION THAT'S NEVER BEEN EQUALLED!! It's the greatest of Genco's great games! Tops in profits!

ORDER METRO IMMEDIATELY!

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BUILDS GREAT GAMES

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\$104⁵⁰
FREE GAME CONVERTIBLE

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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
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BALL GUM
150 per Box 100 Pieces
Case of 100 Boxes
\$12.75

1/3 Dep., Bal. C. O. D.
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THIS IS OUR FIRST SALE OF FREE PLAY GAMES!

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NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!



When a Used Game Leaves National You KNOW it's O.K.

WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:

SPECIAL!

- BALLY ALLEY \$19.50
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- SUPER BOWLING GAME HITS FOR WINTER LOCATIONS!
- 5% Off for Full Cash With Order.

Just two things to do if you want CREDIT:
1. Send your order and 10% Dep.
2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

WANTED FOR CASH

ALL KINDS OF COUNTER GAMES, IMPS, GOTTIEB GRIPS, AND VEST POCKETS.

- Bang-A-Boers \$55.00
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- Black Cabinet, Keeney Anti-Aircrafts 74.50
- Jail Birds 94.50

- Tom Misses \$24.50
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2416 GRAND RIVER AVE.

(1% Deposits)

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METRO is Genco's NEW HIT!

A MONEYMAKING MARVEL with sensational new "BUILD UP" feature for extra high score and free game awards! PLUS "A-B-C" and "1 to 5" rotation appeal!

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STILL SHOOTING PROFITS SKY-HIGH WEEK AFTER WEEK!
QUICK! RUSH YOUR ORDER AND CASH IN NOW!

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BY THE ENTIRE INDUSTRY!**

GOLD STAR

**OVERWHELMINGLY
APPROVED**

By the American
Playing Public!
(IT'S SHATTERING ALL RECORDS!)

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 . . . Bolt Adjustment . . . Non-
Clog Slot . . . 6-Suction-Cup Base! Metal Stand, \$2.50.

100%
LEGAL

\$19.50

IMMEDIATE DELIVERY

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Bally RAPID-FIRE

ON NEW TIME PAYMENT PLAN

Special at Reduced Prices!
500 FREE PLAY GAMES

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| BIG LEAGUES | DOUGHBOYS | MASCOTS | SHORTSTOPS |
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SPECIAL!

FIVE FREE GAMES FOR \$97.50

SEND ORDER AND 1/2 DEPOSIT FOR PROMPT DELIVERY.
MENTION FIRST, SECOND, AND THIRD CHOICE.

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You Asked For It—
Here It Is!

4 MODELS
For All Territories!

- FREE PLAY (straight)
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PAYOUT
MODEL

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FULLY
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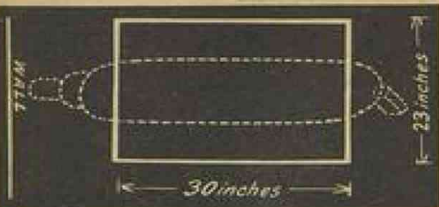


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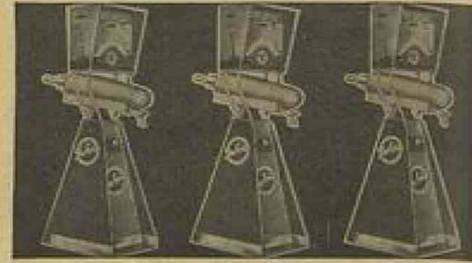


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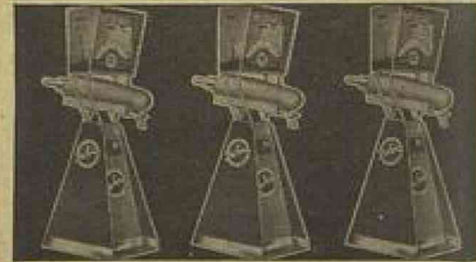


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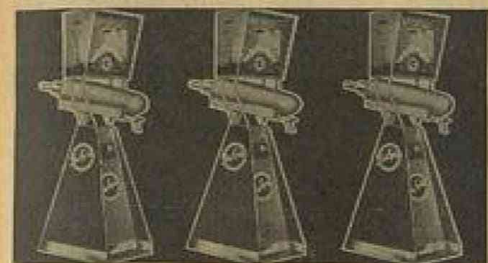
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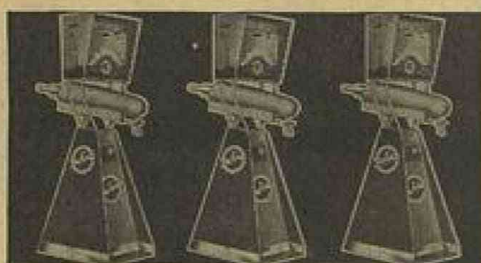
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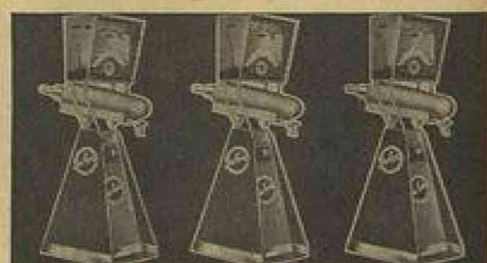
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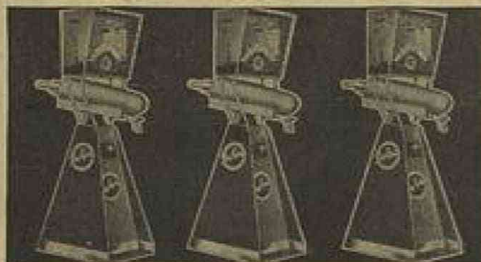
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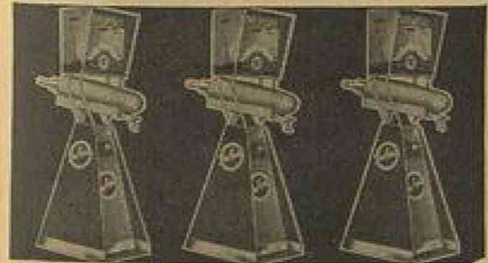
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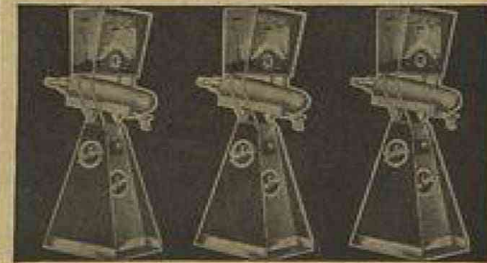
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