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"TINY" HILL and His Orchestra

Now Playing—Rainbow Ballroom, Denver
Vocalion Records

Management: Frederick Bros. Music Corporation

Thank You... Mr. WINCHELL



Walter Winchell
On Broadway

Made With Reprinted Copyright, 1939, Daily Mirror

On April 5th, 1939—

New Yorkids: The Ink Spots' recording of "If I Didn't Care"—our new favorite torch!

On May 31st, 1939—

Scallions to the way all the recordings (except the Ink Spots) spoil: "If I Didn't Care."

On June 2d, 1939—

In the meantime the 4 Ink Spots came across "If I Didn't Care" and made a recording of it for Decca. This platter became an immediate click and elevated them into top salary entertainers and into the steady work brackets.

On June 21st, 1939—

New Yorkids: The best of the new platters: The Ink Spots' version of "It's Funny to Everyone But Me."

On June 27th, 1939—

Bing Crosby wants the 4 Ink Spots for his next flicker.

The **4**

N.B.C. Broadcasting
★ STARS ★

DECCA
Records ★ ★ ★

INK SPOTS

WE ARE Now Appearing at the N.Y. PARAMOUNT Theatre

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LEGIT'S ROAD BONANZA

Tobacco Sales Halt Expected To Be Reflected at Fairs, Other Amusements in the Carolinas

By C. A. UPCHURCH JR.

RALEIGH, N. C., Sept. 16.—Booming sales across the sea have silenced the chant of the tobacco auctioneer in Carolina warehouses, temporarily cutting off the multimillion-dollar flow of greenbacks in exchange for golden weed.

Sales in North Carolina and South Carolina tobacco belts ceased Wednesday as a warehouse holiday began following the withdrawal of buyers for Imperial Tobacco Co., gigantic British firm that buys about a fourth of the crop and about a third of the finer tobaccos that bring highest prices. Imperial gave no reason for withdrawal. One report claims the company is unable to get ships to risk an Atlantic crossing. Another says protection of British exchange is responsible.

Growers and warehousemen, watching prices for tobacco drop drastically following stoppage of Imperial money, immediately appealed to Washington and called a halt to sales. With a billion-pound crop on hand, Triple A officials agreed to call a crop-control referendum for a date between September 30 and October 7, with warehouses to remain closed until the referendum is held. Proposal is to cut next year's production by one-third in order to boost prices when warehouses reopen.

\$8 Per Hundred Less

When the warehouses closed farmers were getting about \$8 less per hundred pounds than their tobacco brought last year. If the crop-control referendum carries and growers agree to curtail next year's production, authorities see a chance for the remaining tobacco buyers to stock up against next year's restricted production and possibly pay higher prices this fall.

Until the tobacco markets reopen, however, gilt will be missing along the tobacco road that winds to the Carolinas. Sealem and business houses already are complaining about the absence of the usual fall boom in the golden leaf centers. The situation is distinctly gloomy in the tobacco towns and is spreading to other localities, like Raleigh, that have no tobacco warehouses but depend on a fair share of tobacco money to spur fall trade.

Until the warehouses reopen, the situation is bound to be reflected at the early fairs and other amusements in the Carolinas. Possibly over half of the 1939 crop already has been sold. It's true, but in most cases farmers paid out their money on obligations and pressing needs, banking on remainder of sales to give them ready cash things. In some areas markets were open only three days before the holiday was declared.

Rate of Exchange on Canadian Money Down

CINCINNATI, Sept. 16.—To give others the benefit of their experience, Joe and Ann Howe, American act, wrote *The Billboard* this week from Winnipeg, while on their way to Minneapolis, that the rate of exchange on Canadian money now is very low—sometimes 12 cents less on the dollar. American acts playing Canada find this out to their sorrow on returning to this country, they say. They suggest that American acts demand the equivalent in American money when being booked into Canada.

thus having no hope for improved business until warehouses reopen.

25 Main Centers Affected

Main tobacco centers in North Carolina with warehouses shuttered are Winston-Salem, Greensboro, Durham, Raleigh and Charlotte. (See **Tobacco Sales** on page 54)

Foreign Acts Warned

TORONTO, Sept. 16.—Foreign acts playing the United States under working permits should make sure their papers are in order if they contemplate making Canadian dates.

There have been several instances where such acts after filling Canadian engagements have been refused re-entry into the United States by American immigration authorities.

Rosenberg and Petrillo Hit At Band Agencies' Org Plans

NEW YORK, Sept. 16.—Formation of a trade association to protect the interests of the large band agencies, including Rockwell-General Amusement Corp., Music Corp. of America and Consolidated Radio Artists, is getting vigorous union opposition.

Both Jack Rosenberg, president of musicians' Local 802, and James C. Petrillo, chief of the Chicago local and member of the American Federation of Musicians' executive board, have voiced strong disapproval of such an organization.

Petrillo, in New York last week for the meeting of the AFM's board, stated he was opposed to the formation of such a group. Elaborating, Petrillo heaped such an association would constitute a "group within a group" and as such was "no good." There is only one organization in our industry," he added, "and that's us."

Rosenberg this week blasted the contemplated trade org with the statement

Costumers Pant for Panty Pay; Dancers Think Them Giveaways

NEW YORK, Sept. 16.—"When you buy a pair of pants, you don't get a pair of shorts free, do you?" Our gentleman reporter blushed and admitted that was true. "Well," continued Kathryn Kuhn, "when a ballroom dancer buys an evening gown from us why should she expect a pair of panties free?"

Our reporter couldn't argue back, and Miss Kuhn, who makes gowns for ballroom dancers, continued her denunciation of free panties.

"Years ago, when ballroom dancing was more sedate and gowns were tighter, dancers wore flesh-colored or elastic panties. There was no need then for any fancy underthings. But today, when ballroom dancing has so many lifts and spins and when gowns are wide for pictorial effect, panties have become very important.

Minimum of 173 Weeks Already Set; LTC Bookings Swell Total

By SYLVIA WEISS

NEW YORK, Sept. 16.—It's going to be a road year in legit.

Up to this week a minimum of 173 weeks of legit bookings have been set for 13 shows for the 1939-40 season. This is a rock-bottom total, and does not include seven pre-Broadway tours, six productions which are set for the road but have not completed bookings, three indefinite runs of plays winding up in Chicago, Barrymore's *My Dear Children*, which is being resumed in Chicago and will eventually tour, a Coast company of *Swing Milano*, Midwest and Northwest stock companies and the A. B. Marcus-N. S. Berger vaude revue which is booked thru January 6. There will also be other shows going out that are not as yet announced. By January the initial 173 weeks will have been at least doubled as itineraries near completion. The combined bookings cover approximately 150 cities, majority being one-night stands in everything from dance halls to theaters. Combined bookings of the Legitimate Theater

Corp. of America alone total 81 weeks for four shows.

Eva Le Gallienne, thus far, holds the longest booking record, with 149 days playing time scheduled for her repertory of Hedder Gehler and *The Master Builder*, under the Gallo-Oberfelder flag. Close behind is Dwight Deere Wiman's *I Married an Angel* with 21 weeks set. *Angel's* start will be at His Majesty's Theater, Montreal, September 26. Continuing, according to number of weeks booked at the moment, are *On Borrowed Time*, 20 weeks; *What a Life*, 19½ weeks; *No Time for Comedy*, 18½ weeks; *Mamba's Daughters*, 16 weeks; *Golden Boy*, 15½ weeks; *Hamilin*, 11 weeks; *Abel Lincoln in Illinois*, 10 weeks; *Outward Bound*, seven weeks; *Farm of Three Echoes*, four and one-half weeks; *Taming of the Shrew*, four weeks; *White Steed*, three weeks.

Of these, there are three whose runs will continue indefinitely beyond the above stated bookings. The *Abel Lincoln* and *Outward Bound* shows are setting no limit to their Chicago stays, which mean as long in themselves as the whole tour. *White Steed*, the only three weeks are lined up now, intends to keep on until June 1.

Additional Starters

At the close of the New York *World's Fair*, Michael Todd will tour his *Hot Muddo* with Bill Robinson as the star attraction. Already he has set the first two weeks, starting October 30, for Boston. Similarly, there are five other shows which at Coral will be just starting touring plans. *Leave it to Me!*, having obtained special permission from Actors' Equity Association to close the Broadway run, will start a tour with a two-week date set for Philadelphia, October 16. Jules LeVoy is sending out a *rocket to the Moon* company, and *Tobacco Road* continues its merry way, moving them down in the hinterlands. *Philadelphia Story* is included in the American Theater Society's series for the 1940 season, but the Theater Guild has no idea at the moment. (See **LEGIT'S ROAD** on page 14)

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	23
Carnivals	40-47
Cincinnati	45-52
Classified Advertisements	48-50
Coin Machines	62-82
Endurance Shows	24
Fairs-Expositions	35-36
Final Curtain	27
General News	3-5
General Outdoor	58-61
Hartman's Broadway	39
Legitimate	14-19
Letter List	26 and 61
Magic	23
Musical	9-14
Night Clubs-Vaudeville	16-22
Non-Theatrical Films	25
Notes From the Crossroads	15
Outdoors	10
Out in the Open	19
Parks-Pools	37-38
Possibilities	56-57
Radio	6-8
Radio Talent	7
Repertory-Tent Shows	24
Ring-Shakers	38

ROUTES: Orchestra, page 12. Acts, Units and Attractions, 23 and 58. Grand Stand and Free Attractions, 58. Dramatic and Musical, 58; Circulation, 59; Circus and Wild West, 59; Miscellaneous, 55. Show Family Album, 49. Sideshow Variety, 49. Tour Sugar's Domino, 4. Wholesale Merchandise-Pipes, 52-57. World's Fair News, 28-29.

that the agencies "already own the body and soul of the musician, and now want his coffin."

Rosenberg's statement was made to a group of club booking agents, one of whom had queried the 802 leader on the subject. Rosenberg added that "the (See **UNIONS ATTACK** on page 9)

The Neuter Deal?

NEW YORK, Sept. 16.—The recently treated feud between the Associated Actors and Artists of America and the International Alliance of Theatrical Stage Employees uncovered, among other items, an interesting point in the Screen Actors' Guild basic agreement. According to the text, whenever the contract uses the term "masculine gender" it "includes the feminine and neuter." Is it Gertrude Stein's influence or is the Guild taking a crack at its own membership?

"Now so much of the legs of a ballroom dancer is seen in modern dance routines that we dressmakers must dress up the underpart of the skirt almost as much as the outside. The better ballroom dancers now give a lot of attention to their panties, selecting the color carefully and having them trimmed with petals, ruffles, etc. In fact, the underpart of the gowns is now often trimmed with bows and otherwise made very attractive."

And now Miss Kuhn came to the heart of her complaint: "But dancers don't seem to want to pay for the panties and it usually costs us around \$7.50 in time and chiffon and crepe to make a panty to match a gown. Dancers seem to feel that panties are part of the gown—and, of course, they're not. So we have a (See **COSTUMERS PANT** on page 18)

CUPBOULDS SINGING BLUES

Howl at Petty Headaches That Go From Show Slang to Lushes

NEW YORK, Sept. 16.—Pity the poor night club owner. Paltry disturbances—both the kind you can't chalk up to either profit and loss and which don't appear on the income tax records—take up more time, energy and good nature than you think most night club operators possess.

Listed in the order of their unimportance, the average nitery proprietor is beset with the following difficulties: (1) The handling of temperamental talent, including the bands; (2) keeping the waiters happy so that they won't dump a bowl of soup into customers' laps; (3) female bouncers; (4) drunks; (5) the handling of transients who think every night club is a clip joint. Sometimes the results are humorous.

Notable among the insomnia inducers is the treatment of performers, taking into consideration most club owners' lack of knowledge of the theatrical field, actors' temperament and a bit of high spelling on salaries. The owners who try to run their business from the top down, completely on their own, find that their morning performers are the toughest job. There was one case, of an up-State saloon keeper who suddenly decided that he wanted to open up a night club. After completing the necessary arrangements he called in an agent to handle the floor show. Not knowing the first thing about the trade or its lingo, he said to the line girls when they showed up, "All right, girls, go upstairs and change into your night gowns. I'm not sure I can start trying to explain he really meant evening gowns.

Another thing that drives the owners batty is the constant complaining of performers when they aren't received "too well." Either it wasn't the right spotlight or the band wasn't able to interpret the music, or the busboy was undressing the singer with cutting glances, or the waiters were arguing with the customers during a high C. At a small club in New York a singer is now doing her routines in virtual darkness, because, she complains, she isn't so young anymore, and a spotlight would show up the wrinkles. The customers complain, but she insists on no spotlight.

There is another owner who is going thru a nightly sweat because his Brazilian

ian singer insists, thru an interpreter, that she went to public school with him in Brazil. He tries to make her understand that he went to school in the Bronx, but friend interpreter tells him that she thinks he's a snob because he won't admit that they grew up together.

Performers' temperament isn't the only headache that keeps the upholstered saloon tycoon running for the bicarb bottle. The waiters are also a problem. They have an uncanny memory for faces, especially those who left no tip the last time. Next time said guest comes around he finds that he's the victim of an unfortunate "slip" and a nice big glob of schrimp, all dressed up in catsup, is blissfully resting on his shirt front. Friend owner knows this is just a warning signal but can't prove it. As a consequence he tries to take care of the waiter anyway, because he may not only take it out on the particular customer but also on the rest of them. Some night clubs have instituted a system whereby cuff checks, mostly debutantes and newspaper men, draw an automatic 10 per cent of the total for the waiter. Thus the owner is assured that at least his own guests will be treated right, regardless of the size of the tip. Debs are notoriously poor tipppers, and the owners have a tendency to "kick" the waiters.

(See CLUB OWNERS on page 18)

Broadway Beat

By GEORGE SPELVIN

The names of well-known couturiers, which have dotted the programs of modern-dress legit productions for years, may disappear during the current season, at least if the Theatrical Costume Workers' Union has its way; the union has been worrying about the lack of costume productions, and in order to get more work for its members has started a campaign to get control of all shows, even those wherein the women's clothes are bought at fashionable shops and the men have to furnish their own. . . . Follow-the-Leader Dept.: Three more assistants who are not The Moxies will be directed publicity for the local Federal Theater have followed the boss into the Broadway publicity arena; they're Harry Davis, Bert Schwartz and Bernard Zambach.

And it's again reported (as it was here some months ago) that the FTP boys who want to join TMAAT are having trouble convincing the TMAATers that they fulfill the professional requirements. Some of them are also having trouble getting up the necessary \$319 (dues and initiation fee). . . . Jim O'Neill, who recently retired from Equity headquarters staff after many years of service, is spending a few hours a week in the office anyhow; he can't keep away. . . . In response to a query from a young lady regarding why he was there, he said it wasn't really him, but just the ghost of Jim O'Neill. The meeting of club bookers at the trial board of Local 802 of the musicians' union produced a laugh when Bill Robbins told Al Rogers, the reason you're not job is because I was a little ethical.

The beginnings of theatrical unionism were variously reported during the recent jurisdictional fracas, and reader Joe Edmonds writes in to keep the records straight. The first union, he says, was the Actors' Professional League, formed in 1886, with headquarters at Fourth avenue and 13th street, and dissolved in 1892. The next year, 1893, the Actors' National Protective Union, based on Broadway, received a charter from Samuel Gompers, then president of the Knights of Labor, which later became the AFL, and, says Edmonds, the first subsidiary

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

KNIGHT SISTERS—pair of lovely youngsters who do an amazing and sure-fire job of acting with the smaller and slighter of the pair acting as the under-stander. Now appearing—and stopping the show—in George White's Scandals, at the Alvin Theater, New York. Number would be a sock item in any film musical, and the girls' looks don't hurt any either. They ought to screen beautifully.

For LEGIT MUSICAL

CASS FRANKLIN—handsome young baritone whose vocal qualities have been tried and tested over the air-ways and in night clubs and vaudeville. Handles lines nicely and has a powerful and crystal-clear voice, plus the physical stature that makes him an excellent bet to fill a singing niche in a legit musical. Also films.

DEAN MURPHY—young and nice-looking mimic caught recently at the Paramount Theater, New York, with Larry Clinton's outfit. His list of subjects seems longer than the alphabet, and he does most of them with a slightly barbed touch that adds zest to his work. His mimicry is excellent, and his material helps plenty too. It's clever enough to rate a place in a smart revue.

union chartered by the ANPU was the White Rats, under the official title of White Rats Actor Union of America. This happened, he says, in 1910. Eight years previously, in 1902, Edmonds states, the White Rats "was not a union but a social club headed by George Fuller Golden, who was the originator of the order. The first ANPU officers were Joe Lawrence, president; James L. Barry, treasurer, and Lou Morton, secretary, also Harry De-veaux."

Nice-Things-To-Report Dept.: When a thief stole \$18 and \$12, respectively (their full weekly salaries), from the purses of a couple of usherettes at the Republic, a collection was taken up backstage, with every member of the show and house staff contributing, and the kids were sent home happy. . . . Margaret Skirris, who ran fourth at the Atlantic City beauty pageant and copped the talent contest run in conjunction with the vaudeville job, with Joe Russell handling her. . . . Certain gullible publicity lads from out of town are claiming they joined TMAAT figuring it would ease the way of their copy thru editorial desks manned by Newspaper Guilders; one naive TMAATer tried it on an editor who had just been having Guild trouble—and finally got his copy thru by saying that he'd mentioned his TMAAT connection just to show you were strictly AFL and have nothing to do with those Guild CIO guys. . . . Phil Silvers is still turning down three offered film contracts, being determined to stay with Yoko! Boy until the end of the run. . . . There's a regular WOR colony taking shape in Forest Hills, including Dave Driscoll (special agent), Tom Slater (announcer), Ira Herbert (sales dept.) and Harry Carlson (production), all of them living on the same block. . . . A Stern restaurant has table cards for a Silverstein's. . . . O'Hara, who and diners are advised to drink no more than two, lest they be "Gone With the Wind."

Thru Sugar's Domino

NO FURTHER proof (if proof be needed) of the important role played by automatic phonographs in the amusement industry is necessary than to direct our readers along an easy route to the supplement inserted into this issue of The Billboard and heralding by its own tasteful cover the significant legend, Talent and Tunes on Music Machines. Glancing over the pages of this supplement reveals to one a panorama of the leading musical outfits of the country delivering their messages to the men who wield a powerful influence in sharpening the popular appetite for tunes and the artists that interpret them in the revolving platters of machines distributed to every section of these United States. But this is only a single feature of a publishing project devoted to the interesting purpose of educating operators to pay greater attention to the compositions that are recorded for mass consumption and to the interpretations given these compositions by artists singled out for this distinction by the leading recording companies.

It was not long ago in the way show business figures find that the automatic phonographs were looked upon by recording artists as an insignificant by-product of their activity. The more astute bandmen, however, saw the possibilities of music machines as a builder-up of their sales and interpreters on music machines. Today the wide-awake band leader and the music publisher with a satisfactory number of tunes in the upper brackets think as much in terms of music machines as they do of the various factors of more familiar coloring in their spheres.

The supplement that cannot fail to win the attention of all readers of this issue is a tribute to an industry that has had, in its way as phenomenal as rise as radio and talking pictures. That industry is as firmly entrenched as any can be in these precarious times. It is basically sound economically because its appeal is to the masses and there is nothing in its fabric that borders it with the masses. And in recent years it has made uninterrupted progress, even should there be ups and downs in the time to come it is apparent to those who are well informed about music machines large and small and rise will depend to a large extent on the talent and tunes. Just as the music publishing industry depends for its economic health on the response of the public to the tunes it releases, so do music machines depend on the insoluble combination of tunes and artists that make up the product.

The music publisher plugging a tune depends today just as much on the response of the plain folks who drop nickels into music machines as he does on the whim of band leaders and vocalists with the air time. Time and again in very recent months have instances arisen of bands being made overnight thru their popularity among the music machine addicts—and tunes have gone thru similar channels towards the top-notch goal.

Now that the music-machine operators

(See SUGAR'S DOMINO on page 70)

New Series of Legal Opinions

In the next issue will appear the 20th of a new series of legal opinions. It will be titled Legal Status of Amusement Companies' Employees. One of the articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

"TINY" HILL

(This Week's Cover Subject)

HARRY (TINY) HILL, weighing 350 pounds and standing six feet tall, can well call himself "the biggest mauler in the band business." He is a Sullivan, Ill. product who in the space of a few short years developed a highly popular orchestra in the Midwest area. After two terms at the Illinois State Normal University, Normal, Ill., and a course in a Decatur, Ill., business college, he turned to the music field as a means of livelihood.

In 1931 he organized a three-piece hill billy band consisting of himself, a saxophone and sold as Harry Hill and his Five Jacks. In 1933 "Tiny" formed a novelty orchestra, using fat musicians only. It was billed as Hill's Heavyweights of Harmony and played Southern Illinois, disbanded after two months. "Tiny" joined Byron Dunbar's outfit, which he eventually took over when Dunbar stepped out of the picture. That was the first group carrying the name of "Tiny" Hill and most of them are still with him. He led his first steady job in October, 1935, at the Ingleters Ballroom, Peoria, Ill., and has since played many ballrooms in Illinois, Wisconsin and Indiana.

"Tiny" is under management of Frederick Bowers Music Corp., which is presently holding forth at Rainbow Ballroom, Denver. Coincidentally, his Vocalion records are leaders in Midwest phonograph machine locations.

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VAUDE WEAK IN TELEVISION

NBC's Tests in New Field Show Device Needed to Handle Vaude Productions; Legit Plays Best

NEW YORK, Sept. 16.—In view of its experience during the past year with television production, National Broadcasting Co. feels that variety—if it is to remain one of the mainstays of television entertainment—will have to undergo a metamorphosis. Spotting of straight variety or vaude acts into tele shows has not proven very successful, and the NBC men are now looking for ways and means of developing a variety form that will mold vaude into more of a musical comedy pattern. In line with this, it is pointed out that the NBC-RCA productions of musical shows, particularly Gilbert and Sullivan, have been successful.

When NBC began its last series the past summer, programs were nearly 100 per cent variety, with occasional ventures into various types of legit—either abbreviated plays, adaptations or one-acters. Since the summer layoff, however, legit has been replacing variety to a large extent, with interludes also assuming greater importance. NBC is now committed to at least two plays each week.

Just how NBC will endeavor to present variety is not known, but efforts to change into bona fide musical comedy face serious drawbacks. Good scripts, for instance, are very scarce. Bringing up the musical comedy parallel, NBC points out that while months are spent to perfect a script for a Broadway production, tele producers cannot do this because the show is strictly a one-time proposition.

Leonard Hole, of Columbia Broadcasting System's television department, on Thursday denied a report that the network had abandoned plans to produce television this year. Report had become current owing to unexplained delays in tele plans announced months ago by CBS.

According to Hole, CBS has been held

up by delays in delivery of equipment and by revamping of acoustical and air-circulation equipment in the studio. Transmitter, too, has not been entirely completed. CBS staff, tho, is going right ahead with plans, according to Hole, and currently is testing. Chief CBS tele problem now, said Hole, is to get the transmitter's signal on the air. This may be done in two or three weeks.

Regarding production plans, CBS is very cautious, exec stating they do not know what type of programs or talent will be used until they actually begin producing and find out for themselves more about the different problems. Similarly, CBS does not know how many hours per week it will run.

Charge CBS, Oil Co. "Invaded Privacy"

SAN FRANCISCO, Sept. 16.—Federal Judge St. Sure has refused to dismiss a damage suit brought against Columbia Broadcasting System and Rio Grande Oil Co. by a San Francisco man whose name was allegedly used in a radio skit. The court held radio advertisers cannot invade a person's privacy.

The suit, filed in Federal Court by Harold Mau, chauffeur, asked damages for use of his name in a *Calling All Cars* broadcast August 14, 1938. Mau, a former grocery clerk, was shot in a holdup in March, 1937. The broadcast told the story of the holdup and the shooting.

The affidavit stated that Mau's mental condition had been aggravated and his nervous condition was acute as a result of the broadcast.

Rio Grande and co-defendant, CBS, were given 10 days in which to file an answer to Mau's action. Decision stated that plaintiff may collect damages upon proof of claim that his "right to be let alone" had been violated.

WMCA Disavows Claim Lodged in FCC Charge

WASHINGTON, Sept. 16.—Outright denial of the charge made by the Federal Communications Commission against WMCA, New York, for allegedly intercepting government messages sent out by British and German radio stations was made here this week. Affidavit filed with the FCC by William Weisman, counsel and vice-president of the Knickerbocker Broadcasting Co., Inc., owner of WMCA, denied the charge, as well as stating that all news broadcasts during the pre-war crisis on WMCA had been obtained directly from *The New York Herald Tribune*, *New York Daily Mirror* and *International News Service*. Affidavit stated WMCA has no news-gathering organization of its own and relies on the three sources named. Exhibits, including contracts with the newspaper companies, were attached to WMCA's answer.

Indications are that WMCA was not advised directly by the FCC of the charge made, but that the station first heard of the claim thru newspaper stories. Weisman came to Washington after the story broke to accept service. It is also indicated that the FCC acted on the basis of publicity given WMCA during the crisis, but that no actual investigation was made. Investigation and hearing are now likely.

Heatter's Triple Play

NEW YORK, Sept. 16.—Signing to do a 7:30 a.m. commercial on WJAF this week for Peter Paul candies, Gabriel Heatter will be airing this season on the three major channels. Has his regular Mutual evening news commentary, plus his emcee role on *We, the People*, over Columbia.

For years it was strictly scale



The way it was, the band never knew who the next meal was coming from. When we were in at all, it would be under two weeks notice. If Lafayette P.A. prices weren't so low, we never could have bought that sound system. But we managed it, and things happened after that. From a mail-order combo playing the side-meal-and-corn-pace circuit, we went to town, and now the whole town's talking about our mellow music.

Lafayette's your best bet!



A band is in the groove with this sensational new Lafayette Amplifier Adopter. You owe it to your future to investigate Model 647-T. Note the new effects it creates... how it adds volume, improves timbre. Has four inputs for Kontakt mikes—attached to banjo, violin or guitar, these produce the "radio tone" so popular today. Two full volume controls—one convenient for the foot. Entire system completely self contained in single cabinet. Send coupon for FREE Lafayette catalog at once!

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MUSIC BROADCAST FOR NAB

New Firm Is To Be Formed To Combat ASCAP Monopoly

Corporation will be known as Broadcast Music, Inc., with Neville Miller as president—band remotes expected to be affected if NAB fails to sign new ASCAP contract

CHICAGO, Sept. 16.—Acting with rapidity and calmness of a well-disciplined army, the National Association of Broadcasters unanimously adopted a plan for the immediate setting up of its own music library at the specially called convention here Friday to talk over ways and means of combating the "ASCAP monopoly" in radio. Action came so swiftly that the meeting, in reality, became merely a formality and was adjourned on the afternoon of the first day. The expected prolonged discussions on the broadcasting of the new war were completely excluded with the exception of a resolution, also unanimously passed, to conform and support the government's policy of neutrality.

Following brief discussions by proxy Neville Miller and John C. Elmer of WCBM, Baltimore, on the copyright angles pertinent to the ASCAP problem, George Norton, WAVE, and member of the negotiating committee, outlined the plan adopted by the NAB board of directors on Wednesday for a separate source of music available to radio other than ASCAP. New arrangements calls for the immediate setting up of a corporation to be known as Broadcast Music, Inc. Original capital is to be procured by sale to broadcasters only of 100,000 stock shares listed at a par of \$1 per share but sold at \$5 per share, differential to be used for an immediate surplus.

This \$500,000 melon is to be subscribed to by each member on the basis of what he paid in to ASCAP in 1937. For example, a station with a \$10,000 ASCAP bill in 1937 will be taxed for just half that amount for the original BMI outlay, or \$5,000. One grand of this five will go into stock (i. e., 200 shares). The other \$4,000 is entered as the BMI license fee for one year, and not more than 15 per cent of this amount will be due in any 30-day period.

A board of seven directors was chosen for the new corporation. Neville Miller, representing NAB; Walter Damm, representing newspaper-owned stations; John Elmer, independent stations; Edward Klausner, CBS; Lenox R. Lohr, NBC; Samuel R. Rosenbaum, IRMA, and Philip Shwartz III, regional broadcast stations. Everett E. Revercomb is to act as secretary and treasurer of the corporation until a paid one is employed. Miller will act as president, and all expenses of the organization of the BMI will be footed by the NAB. Firm will be incorporated either in the State of New York or Dela-

Color Symphony

NEW YORK, Sept. 16.—Dick Todd, who starts on Red Skelton's Avalon cigarette show this Saturday (23), like Skelton, has red hair. The show is on the NBC Red (moving to Wednesday, September 27) and the cigarettes are sold in red and white packages. Todd records for Bluebird. His last recordings were *Deep Purple*—and *Bluebird*.

He gets paid in money. That's his gimmick.

tion of the movie production companies.

Question as to what success could be expected with their own music source was conditional on the type of renewal basis ASCAP would offer at the end of 1940, Miller said. But he added that from what the NAB committee negotiating with ASCAP had reported thus far, that organization was going to up the present bill to radio from \$4,000,000 yearly to \$7,500,000, since it had already intimated that on its present 5 per cent of the gross it was being slighted because the radio industry was now grossing \$150,000,000 annually. NAB feels that formation of BMI will cut its present \$4,000,000 ASCAP bill in about half.

One of the first blows that will be struck by BMI against ASCAP, it was intimated, will be the country's dance band remotes. If NAB does not sign a new ASCAP contract then the stations "will not be able to permit the bands to play ASCAP music over their transmitters." Broadcasters feel that radio has done more for the popularity of tunes than any other medium, and this is another reason they believe their own music will have as much chance for popularity as that of ASCAP.

This point was expressed again by John Elmer when he opened up on RCA and its recent licensing demands from stations playing Victor and Bluebird records. It is very strange, Elmer said, that RCA claims on one hand that an added fee is necessary because broadcasting of its records shortens the life of the tune and hence the royalties of the artist, while on the other hand and almost simultaneously RCA asks to procure special air time to exploit these records and to help

War Costs Philly Stations Heavily On Election Time

PHILADELPHIA, Sept. 16.—While most branches of show biz as yet remain unaffected by the war crisis, the only local casualty so far are the local radio stations. The city's primary concern, a direct result of the war, because of the scare the usual political commercials were cut to a negligible minimum prior to the primary elections held Tuesday (September 12). In previous years the air was filled with political gab, while this year a station was lucky to get spot announcements describing the virtues of the various candidates. Fearing war news dominated listener interest, various office seekers spent their coin in other advertising mediums.

The lack of ballyhoo resulted in one of the duties of the primary election held, in which only 35 per cent of the eligible voters turned out to cast a ballot, and without a single variation the candidates selected by the Republican and Democratic machines walked off with the top count. The primary election results were usually leveled at the opposing parties were missing, since the publicity offices realized that any blast would receive little or no space in papers whose front pages were filled with news of the combat.

Stations are hoping that the situation is different by the time the general election rolls around in November. Time salesmen are now working on the politicians, and most stations have sold some time to the splinterers. KYW has commitments, while the other stations say they will get their share. WDAS hopes to depart from the pattern of political talks by inducing them to fill the program with music and quiz shows in order to make the talk more palatable.

the artist get more royalties thru the resulting additional sales in the stores.

Question also arose on what would happen to ET firms now furnishing tax-free, public domain music to stations and Miller assured the assemblage that it would not mean the squeezing out of these present sources; rather, he said, we will co-operate with them since it is not our purpose to dry up any source that will be of any benefit to the industry. There will be special interest to many small station owners who claimed that at the present time they were almost able to dispense with ASCAP music, due to these tax-free sources.

It was a indication of the work of starting the BMI will start immediately and the stock will be sent to the NAB members within the next 30 days, it was expected. According to the breakdown of the broadcast industry, hanging on half of each station's 1937 ASCAP bill, 25 per cent of BMI's stock will be controlled by CBS and NBC. It was also pointed out that under no circumstances can any of the shares be sold outside of the broadcast industry without first being offered to the BMI itself.

Convention ended with the passing of resolutions on the favoring of the prosecution of ASCAP in the pending government case against the org. and pledges to co-operate with the government on its neutrality stand regarding the war in Europe today. Miller pointed out that the war angle had been thoroughly gone into during Wednesday's board of directors' meeting, but that for the present it had been decided that the recent statements concerning war coverage announced by the three networks were sufficient for present needs.

IRNA held its meeting Thursday, at which time it was reorganized and Sam Rosenbaum was re-elected president. There were 325 stations listed in this group. Following the adjournment of the NAB meet, IRNA held another short session as well as the independent stations to determine mode of action on the current recording problems confronting them. Mention of the recently adopted NAB code was also made and the board of directors announced that it would go into effect October 1. Broadcasters are to be respected provided they do not run for more than one year after the October 1 deadline, the board stated.

TELEVISION REVIEWS

Surry Players

Reviewed Thursday, 8:30-9:50 p.m. Style—Legit. Reviewed on RCA Television Receiver TRK-12. Station—W2XBS.

The Surry Players, well-known summer theater group now called the Surry Theater Acting Co., is the first outside group to present a play of its own over NBC television. Whether this is of significance is doubtful, but it is of prime importance that to play *Art and Mrs. Bottle*, came over as first-class entertainment.

Cast of *Mrs. Bottle* was well-larded with solid Broadway legit names, and produced an interesting play. There is no doubt of television's superiority over radio in the matter of dramatic entertainment. In the event the motion picture producing companies manage to get a hands-off policy interest as to their control of product, patents or telecasting stations—it is quite possible that good legit plays will come over the air tainted by that frequently unfortunate Hollywood touch. Just how depressing such a development would be was amply illustrated by the Surry production. Show as given was good legit, and apparently the NBC directors knew enough to adopt a hands-off policy and give the Surry people a free hand.

Cast included Anne Revere, Sheppard Stridwick, Katherine Emery, Helen Wynne, Dorothy Mathews, James Gray, Tom Spicard and Carl Crook. What television gives poor visualization when many people are shown, this factor was no deterrent in this production. Dialog was confined to small groups of two or three as a general rule, and when others entered the dialog camera was used so as to take in those roles of most momentary importance.

Program lasted about one hour and 20 minutes, and if tele were commercial the Surry Players would have knocked off a

sponsor on the basis of this performance. Adapted by Donald Davis.

Ackerman.

George Ross

Reviewed Wednesday, 12:45-12:55 p.m. Style—Interview, singing. Sponsor—Andrew Geller Shoes. Reviewed on RCA Television Receiver TRK-12. Station—W2XBS.

One of television's earliest commercials, if not its first, is the sponsorship of George Ross, *New York World-Telegram* dramatic columnist, by Andrew Geller shoe stores. Footwear merchant pays for leading spots on the NBC-NBC because FCC regulations, are not paid for the use of their facilities. Program's principal interest is in its presentation of a visual-oral sales message, done by a style chon on what ladies will wear in their toolboxes, showing examples at the same time. More or the less the obvious approach, but novel if for no other reason than its newness.

Ross is fair. His interview was Penny Wise, swingster songstress and daughter of Fred Fischer, songwriter and publisher. On this show Ross did a sort of Helen Morgan-Buddy Ebsen combination. Wise is a capable song saleswoman, accompanying herself well in live fashion. Voice is all right until it involves upper register use and then it's not all right.

Production was on the poor side, definitely. Focus was not clear, while background lighting was weak. Apparently just a plain undecorated wall was used, and it gave a drab effect. Would have been better, if Ross could have been talking out of the picture rather than walking out each time. Franken.



MEET THE HERO OF WEE!, Boston. "Wilbur Frapp" demon office boy of the "Fisk Whistles Co." in reality a sales promotion gimmick started by George Danham, one of the station's staff—was introduced to society last week at a cocktail party thrown in his honor by CBS. Picture shows Wilbur (left) bending Harold Fellows' ear. Fellows is manager of WEE!; Wilbur is really George Danham. Idea clicked as one of the most successful promotion stunts recently worked in radio. We'd like to tell you about Wilbur's lovely yellow shoes (button-up style) but you probably wouldn't believe us anyhow.

"Campbell Playhouse"

Program Reviews

Reviewed Sunday, 8-9 p.m. Style—Drama. Sponsor—Campbell Soap Co. Agency—Ward Wheelock. Station—WABC (CBS network).

EDST Unless Otherwise Indicated

Returning to the air for Campbell Soap's "Campbell Playhouse" at the same time as Charlie McCarthy for Chase & Sanborn. It was at this hour that Welles was skyrocketed across newspaper after a broadcast about "March of the Camels." But regardless, the competition is not as keen as it might look. Of 71-station network, 34 stations carry the show on the first broadcast and 37 on the rebroadcast. But regardless, Welles should command an entertainment merit good-sized audience, an audience large enough to make itself felt on the Chase & Sanborn rating. Campbell Playhouse is a darn good show.

"Texaco Star Theater"

Reviewed Wednesday, 9-10 p.m. Style—Variety. Sponsor—Texaco Co. Agency—Buchanan Co. Station—WABC (CBS network).

Indications are that the Texaco show will probably be in quality one of the best variable of the big league offerings. One reason is that comedy, handled by Ken Murray, is almost invariably erratic as to quality. Another reason is that the second half of the program, a dram-

matization of a play written by a member of the Playrights Co., Broadway legit producing firm, will also reflect the differences in quality in the various scripts to be done. Opening half of the show comes from California and the last from New York. The first program in the series put everything in favor of the New York contribution, presenting a superb production of Maxwell Anderson's beautiful play, Valley Forge.

Hollywood half has Murray, Frances Langford and Kenny Baker, David Broekman's Orchestra, Jimmy Wallington and the customary collection of Murray stoges. Murray's radio technique is simply to transfer, look, stock and barrel, his vaude show to a mike. Stoges included a guy who hiccuped, or wasn't a burp, as he spoke and a shouting trio doing something or other. Also Wallington and Baker. Material was fair and so was the laugh quota. Music maintained high standards, as was to be expected. Incidentally, Murray cracked the rating with the burper, and overworked it for real.

The dramatic production from New York starred Philip Merivale as Wash-

ington, and the support included Stanley Ridges, Edward Trevor and George Orahm. Everything about the production was expertly done—the acting, adaptation and direction. Anderson's play is a beautiful writing effort, telling a story of courage and human emotion. Merivale's performance, restrained to just the proper point, and Ridges' playing were the acting highlights. But they had a great literary effort to aid them.

Poor taste manifested itself after Valley Forge when, with but the briefest of interludes, Larry Elliott was brought on to sell the gas. The emotional reaction to the play was such that no commercial, other than a brief line of credit to Texaco, should have been made. Instead there were about two minutes of petroleum blab.

Burns Mantle introduced the dramatic half and at the end announced the next show. Cast credits for Washington should have been made at this point.

Program, as a unit, offered major entertainment; Ed Gardner and Tony Stanford, Countee Cullen and Ridges, also contributed good jobs. The commercials and are heavy-handed, although one comedy plug was oked. Franken.

"Brenda Curtis"

Reviewed Wednesday, 11:15-11:30 a.m. Style—Serial. Sponsor—Campbell Soap Co. Agency—Ward Wheelock. Station—WABC (CBS network).

Maybe the characters' names will give you the tip-off. They include Brenda Curtis, our heroine, and name Brenda is getting really popular in radio these days; Stacey Gordon, who seems to be a somewhat distant relative to Desperate Desmond; Gloria Bennett; Ziggy Bernstein, "theatrical agent" and so on. It's just another daytime serial, with Brenda's lawyer husband (whose name is Jim and who with that handle must be in on the show) as a tough, but fair, fiancé, and Hank attacks indicated by her ex-fiance, Stacey.

Cast includes Vicki Vola as the lead; Michael Fitzmaurice, Helen Choute, Matt Crowley, Charles Galt, Parker Pennington, Ann Eisner, and Kathleen Niday as the "scheming, man-hunting Gloria Bennett." They do the best they can with the glum, they have to read.

Kenneth Roberts is the announcer, whose assignment calls for reading soupy commercials that seem to run almost as long as the sketch. It's a toss-up which makes for the worse listening. Franken.

"Lux Radio Theater"

Radioland
New York
By JERRY LESSER

GARRETT HOLLAHAN, director at World Broadcasting Co., is the type of actor who interviews all companies and is completing his own set of files because he finds that the ones he inherited contain too many names of actors who have passed on. GARRETT's background includes association with WABC as general manager; BBDO, where he produced *RKO Theater of the Air*, and the Alfred Rooney agency. He has been with World for three years, but this is his first opportunity to produce dramatic shows, having been always considered a musical director. We wish him success and may he always be the actor's friend. . . . PAULINE HOKINS (who writes the *Mad Hatter* sketches) and OWEN VINSON (the director) have just been signed to long-term contracts by the Carl Westing agency in Chicago. . . . MARY PATTON won the lead in the *Chl serial The Trouble With Marriage*.

I like the novel songs and arrangements of Betty and Buddy (Betty Barton and Buddy Arnold) on *Sunday mornings over WOR*. . . . Agnes Moorehead has just returned from a cruise to Bermuda and *Holtz* and had a new *five-week series* called "Brenda Curtis" in which Vicki Vola does the name role. Agnes also appears on the "Campbell Playhouse" . . . Bob Stone, of NBC's transcription department, is engaged to marry Peggy Stillman, of NBC's stenographic department. Wedding to take place in October. . . . Owen Jordan gets his first big break on Broadway, having been assigned the role of the young sailor in the Theater Guild's production, "Time of Your Life."

Reviewed Monday, 9-10 p.m. Style—Drama. Sponsor—Lever Brothers. Agency—J. Walter Thompson, Inc. Station—WABC (CBS network).

There's no formula like a successful formula, so Lux soap returns its highly successful Radio Theater for another series of big name, big drama productions. Opening gun this season had Cary Grant, Claudette Colbert and Phyllis Brooks in *The Awful Truth*, "from the motion picture of the same name." Combination of film stars in proven vehicles has clicked solidly heretofore and so it will again. The box-office report aside, I don't have to listen to the series, and I would not.

Ocell B. DeMille is still offered as producer of the programs. Lux soap is still offered, as witness Miss Colbert's closing comments, as the road to a lovelier and more beautiful skin, and the gay badinage that Mr. DeMille and the attendant constellation of Hollywood stars exchange after the show—all a prelude to the commercial sock-are still in force. It all comes from DeMille's remarkable radio play—"from Hollywood." It should stay there.

The Awful Truth was not such a much of a radio show, relying on a basically comedy comedy scene for its big punch. The amusement derived primarily because it recalled the picture scene. The performances were all in the veins the various stars were known for, but at least the much should be said, Grant sets, as do the were human. Franken.

Fibber McGee and Molly

Chicago By HAROLD HUMPHREY

Local production agency for a half-hour opus now in the rehearsal stage but without any takers yet. . . . OLAN SOULE and wife adopted a baby girl this week and are naming it Jo Ann. . . . HIEZZIE TRIESCH, the washboard virtuoso with the Hoosier Hot Shots, says he purchased a second-hand jalopy the other day just to get the horn, for use in some of his musical concoctions. . . . VIVIAN FRIDEL and KEN GRIPFEN, head players on Backstage Wife, and BLAIR WALLISER, the director of the serial, threw a party aboard the boys' yacht Sunday, commemorating the 1,000th airing of the show. . . . SMILING ED McCONNELL returned to NBC ozone Saturday for his sixth consecutive year with the same sponsor, and his 18th year in radio. . . . NBC's backface team, SWOR and LUBIN, has split. BERT SWOR retiring on account of ill health. Other half plans to continue in radio as a single.

Reviewed Tuesday, 9:30-10 p.m. Style—Comedy. Sponsor—S. C. Johnson & Son. Agency—Needham, Louis & Brorby. Station—WEAF (NBC Red network).

The Fibber and Molly (Mr. and Mrs. Jim Jordan) are back on the air for Johnson's wax, their fifth year for that sponsor. With them are their familiar retinue of stoges, in which Bill Compton continues as senior Dumbert. Second program in the series indicated the troupe hasn't hit its stride yet, the material not mustering to standard. Fibber's comedy fore-

This is the same type of part that he did in *The American Theater Company's* production, *There's a Man in the Moon*, seen by the Guild stoges. . . . Mona Hungerford has just returned from the *New England Playhouse* at Ridgely, Conn., where she played *Mrs. Terrence*, "Night Must Fall" . . . Dick Janscor is the new Lee Kirby on "Myrt and Marge." . . . Ted DeCorcia won the U. S. Atlantic Music contest with a catch of a 196-pound tuna.

FRANKIE CARL is out of the hospital and back at the job again. . . . SCRAPPY LAMBERT, now with the Men About Town singing group, has joined the radio department of General Amusement as a talent salesman. . . . The Lamplighters (JACOB TARBISH, returns to WOR October 10. . . . *Night Was Made for Living* is the title of a radio play dramatized by RONALD E. MAC DOUGLASS, of NBC with special music written by TOM BENNETT, of NBC. It will take the place of *Norse and Buggy Days* for one spot and will be directed by PAUL DUMONT. . . . BILLY M. GREENE, whom you may remember from the days of vaude appeared as guest star on CBS' *Gay Nineties* show last week. . . . I heard a show on NBC the other night that should be developed into a series. It was called *American Folk Music* and had as its stars RACRY BOZARTH, of Budtown, N. J. GEORGE EDWARDS, of Burke, N. Y., and ELVIN SWEET, of Magnolia, N. J. These three oldtimers sang and played songs that have never been heard before and which have never been published. It was really a page in American musical history.

"So, You Think You Know Music"

Reviewed Sunday, 4-4:30 p.m. Style—Quiz. Sustaining on WABC (CBS network).

Formerly on WNYC, municipally owned New York City station, this program is now on CBS for some weeks. It's an entertaining and adult show for musical devotees, the number of which indicates strong commercial possibilities, what with the success of Philharmonic, opera and Toscanini series, among others. Program is a musical quiz emceed by Ted Cott, with Frank Macauluso as judge. Quite a silent judge, too. On this show, at least, he never said a word. Showmanship would indicate some active participation by the arbiter.

Cott fires the questions, which run the gamut of types applicable to the subject. Identification, the question or typing, of course, are the bases of most of the questions. Show maintains a good pace, altho at times Cott seems rather barbed in his comments. At least, he never said a word. Showmanship would indicate some active participation by the arbiter.

Kenneth Roberts, announcing, pitched in several times with some attempted warbling. The manner in which he did it and his general personable attitude helped inject an enjoyable note. Franken.

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NBC Censorship Policy Rapped By Editor of Liberty Magazine

NEW YORK, Sept. 15.—Criticism of NBC's censorship policy was made in an editorial signed by Fulton Oursler, editor of Liberty magazine, in that publication's September 23 issue. Oursler stated that as a result of his clashes with the NBC policies he had made an investigation of radio censorship and would publish an article on the subject shortly.

Oursler said that he had been banned from mentioning an article dealing with birth control and another called "Racketeering at the New York World's Fair." He also said he had been stopped from talking about an article written by former President Hoover on the present administration's foreign policy. NBC said it had no statement to make in answer to Oursler's editorial, since NBC president Lenox Lohr is out of the city.

Oursler's comments follow: "On Tuesday evenings since the first of the year I have been speaking over the Blue Network of the National Broadcasting Co. I have talked about the articles currently appearing in this magazine (Liberty), but the most interesting things I had to tell were never spoken because censors. In the name of policy, cut out the vital and important things. It is a kind of policy and I do not understand. After 30 years in professional journalism I find it impossible to anticipate what will be cut out next. For example: I told of a talk I had with former President Hoover about birth control. I described an article Mr. Hoover had written for us on this important subject. I wished to advise every American not only to read it but to write his representative in Congress and his senator, giving his own opinion, whether he agreed with Mr. Hoover's opinion or opposed it. I was not allowed, so I advised the American people. . . . Again, I wanted to mention the fact that in Liberty Magazine Gandhi and Margaret Sanger were to debate the question of birth control. I was not allowed to mention these words on the air. I was told that only an expert could discuss birth control or be mentioned in connection with it. I asked if Margaret Sanger were not an expert on birth control. I was told that only a doctor could be an expert. . . . The other night I wanted to tell the American people that we had an article called 'Racketeering at the World's Fair' in Liberty Magazine. This decision was made in advance of reading the script. The subject itself was not acceptable on the air. The fact that racketeering at the World's Fair was a national disgrace and that the article was a constructive contribution and, more, was based entirely on official court records, made no difference—the topic itself was barred.

"These are but three of repeated instances of this censorship. Later on in

Liberty I shall explore the subject of radio censorship in all its dangerous implications. I have talked with officials of the great broadcasting chains. I know their viewpoint, and I think I shall be able to prove that they are deluding themselves. They set up what purports to be a philosophy of broadcasting, but it is nothing of the kind. It is really a rationalization of their frightened behavior under the threat of government punishment. Meanwhile the public cannot hear what the broadcasting companies think they should not hear. This is what they have in Italy, in Germany, in Russia. It is a hell of a condition in a free country like ours."

NYU Radio Faculty Almost All CBS

NEW YORK, Sept. 15.—Teaching staff of New York University's Radio Workshop of the Washington Square School has seven CBS staff members. Whole teaching staff numbers 10.

Lecturers include Douglas Coulter, assistant program director; Phil Cohen, production director; Norman Corwin, writer and producer; Bob Emerson, assistant director; Margaret Lawrence, staff writer; Ernie McGill, casting director and producer, and Max Wylie, director of continuity.

Bill Robison, of NYU's staff, now directs Big Town, but was formerly with CBS. Therese Lewis and Kenneth Webb, who complete the University radio faculty, are with Young & Rubicam and the Radio Writers' Guild, respectively. Webb is president of the RWG.

AFRA Regional Pact Signed by Networks

NEW YORK, Sept. 16.—American Federation of Radio Artists has signed with National Broadcasting Co. and Columbia Broadcasting System covering commercial scales for actors, singers and announcers on NBC or CBS regional networks in 11 Western States.

Pact, which was hatched in New York by Mark Wood for NBC and Lawrence Lowman for CBS, calls for a scale approximately 60 per cent less than the scale obtained in the case of NBC and CBS Coast-to-Coast programs. Scales for all other regional stations in the United States are still to be worked out and signed.

Schedule applies to all performers on regular commercial programs originating in Hollywood, Los Angeles or San Francisco and not available to stations other than those in the 11 Western States.

NEW YORK:

THE RIGHT TO HAPPINESS, new series show, repeated 7:30 and 10:30 on the NBC Blue, 11:15-11:30 a.m., beginning October 16. Compton agency, which has the account, will use the show for both Crisco and P. & G. soap, primarily Crisco, with a cut-off technique operating in some cities. Program, which will originate in Chicago, was bought from the Carl Wester office. . . . Robert Frederick Schuetz going to Los Angeles as National Broadcasting Co.'s Coast manager for transmissions. . . . Ralph Wentworth out of town for a week. . . . Wick Crider, of J. Walter Thompson, back after a trek publicizing *Luz Radio Theater*. . . . Newcomb S. Thompson's radio column has been reinstated in *The Boston American* after a long layoff.

Compton is using two local Jewish language shows in a novel way. One goes over WBXX, another on WBYD. Programs are alike, consisting of grocery store interviews of housewives by a gent named Abe Lyman. Interviews are recorded, then broadcast about a week later. Sponsors are leery on one station and Crisco on another, and stations and sponsors will be switched every three weeks. . . . Tom Lane, of Young & Rubicam, off to Chicago for the appearance of "We the People" at the American Legion Convention. . . . Carlton Morse's "I Love a Mystery" for Fleischmann's Yeast, may be produced in New York. It begins October 2 over the Red net. . . . Three Marshalls have signed a management contract with WOR Artists' Bureau. . . . Ruth Carhart returns to Schaefer Revue September 28. . . .

Dot Hoar, of Fanchon & Marco, in New York last week, returning to Coast this week. Here on the Al Pearce show, she had a reunion with Bruce Foushee, of the M. W. Agency, handling the Dole account. Both are WOR alumni. . . . Jimmy Saphier and wife left for Coast last week, as did Lita Zook, Saphier's secretary at MCA. Saphier due back in several months. . . . Don Shan, of WMOA, in Chicago.

Jack Ruppert Brewery has renewed its contract with Stan Lomax, sports commentator, for 13 weeks over WOR at 7 p.m. Tuesdays, Thursdays and Saturdays, thru Lennen & Mitchell. Effective September 30.

CHICAGO:

GENERAL MILLS goes into production this week on a new five-a-week recorded serial to be called *Second Spring*. . . . The local Olson Rug Co. bought a new show to start Tuesday on WBBM, called *Olson's Oddities* and features Hugh Aspinwall. . . . The WBBM transmission tower is back in place again after a blowdown last spring. . . . Sachs Amateur Hour celebrates its fifth year Sunday and a special broadcast with all of the previous prize-winners is in order. . . . Among those coming in town early for the NAB-ASCAP confab were Niles Trammell, of NBC, M. H. Runyon, CBS, and Fred Weber, Mutual G. M. . . . Albert M. Snook, formerly with KOMA in Oklahoma City, has joined the sales staff of WJJD here. . . . Procter & Gamble set a new contract to sponsor news flash announcements over WBBM for American Family Plinks. H. W. Kastor handling. H. H.

Hollywood and Los Angeles

By DEAN OWEN

GEORGE JOHNSTON gets a boost at CBS as he takes over new spot in Columbia management office this week. He has been assistant to Al Span in the production of the Orin Tucker Let's Join the Band broadcasts. . . . **HERBERT ARONSON** has been named co-producer with Elias Breekin of Davis & Schwieger transmissions. . . . **MEL RUICK** on his fourth year with the CBS Blue net as vice-prexy in charge of Pacific Coast operations, trained out for Chi for the NAB confab. . . . **HAL FINBERG** gets the scripting job on Joe Penner's new air show. . . . **ONA MUNCSON**, Edward G. Robinson's girl Friday on the *Big Town* shows, appeared opposite Robinson in the flicker *Five Star* final several years ago.

Ted Turner back in town with a

Midwest tan. . . . Programs around town settling down to normal after the schedule juggling brought on by all of the European crisis. . . . Ray Perkins planned in from Frisco for his air program. . . . Betty Pollon over to Mutual-Don Lee staff from radio division of J. Walter Thompson. She'll act as Jimmy Horton's secretary and also talent scout for Don Lee telecasts. . . . "Pull Over Neighbor" goes Mutual-Don Lee after two sessions on rival nets. Art Baker's show is still under the sponsorship of the Whiting Oil Co. . . . Sam Batten hops the plane for Philadelphia, where his Coast-to-Coast show will originate in the future. Wanted to be near his sponsor, who headquarters there. . . . Nick Cochran reported getting plenty of reaction to his Sunday morning "Hangover House" on KJL.

NBC, MPAA Agree to Test Case To Settle Copyright Dispute

NEW YORK, Sept. 15.—National Broadcasting Co. and Music Publishers' Protective Association have agreed to a test case to clarify Section 1E of the Copyright Act of 1909 dealing with compulsory licensing provisions of the Act. Case grew out of negotiations between Harry Fox, MPAA, exec., and NBC. Theatrical officials regarding renewal of contract covering Theatrical tunes whose copyrights are controlled by MPAA members. Fox recently sent letters to broadcasters stating they were subject to infringement suits inasmuch as NBC had not renewed its license. NBC, feeling the charges of 25 cents and 50 cents per pressing are too high, had tried to get a reduction in fee. NBC has reassured broadcasters that they need not fear legal action pending adjudication.

To start the test case NBC can either record a song without permission, thus leaving itself open to suit, or start action for a declaratory judgment.

NBC Prichy (15) made the following statement, in part: "An understanding has been reached with one of the publishers represented by Harry Fox that steps will be taken immediately to settle the controversy which has existed for many years between publishers and the transcription

companies as to the applicability of the licensing provision of Section 1E of the Copyright Act to electrical transmissions. "Arrangements have been made under which a test suit will be commenced promptly for the purpose of adjudicating this question. We believe this is a most constructive step and that the determination of this issue will serve to clarify the relationship between publishers, transcription companies and the broadcasters."

Section 1E provides that if a publisher gives permission for recording to one transcription company he must give it to all. In addition, Section 1E sets a mechanical royalty price at 2 cents per side, according to NBC. Exact wording of Section says, "Any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty of 2 cents on each such use manufactured."

According to NBC, pubs have gotten around this 2-cent figure by claiming they should be paid more for "special arrangements." In any case, it is felt the present copyright act is outmoded and has not kept pace with radio, particularly in regard to music-mechanical developments.

From All Around

BILL TRAUM, formerly announcer at WRCK, Rockford, Ill., has joined the announcing staff of WJLM. . . . Sidney Ten Eyck and Al Lee and Lee Bland are over to the Lansing WCKY, Cincinnati. Elmer Baughman, announcer for the last five years on WCKY, goes to WFAA, Dallas. . . . John Metcalf, of WAAZ, Boston, taking up flying. . . . Earle G. Clement, new manager of WMLN, Yankee-Colombia affiliate at Laconia, N. H. He replaces Edward Lord. . . . Dan Lawrence, announcer at KSO-KRNT, Des Moines, has married June Callison. . . . The Hartzelle family of Memphis really covers the radio field. Ralph and Clarence are scripters for NBC, Chicago; Cecil dittoes for the Texas network, while Wesley is a sports caster for WCBD, Chi. Mother, Ida Hartzelle, is a free-lancer for Memphis stations, and grandmother writes occasional plays that have been used on the air. They are all spending a get-together this week in Memphis.

Zack Hurt has been added to sports staff of KXYZ, Houston, with two-a-week program entitled *The Inside of Sports*. Hurt was last year voted a player's share of a Texas League playoff for his fine baseball casting. . . . Katie Dunn and Freddie Parks will be featured in a new five-a-week program over KARK,

Little Rock, with a local commercial. Program also includes quiz conducted by Waymond Ramsey, a KARK announcer.

Ted Kimball, announcer, has joined KSL, Salt Lake City. Reed Turner, station arranger and troubadour, rejoins KSL after a summer with Jerry Jones' dance band. . . . Bill Robbins, for the past three years on WLW-WSAI, Cincinnati, has joined the announcing staff of WCKY, Cincinnati. Other recent additions to WCKY announcer set-up include Al and Lee Bland and Sidney Ten Eyck. . . . Dick Noble, announcer at WIBC, Indianapolis, is doing a new spot-digest staff for Adam Hats. Dick Cobb, Yankee Network announcer, will marry Madeline Mae Driscoll October 7. . . . F. M. (Jimmie) Randolph has resigned as continuity writer at KSO-KRNT, Des Moines, Ia., to go continuity at KVOO, Tulsa, Okla.

Minor Ponders Tele

NEW YORK, Sept. 16.—Worthington Minor, legit director, is studying television technique at CBS. May join the web's production staff.

BOOKS OF THE WEEK SELECTIONS FOR THE WEEK

Unions Attack Band Org Plans

(Continued from page 3)
interest of such an organization was not to uplift the standards of agents. Any association they form which is not good for the welfare of 800 members I will not consider," he concluded.

Earlier in the week, Rosenberg said the moguls behind the trade association had not contacted him. "Maybe if they had," he added, "the board would have passed a resolution telling them to get to hell."

When formation of the trade association was first being bruited about, it was known that Tommy Rockwell, Bernie Miller, Jules Stein and other leaders in the field had the consent of certain elements of the trade. It was felt that Joseph Weber would not oppose the move, owing to the mutual respect existing between Weber and the larger agencies. It was also felt that the time was peculiarly propitious for founding the association, and that it was now or never.

It is pointed out that altho the proponents of the association had the backing of certain union elements, much legislation introduced at the AFM convention in Kansas City, particularly measures concerning traveling bands, was aimed at the big bookers.

Those union elements which oppose the trade association profess to see in it a means of breaking the control which the union exerts over agents by virtue of its licensing agreement.

CHICAGO, Sept. 16.—James G. Petrillo said Wednesday he would do everything in his power to block any move for a bookers' organization on the part of MCA, GAC, CRA, or any other combo of bookers operating in the band industry.

"As I understand it," Petrillo said, "this proposed organization is supposed for the protection of the bookers against legislation of a sort that would hamper their operations. If this is the case, they can save themselves the trouble, because that is precisely what the AFM is for, and any move on the part of these bookers to establish such an association is an encroachment upon the AFM's jurisdiction."

Petrillo went on to say that if the bookers were serious about their fears, it was their business to come to the AFM first and co-operate with the union, rather than setting up an org to work in opposition with the musicians. The local music chief said it is plain that unless this was done he would make a definite move to squelch the whole biz, even going so far as to recommend the revoking of the bookers' licenses.

Tucker's \$385 Under Par

BRIDGEPORT, Conn., Sept. 16.—Tommy Tucker, in here at the Hitts Ballroom last Sunday, didn't do hot. Only 100 persons turned out to welcome him. Ducats were modestly scaled at 55 cents, and the meager gross was \$385. Next in is Glen Gray, making his first local appearance of the season.

Heavy Demand for Welk in Chi As FBMC Goes Nuts to Deliver

CHICAGO, Sept. 16.—Lawrence Welk and ork misled by a hair's breadth a week's holdover ticket at the Chicago Theater here, where they opened Friday (8). Chicago management decided, after watching Welk's theater date in Rockford, Ill., that they could use him for two weeks instead of the contracted one. A hurry-up call to Frederick Bros. Music Corp. which books the ork, started a rush of long-distance phone calls to six ballroom ops who had already signed Welk for one-night hops immediately following his initial week at the Chicago.

Despite the fact that all of the ops had already embarked on their advertising campaigns, five of 'em agreed to take Welk at a later date provided their ad

Another Stop-Hitler Bloc

NEW YORK, Sept. 16.—Until this week, when dance remote schedules got back into a more or less normal groove, song pluggers were united in the common bond of programs disrupted by flashes, bulletins and reports of the first World War and the attendant knocking into a cocked hat of hard-won scheduled plugs.

In a pungent phrase vaguely reminiscent of that French battle cry that echoed down thru the historic days of the first World War and afterwards, "They shall not pass" one pluggers with a legitimate grievance of 15 skedded plugs out of which only three materialized expressed the general feeling thus, "We can't let Hitler keep us off the Hit Parade!"

Seasonal Bow at Ohio Ballrooms

AKRON, Sept. 16.—East Market Gardens, spacious downtown dansant, teed off for the fall and winter last Monday with Stand Wood coming in from Cleveland for the inaugural music making. C. A. Sarchet is again operating the ballroom, running three nights a week. Opposition spot, Lew Platt's Summit Beach Park pavilion, will carry on thru the month on tap. Masino shattered his summer Mansion dance last Sunday with Johnny Long for the closer. Elms has been renovated and new appointments added. District and touring bands get the fall and winter call here. In Youngstown, hotel district, Tall-Ho Room of Hotel Ohio reopened with Eddie Conti on the stand, and Youngstown Hotel inaugurated a dine-and-dance policy for its Blue Room with tunes by Hal Norman.

Crystal Palace, topflight upper Ohio Valley ballroom on the West Virginia side at Wheeling, opened last week with a park plan dance policy. Carl Stritzel is first in for the Wednesday and Saturday dancing. To hypo ticket sales, first two dances each night are on the house. Rumor has it that Wheeling's Applaud ballroom, another leading district dansant using both local and touring bands, may light up again. No date yet for any unshuttering.

Valley Dale, Lou Peppe's ace Central Ohio ballroom at Columbus, is keeping dark for the September month for repairs and a general redecoration project. Expects to tee off the fall-winter season on the eve of Ohio State University's first grid games, October 6. Dansant uses traveling names and territorial faves.

VANITY BALLROOM, Detroit, reopened for the season Friday (15), with Jack Corfe's Band booked for an indefinite run.

expense was taken care of by FBMC. Single hold-out was Frank Doughty, manager of the Crystal Ballroom at Paw Paw Lake, Calumet, Mich. Joe Kayser, one-nighter specialist at FBMC, even offered Doughty \$500 if he would defer his Welk date to later in the month, but deal was flatly turned down. Kayser then had to call the other ops at La Salle and Galena, Ill., and Clinton, Decatur and Cedar Rapids, Ia., reworking their original dates and canceling the second week at the Chicago.

Demand for Welk since his closing at the Edgewater Hotel here, has kept the FBMC execs tearing their hair trying to deliver the maestro, so it's now a matter of picking off the cream, they say.

Robbins Defends His Big-Scale Subsidy of Promising Bandsmen

Hits Lindy's herring-loungers who claim his policy is a plug pay-off—buying music from over 40 swing stars—builds standard catalog

NEW YORK, Sept. 16.—The importance of the music publisher in the rise of many of the big name bands today makes a story that has never been told. Jimmy Dorsey recently gave a hint of the force behind the scene when, in answer to a query on the air as to who was the father of swing, he replied: "Jack Robbins—he financed it." Altho some of the music which he buys from swing stars makes no money for him now, Robbins, who heads the "big three" along Tim Pan Alley—Robbins, Feist, and Miller—continues to lead his financial support to this musical form, feeling that some day it will achieve the recognition it deserves.

During the past few years Robbins has subsidized the collective creations of more than 40 nationally known musicians and band leaders, augmenting his standard catalog to a value which, he estimates, is over \$2,000,000. And just this week he has closed exclusive composer contracts with members of Bob Crosby's and Woody Herman's bands. Included in these binders are the works of Bob Hag-

Atlanta To Woo Big Bands This Season

ATLANTA, Sept. 16.—With Ansley Hotel taking the lead, there are high hopes that all the other class dine-and-dance parlors in these environs will buy the bigger and better music for the local gadder-about. For the fall to Tommy Dorsey's initialer on the 28th at Ansley's roof garden, which holds about 1,000 patrons comfortably, hotel management plans to bring in Gene Krupa for a week and has high hopes of being able to buy Jan Garber. This is Garber's home town and he will be playing the Southern territory this fall and winter. It's been almost two years since Garber last showed here, then playing the Georgia Tech finals.

In keeping with the trend, University of Georgia at near-by Athens bought Gene Krupa for the four Home-Cooking Dances, October 13 and 14. Krupa is the biggest name ever to be booked for the home-coming terps, the Kay Kyser played for the school's Spring Little Commencement from a year ago.

Miller Sets Hershey Park Record Night With 4,807

HERSHEY, Pa., Sept. 16.—Not since Guy Lombardo played here at Hershey Park Ballroom has Manager J. B. Sollenberger seen such a record turnout as greeted Glenn Miller on his one-nighter last Saturday. Capacity of the ballroom was taxed when 4,807 dancers turned out. While the full gross is not known, Miller went into his percentage and took out \$2,779 for his end.

Crowd greeting Miller tops a previous attendance record set by Lombardo when he pulled 4,570 people in 1931. Take away such an astounding to Mike Nidorf, GAC exec in town for the date, and after the shekels were divvied he gasped. "This will probably revive the dance business."

Gordon Grand With \$871 For Tomat at Lakeside

BARNESVILLE, Pa., Sept. 16.—Gray Gordon and his Tic Tco Rhythm, playing at Lakeside Park Ballroom last Saturday, drew one of the biggest crowds of the season when 1,742 dancers deposited 50 cents per at the gate. Take of \$871 proved plenty profitable for J. Tomat, owner and manager of Lakeside.

Gordon's draw bettered his own take when he appeared here at the beginning of the season in April. Peak doses in season next week. Coquettes, all-girl band, have the ballroom stand today (16).

REMUS HARRIS and Irving Melsher, Atlanta lads responsible for the *Cry, Baby, Cry* hit tune, collabed with Barney Oakes to make a *Nippy Mc ditty*.

gart, Eddie Miller, Woody Herman and Joe Bishop.

To the other music men who contend his policy is just another method of paying off for plugs, Robbins fired back: "That claim is just a defense mechanism on the part of the small, fly-by-night music men to whom the entire music publishing business centers around the nightly Accurate Report Service and bagel-filled tables at Lindy's."

"While these same men were peddling 'dogs' 15 years ago, conniving angle-shoes and infecting a growing industry with diseased conceptions of business ethics, I pawned my wife's jewelry to pay the printing bills for such music as Beiderbeck's *In a Mist*, Lou Alter's *Muskratons Serenade*, Ferdie Grofe's *On the Field*, as well as books by Jimmy Dorsey, Tommy Dorsey, Benny Goodman, Jack Teagarden, Carl Kress, Eddie Lang, Red Nichols and many others.

"That these composers I encouraged a decade ago should now represent the ultimate in current music is perhaps the greatest justification of my continued faith in their value."

Robbins went on to explain that every composer who signed with him, in addition to receiving advance royalties, had had his music printed, exploited and given the greatest possible promotion. "This business of building a standard catalog requires a great deal of patience," continued Robbins.

"When I first heard Glenn Miller's music, I felt he had excellent musical timber for exploitation. The many years he struggled to achieve his present high standing were oftentimes discouraging, but continued confidence brings out such good results as *Cherokee Serenade* and *Sold American* and others Glenn has written.

"Similarly, we signed Jan Savitt when he was practically unknown, and now he has two potential hits in *Moody* and *7-20 in the Books*. Charlie Barnet has given us *In the Mix* and other material which is selling; Jimmy Dorsey wrote *Hollywood Fastime*, which took over three years to develop, and many other compositions which only today are receiving their just attention and sales. Numbers I took from Benny Goodman, Artie Shaw, Tommy Dorsey and other top-flight bands when they didn't merit big sales and big attention are now bringing in a substantial part of the daily sales receipts."

It is no over-estimation that Robbins, above anyone else in the music industry, personally and financially—aided the swing band leaders and arrangers, musicians at a time when the aid was needed most—even at a time when it was neither profitable to play swing, least of all to publish it. Long before Joe Venuti, in circumstances of his own, arranged a thing to the public are now bringing in a substantial part of the daily sales receipts."

Further contradicting his critics, Robbins pointed out that the bulk of this subsidized music was in the form of folios, in convenient instruction books and other educational material that could have no reflection in performances whatsoever.

Bands on Tour

—Advance Dates—

Gray Gordon: Surf Ballroom, Clear Lake, Ia., September 26; Lakeside Ballroom, Guttenberg, Ia., October 2; New Meadows Acra Ballroom, Topeka, Kan., October 4; Danceland, Cedar Rapids, Ia., October 5; Turnpike Casino, Lincoln, Neb., October 6; Pla-Mor Ballroom, Kansas City, Mo., October 7; Lowe's Capitol Theater, Washington, October 13 week.

Fats Waller: Regal Theater, Chicago, September 29 week.

Charlie Agnew: Milwaukee (Wis.) Athletic Club, September 30; Kiwanis Club, Evansville, Ind., October 9; Lawnside Hall, Chicago, October 14.

Wally Stoefler: Mesley's Ballroom, Allentown, Pa., September 30.

Freddie Fish: Riverside Theater, Milwaukee, October 1-6.

Freddie Fisher: Vasa Lake Pavilion, North Judson, Ind., October 1.

Boyd Reburn: Rainbow Ballroom, Denver, October 4 to November 10.

Emil Velazco: Forest Festival, Elkins, W. Va., October 6.

Billardo: Orpheum Theater, Memphis, October 6 for five days.

Earl Hines: Lions Club, Ann Arbor, Mich., October 7; Eagles Auditorium, Buffalo, October 11.

Ralph Webster: Ocean View Ballroom, Rayne Beach, Mass., October 7 to 21.

Howard Becker: Nu-Film Ballroom, Youngstown, O., October 7 to 19; Ocean View Ballroom, Revere Beach, Mass., October 21 to November 4.

Blue Barron: Yankee Lake, Brookfield, O., October 11; Armory, Grand Rapids, Mich., October 13; IMA Auditorium, Flint, Mich., October 14.

Ina Ray Hutton: Orpheum Theater, Madison, Wis., October 11-12.

Mal Hallett: Paramount Theater, Springfield, Mass., October 19 week.

Woody Herman: Hippodrome Theater, Baltimore, October 20 week; State Theater, Hartford, Conn., October 27 week.

Erskine Hawkins: Savoy Ballroom, Chicago, October 23; Blossom Health Inn, Oklahoma City, October 29-29.

Glenn Miller: Stanley Theater, Pittsburgh, October 27 week.

Johnny Martone: Rainbow Ballroom, Denver, November 11-30.

SONNY WHITNEY is allocated to replace Joe Prasetto as head bandman of Jack Lynch's Walton Roof, Philadelphia. Prasetto completes a 26-week term at the spot. Whitney's mother is Alan Burroughs Fountain, who, according to records, is listed as the real owner of the Roof.

RAY HERBECK
and his
MUSIC WITH ROMANCE

ELITCH'S GARDENS, DENVER
KOA, HGO.
BRUNSWICK-VOCALION Records.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

THE HEBBIE
and his
HOLMES ORCHESTRA

BILTMORE HOTEL,
DAYTON, OHIO
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

The Only Orchestra of Its Kind
★Playing the Show
★Playing Dance Music
★Doing a Music comedy show of their own!

Walter
POWELL
and his ORCHESTRA
Held over indefinitely KRICKERDOCKER INN.
Grand Opening
Personal Direction ALMON SHAFER

Orchestra Notes

By M. H. ORODENKER

Broadway Bandstand

HORACE HEIDT continues to build his band musically to match the par of its entertainment value . . . having induced guitarist Bob Knight and pianist Frankie Carle to dispense with their dance bands. Heidt would now have trumpeter BOBBY HACKETT give up his band to bolster the brass section . . . marks the first time for a swing star in the Heidt ranks . . . another top trumpet tooter is cutting a new corner in his career . . . RED NICOLINI adds to the Frederick Bros. Music Corp. band rolls . . . and marks the first for a swinger at that office . . . it's easy to understand why RAYMOND SCOTT is waiting for the first of the year to step out with a big band that's been ready to go for some time . . . end of the year marks the end of his contractual ties with IRVING MILLS, whose binder on the maestro covered all work but radio . . . GEORGE DAMERIL debuts as 42nd street's "big" band leader . . . he's the son of Myrtle Vail, of radioland's *Myrt and Marge* . . . with the big bands again taking over the hotel stands, ROY MOULTON, managing director of Hotel Piccadilly goes countywide in his band buying . . . will bring in unknowns for his Georgian Room and Circus Bar and give them a builder-upper from scratch . . . PEDRO VIA replaces Auguste Sanabria on the Cuban Casino stand . . . EDDIE YAGOS, coming in from Chicago, locates at Hotel St. Moritz . . . JACK SHERR, moving out after five months at the hostelry, opens Saturday (23) at Capitol City Club, Atlanta . . . GUY HUNT, manager of Hunt's Ocean Pier, Wildwood, N. J., and BILL OERST, his promotion chief, in town to give the music makers the once-over, relates of JIMMY DORSEY busting all sorts of records for the Labor Day Sunday at the Pier's Starlight Ballroom . . . with the band the pier's only live attraction, 4,500 at 55 cents a head were clocked during the dancing hours . . . Hunts are planning to go nitery nabob in Philadelphia during the winter with big bands the attraction.

On a Western Wing

PHIL LEVANT winds up a six-month run at Chicago's Bismarck Hotel end of this month and departs for the Muehlebach Hotel, Kansas City, Mo., and Schroeder Hotel, Milwaukee, for three weeks to each, respectively . . . band is already set for another turn at the Bismarck in January . . . JACK CAMPBELL, new CRA band, closes Thursday (21) at Northwind Inn, Detroit, and already has a ticket to return in eight weeks . . . BOB HAMILTON draws a holdover into the fall season at Majestic Ballroom, Long Beach, Calif. . . FRANK LOCKAGE grabs off four more weeks at Fruitport Pavilion near Muskegon, Mich.

Atlantic Whisperings

RUBERT ORNDORFF, managing Hotel Tutwiler, Birmingham, Ala., brings back JULES DUKE to usher in the new season at the Continental Room . . .

Full Week Music Festival To Celebrate ASCAP Silver Anniversary

NEW YORK, Sept. 16.—American Society of Composers, Authors and Publishers celebrates its 25th anniversary next month—and in a definitely big way. At a cost unrevealed, due to the Society's desire not to commercialize the venture, but one the figure to be treasured, ASCAP will offer a music festival here from October 1 to 7, presenting concerts ranging from symphonies to swing at Carnegie Hall every night of the week. Admission will be free to the public, with tickets for the asking. The concert series will not be benefits and leaders and musicians will be paid pro rata in full.

Purpose behind the festival is twofold, according to E. C. Mills, ASCAP chairman. In addition to commemorating the silver anniversary of the Society, ASCAP will afford an opportunity to impress upon the public that musical advance in this country is not limited by race, creed or color, and it is thought that a music

JACK WARDLAW has the opening call at Chatterbox of Jefferson Hotel, Columbia, S. C., and moves out on October 3 for the start of a theater tour in Oklahoma City . . . with Ray Beese, swing xylophonist, back in the band. KEMP READ initiates a four-month stretch at Stone Bridge Inn, Tiverton, R. I. . . CECIL KRISTAL located at Cavalier Club, Montgomery, . . . JACK JENNEY fortnights at Ritz-Carlton Hotel, Boston . . . Adolphus Hotel, Dallas, gets BO CHESTER October 19 following LOU BRESEE, who comes in Thursday (21) . . . Billy Leffarr, current at Chesapeake, Buffalo, changes the billing to his christened moniker, LESLIE ZIKES . . . PETE BELLARI opens this week for a three-month stretch at Hollywood Club, Alexandria, La. . . Meadowbrook Country Club, Cedar Grove, N. J., returns JIMMY MORSEY October 5 and brings back GLENN MILLER on the follow November 5, a month to each . . . Miller gets the call to follow Artie Shaw into Hotel Pennsylvania, New York, the first week of the new year.

Pickings From All Points

CHUCK POSTER replaces Jimmy Grier (22) at the Elmore in Bowling Green, Los Angeles . . . JOE RINES bows out of Hotel St. Regis, New York, next week to locate at Book-Cadillac Hotel, Detroit . . . St. Regis stand, in the Iridium Room, returns to CHARLIE BAUM on August 15. . . THURGOOD, former band manager, taking on BILL BLACK, of Chicago's MCA office, to replace Jack Garber . . . HENRY (KING) COLE opens next week for a month at Hotel LaSalle, Battle Creek, Mich. . . JOSEPHINE MONAHAN winds up a four-month sentence end September at Stanley Hotel, Estes Park, Colo.

Notes Off the Cuff

LOUIS ARMSTRONG finally set to headline the new Cotton Club show on Broadway when it unfolds next month . . . CAB CALLOWAY augments the midnight sessions for the early weeks while playing theaters in the New York district . . . William Morris office sets LARRY SOTHERN with the new WILL BRADLEY Ork for the song selling . . . Sothern has been making the Vocalion sides since brought up from Florida and original intention was to build a band for him . . . Versatile, smart East Side nitery for New Yorkers, ushers in the new season on Wednesday (20) with MAXIMILLIAN BEFOERER alternating with PANCHITO for the dance incentive . . . This will be the fourth season at the Versailles for Berge . . . LEIGHTON NOBLE opens this week at New York's Essex House with JACK TEAGARDEN instead as the starter on the 20th at Boston's Hotel Statler . . . After 17 months absence, Chalky Brown locates at Lexington, New York, holds on to RAY KINNEY for its Hawaiian Room . . . HARRY ROGERS will continue for the week-end dancing throughout the fall season at Half Moon Hotel on the boardwalk at New York's Coney Island . . . and so we send our cuffs to the cleaners.

Sheet-Music Leaders

(Week ending September 16)

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

Position	Last Wk. Title
1	Over the Rainbow
2	Moon Love
3	The Man With the Mandolin
4	Beer Barrel Polka
5	Sunrise Serenade
6	In an 18th Century Drawing Room
7	Come Love
8	Stayaway to the Stars
9	To You
10	An Apple for the Teacher
11	Oh, You Crazy Moon
12	I Poured My Heart Into a Song
13	White Call
14	Cinderella, Stay in My Arms
15	A Man and His Dream

AFM To Try Again
On Pit Employment

NEW YORK, Sept. 16.—Still another attempt on the part of the American Federation of Musicians to get together with film producers on re-employment of musicians by the picture industry is in progress, with the union asking the moguls to get inside October 17 for a conference. AFM exec board has the AFL convention in Cincinnati, October 2-14, on its agenda before the contemplated movie confab.

Chances are that once again no satisfactory decision will be arrived at when Joe Weber, AFM proxy, and the Hollywood biggies huddle, judging from past results. Despite threats from the AFM to pull studio musicians off the lots if the studio-controlled theaters failed to increase pit employment all the many previous conferences ended nowhere. Current European situation makes an outcome favorable to the union even less likely due to the war's curtailment of pit distribution abroad, with the industry's attendant loss of revenue.

802 Jacks Up Pay
Rolls for Officers

NEW YORK, Sept. 16.—Membership meeting of Local 802, AFM, this week voted the present administration a full vote of confidence, voted increased salaries for officials, and ruled that henceforth the executive and trial boards of the union would meet twice a week instead of once.

Salary of Prexy Jack Rosenberg was raised from \$150 to \$200; Vice-President Dick McCann from \$75 to \$100; Secretary William Feinberg from \$125 to \$125; and Treasurer Harry Suber from \$175 to \$175, all on a weekly basis. Members of exec and trial boards, paid \$15 per meeting, get double, with chairman in each case getting \$50 per week.

EDDIE
deLAUGE
AND HIS ORCHESTRA

"on dance tour"
VICTOR BLUEBIRD RECORDS
WARNER SHORTS
Exclusive Management
WILLIAM MORRIS AGENCY, INC.

You'll be "ANGRY"
IF YOU DON'T
"Doodle doo doo" back
to Page 17 of the Music Machine
Supplement and see
TINY HILL'S AD

You must 'LISTEN TO LEVANT'

Phil LEVANT

AND HIS ORCHESTRA



FEATURING
HERBIE 'SCHNIKLE PUS' WALSH

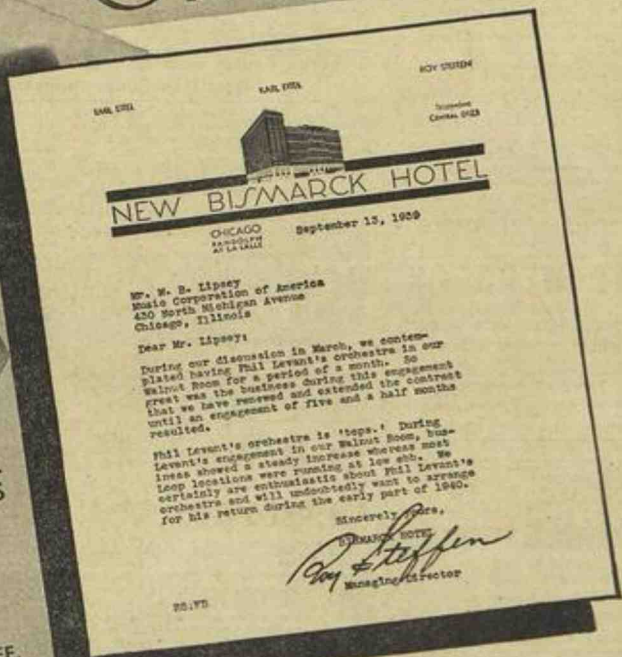


A HIT!

ALL CHICAGO HAILS THE NEW PHIL LEVANT ORCHESTRA AS AMERICA'S OUTSTANDING MUSICAL ORGANIZATION!

MUEHLEBACH HOTEL, KANSAS CITY
OCT. 4th.

OPENING SCHROEDER HOTEL, MILWAUKEE,
WISC., OCT. 31st.



NEW BISMARCK HOTEL
CHICAGO, ILLINOIS
September 15, 1939

Mr. W. B. Ispsey
Music Corporation of America
420 South Michigan Avenue
Chicago, Illinois

Dear Mr. Ispsey:
During our discussion in March, we contemplated having Phil Levant's orchestra in our Walnut Room for a period of a month. So great was the business during this engagement that we have renewed and extended the contract until an engagement of five and a half months resulted.

Phil Levant's orchestra is 'tops.' During Levant's engagement in our Walnut Room, business showed a steady increase whereas most other locations were running at low ebb. We certainly are enthusiastic about Phil Levant's orchestra and will undoubtedly want to arrange for his return during the early part of 1940.

Sincerely yours,
Ray E. Steffen
Managing Director

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

A
Adair, Ace: (The Villa) Toledo, Mo.
Adams, Vernie: (Hollywood) Pineville, La., no.
Adler, William: (Ambassador) NYC, N. Y.
Aikin, Jr., Bill: (Greenbush) Greenbush, Mich.

B
Barnes, Max: (Hamona Gardens) Grand Rapids, Mich., no.
Barnes, Charlie: (Palomar) Los Angeles, B.
Baronie, Jackie: (The Oaks) Winona, Minn., no.
Barrett, Bob: (Cavern Castle) Chattanooga, no.
Barst, Gene: (Leasington) NYC, B.

C
Cahoon, Al: (Grand Fort) Seattle City, B.
Caine, Charles: (Olympic) Irvington, N. J., D.
Calle, Joe: (Great Allentown Fair) Allentown, Pa., 12-24.
Calk, Paul: (Chateau Moderne) NYC, no.
Cantor, George: (Evergreen Gardens) Pittsburgh, Pa., no.
Cass, Charles: (St. Regis) NYC, B.

D
D'Amico, Nicky: (Piazza) NYC, B.
D'Artega: (Sun Valley) World's Fair, NYC, re.
Damers, George: (Troc) NYC, no.
Dante: (Saranac Inn) Saranac Lake, N. Y., B.
Davis, Johnny: (Boat) (Blackhawk) Chi. c.
Davis, Eddie: (Coca-Cola) Atlanta, Ga., B.

E
Eaton, Bob: (Netherland Plaza) Cincinnati, B.
Eckhardt, Paul: (Broadmore) Colorado Springs, Colo., B.
Feldstein, Joe: (The Top Tan) Milwaukee, no.
Fenton, Happy: (Baker) Dallas, B.
Fisher, Art: (Coca-Cola) Chi. c.

F
Fisher, Art: (Coca-Cola) Chi. c.
Fisher, Art: (Coca-Cola) Chi. c.
Fisher, Art: (Coca-Cola) Chi. c.
Fisher, Art: (Coca-Cola) Chi. c.

G
Gagan, Frank: (Statler) Detroit, B.
Gambor, Jack: (Lincoln Terrace) Pittsburgh, no.
Garber, Jan: (Shubert) Cincinnati, T.
Gargano, Jimmy: (Northwind Inn) Detroit, no.

H
Halg, Hal: (Club Manor) Danville, N. Y., no.
Hall, George: (Top Hat) Union City, N. J., no.
Hamilton, Bob: (Majestic) Long Beach, Calif., B.
Hamilton, Johnny: (Trisnon Club) Santa Fe, N. M., B.

I
Ishig, Julian: (El Chico) NYC, no.
Ishig, Julian: (El Chico) NYC, no.
Ishig, Julian: (El Chico) NYC, no.
Ishig, Julian: (El Chico) NYC, no.

Orchestra Routes

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

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

Polin, Larry: (Willow Grove) Phila. p.
Fox, Syd: (Marta) NYC, no.
Franklin, Morton: (Brown) Leicestershire, h.
Freeman, Bud: (Off Beat) Chi., no.

G
Gagan, Frank: (Statler) Detroit, B.
Gambor, Jack: (Lincoln Terrace) Pittsburgh, no.
Garber, Jan: (Shubert) Cincinnati, T.

H
Halg, Hal: (Club Manor) Danville, N. Y., no.
Hall, George: (Top Hat) Union City, N. J., no.
Hamilton, Bob: (Majestic) Long Beach, Calif., B.

I
Ishig, Julian: (El Chico) NYC, no.
Ishig, Julian: (El Chico) NYC, no.
Ishig, Julian: (El Chico) NYC, no.
Ishig, Julian: (El Chico) NYC, no.

J
James, Henry: (College Inn) Chi. h.
Jerome, Henry: (Childs Paramount) NYC, re.
John, Joseph: (Tivoli) Dallas, B.

K
Kardon, Gene: (Hungary) NYC, no.
Katz, Nat: (Chanticleer Inn) Hartford, Conn., no.
Keriman, Mae: (Mayfair Manor) High Gate Falls, Vt., h.

L
Lande, Jules: (St. Regis) NYC, h.
Lang, Teddy: (Club Cavalier) NYC, no.
Lapp, Horace: (Royal York) Toronto, Ont., B.

M
McGrane, Don: (Paramount) NYC, no.
McIntire, Dick: (Elm) Mt. Holly, N. C., no.
McIntire, Dick: (Elm) Mt. Holly, N. C., no.

Levant, Phil: (Zamark) Chi. h.
Light, Knock: (Tati) NYC, B.
Little, Little Jack: (Edison) NYC, h.
Livingston, Jimmie: (Music Box) Omaha, no.

M
McGrane, Don: (Paramount) NYC, no.
McIntire, Dick: (Elm) Mt. Holly, N. C., no.
McIntire, Dick: (Elm) Mt. Holly, N. C., no.

N
Nagel, Harold: (Pierre) NYC, B.
Nagel, Harold: (Pierre) NYC, B.
Nagel, Harold: (Pierre) NYC, B.
Nagel, Harold: (Pierre) NYC, B.

O
Oakes, Billy: (Main Central) Asbury Park, N. J., B.
O'Brien & Evans: (Louis Sollet) Scot. Ill., h.
O'Brien, George: (St. Francis) San Francisco, B.

P
Pablo, Don: (Palm Beach) Detroit, no.
Page, Paul: (Madura's) Chi. h.
Page, Hot Lips: (Kelly Stage) NYC, no.

Q
Quartell, Frank: (Columbia) Chi. h.
Quintana, Don: (El Chico) Miami Beach, Fla., no.

R
Ramona, Ramon: (Ambassador) NYC, B.
Rapp, Barney: (Barney Hopp's) Cincinnati, no.
Ravassa, Carl: (Sir Francis Drake) San Francisco, h.

S
Santana, Don: (El Chico) Miami Beach, Fla., no.
Santana, Don: (El Chico) Miami Beach, Fla., no.
Santana, Don: (El Chico) Miami Beach, Fla., no.

Ramona, Ramon: (Ambassador) NYC, B.
Rapp, Barney: (Barney Hopp's) Cincinnati, no.
Ravassa, Carl: (Sir Francis Drake) San Francisco, h.

S
Santana, Don: (El Chico) Miami Beach, Fla., no.
Santana, Don: (El Chico) Miami Beach, Fla., no.
Santana, Don: (El Chico) Miami Beach, Fla., no.

T
Tay Vaye Quartet: (King's) Paramus, N. J., no.
Teagarden, Jack: (Meadowbrook) Cedar Grove, N. Y., no.

U
Uffel, Dave: (Club Alhambra) Chi., no.
Van Garwood: (Casino Gardens) Ocean Park, Calif., no.

V
Varnos, Eddie: (St. Moritz) NYC, B.
Vassquez, Walter: (Rainbow Room) Asbury Park, N. J., no.

W
Wallace, Anne: (Navajo) Big Bear Lake, Calif., B.
Warney, Jack: (Jefferson) Columbia, S. C., h.

X
Xeris, Leslie: (Cher Ami) Buffalo, no.
Zurke, Bob: (Chase) St. Louis, h.

Dunsmoor Shows Territory
Strength With \$240 Solo

LINCOLN Neb., Sept. 16.—Eddie Dunsmoor, first-thing here at King's Ballroom, 40-cent-gated, pocketed \$240 for the spot last Saturday, which is okeh.
Manager Harry King plans to re-set to "Thanksgiving" if other accompanying dates in the territory can be made to add.

Music Items

Publishers and People

IRVING BERLIN tunes, new and old, have received album distinction from Decca, with Paul Whiteman recording an even 20 of the master's works in two volumes.

Sidney Goldstein goes to Chicago for Famous Music, while Larry Shayne moves into the company's New York office from Paramount Music.

Van Alexander, composer-maestro, found a book for his recently completed musical score, *Story*, which will be based on the life of the late Chick Webb and titled *Sunshine in Harlem*, is by Edward Scheller and Saul Markson.

Sammy Cahn and Saul Chaplin are doing the tunes for the next edition of the Cotton Club show, with one of the Warner music houses publishing. Mills Music, which heretofore has released all Cotton Club scores, will be represented by several interpolated numbers this time.

Contracts are about to be signed whereby Edwin H. (Buddy) Morris, former Warner music biggie, and Johnny Mercer, well-known songwriter, take over the catalog of Joe Davis, Inc. New firm may bear the tag of Mercer-Morris, although this isn't set as yet. Also not set is the possibility that the new outfit may release the score of the impending Shubert production of a new "Ziegfeld Follies," for which Mercer is doing most of the numbers.

Davis will receive, he says, continued royalties on the tunes in his erstwhile catalog, and will continue his own publishing activities with Georgia Music, a subsid of Joe Davis, Inc.

Songs and Such

DON RAYE and Ruth Cleary effected a tie-up with B. H. Macy's, large New York department store, on their *Wedding of the Wooden Soldier* and the related *Doll Songs* and *I Seem To* exist in connection with its forthcoming Christmas display of toys.

Jack Wardlaw, maestro playing down South, has three new tunes, *Moon Dances*, *Will I Forget You*, and *I Seem To Forget*, latter written in collaboration with Edith Melton, South Carolina's poet laureate.

Santly-Joy-Select is excited about *Out of Space*, an instrumental piece which is being put into commercial form and

Must—No Doubt!!!

NEW YORK, Sept. 16.—While Max Arons, chairman of Local 802's trial board, was telling a meeting of band bookers this week of the necessity of paying musicians the union scale, he looked smack at Nick Elliott when he pointed out that Charles Kapp, Al Roche and Al Rogers have no trouble in paying the scale.

Elliott, who had voiced his disapprobation of band leaders as bookers, fired back, "I pay the scale, too. Willie McCaffrey is my drummer, so I must pay scale."

McCaffrey is Arons' assistant on the union's trial board.

having lyrics added. Pubs think they have a *Deep Purple* on their hands.

Max Gordon's first song since his return to New York from Hollywood and following his split with Harry Belafonte, *Run, Little Raindrop, Run*, for which he did both words and music.

Incorporation charter was granted this week to a new membership organization called American Composers' Alliance, Inc., of New York, whose principal purposes are to promote the rights of American composers, the promotion of concerts and performances and to secure payment of adequate royalties, establish standards relating to rehearsal conditions and preserve the artistic integrity of serious American music. Directors of the new org are Aaron Copeland, Wallingford Riegler, Harrison Kerr, Goddard Lieberson and Elgie Siegmeyer.

Hollywood Highlights

THE official song of the Aviation Corps of the United States Navy, *Eyes of the Fleet*, will be featured in MGM's novelty short, *Ashean Fleet*. Lieutenant Commander J. V. M. McElduff wrote it. . . . Moe Jerome and Scholl are doing the music and lyrics for a new Warner Technicolor orke, *Royal Rector*. . . . Edward Kay is scoring Monogram's *Mating in the Big House*. . . . Herbert Stothart will write the musical score for MGM's elaborate production of Kenneth Roberts' novel, *Northwest Passage*. Stothart is now gathering a collection of 18th century tunes as a basis for his themes. . . . Frank Loesser made a ballad out of the title of Paramount's forthcoming version of Booth Tarkington's *Sevenyear* for use in the picture.

Songs With Most Radio Plugs

"Rainbow" Slips as "Moon" Nudges Way to Top Position

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, September 15. Independent plugs are those received on WOR, WNEW, WMCA, and WINN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	Title	Publisher	Plugs	Index
1	Oh, You Crazy Moon	Witmark	33	15
2	Go Fly a Kite (F)	Famous	32	10
3	Over the Rainbow (F)	Pest	31	13
4	I'll Remember (F)	Miller	31	8
5	Comes Love (M)	Chappell	28	17
6	Day In, Day Out	Bregman, V. & C.	28	4
7	Man and His Dream (F)	Santly, J. & S.	27	7
8	Moonlight Serenade	Red Star	25	7
9	Lamp Is Low	Robbins	24	9
10	To You	Paramount	24	8
11	Running Thru My Mind	ABC	18	10
12	Crescenda, Stay in My Arms	S.apiro, Bernstein	17	5
13	Are You Having Any Fun?	Santly, J. & S.	17	9
14	Start the Day Right	Crawford	17	6
15	I Poured My Heart Into a Song (F)	Witmark	16	13
16	For Tonight	Bevin	16	11
17	South American Way (M)	Rennick	16	9
18	My Prayer	Harms	16	9
19	Man With the Mandolin	Shapiro, Bernstein	15	0
20	Moon Love	Santly, J. & S.	14	8
21	What's New	Famous	13	11
22	Well, All Right	Witmark	13	10
23	Little Man Who Wasn't There	Leeds	13	6
24	Jumpin' Jive	Robbins	13	1
25	Especially for You	Marks	12	8
26	Melancholy Mood	Chapiro, Bernstein	12	7
27	Begin the Beguine	Harms	12	6
28	South of the Border	Harms	12	6
29	Vol Vistu Gaily Star	Chapiro, Bernstein	12	4
30	Beer Barrel Polka	Green Bros.	12	3
31	You Taught Me to Love Again	Shapiro, Bernstein	11	7
32	Address Unknown	Spier	11	2
33	It's Harder to One	Spier	11	2
34	Sunrise Serenade	Shuman	10	4
35		McElduff	10	4
36		Jewel	10	3

Union Has Classroom Sessions On Behavior for Percenters --- And It's No Pink Tea Soiree

NEW YORK, Sept. 19.—Trial Board of Local 802, AFM, summoned to its offices Wednesday (13) over 40 club and band agents representing all the percenters in this territory, for fatherly and timely advice on union regulations, penalties for feigning on wage scales and in the case of the biggies—Music Corp. of America, Consolidated Radio Artists, General Amusement Corp., William Morris—to point out changes in the union's rules affecting traveling bands.

With Max Arons, trial board chairman, in the teacher's seat, percenters were divided into three classes. First seminar comprised club bookers whose licenses had at one time been revoked and recently restored. Next group brought together Willard Alexander and Nat Lerkowitz, of WM; Elmer Garsely, of MGA; Cy Manso, of GAC; and Ann Richardson, of CRA. Last in were club agents whose licenses never carried the blackball stigma.

To the club bookers, Arons impressed that (1) the local, in its merciless war against underscaling, now has the cooperation of New York's license commissioner, Paul Moss, who will back the union to the extent of revoking an agent's employment license so that he cannot book acts. While the union is not desirous of forcing any agents out of show biz, Arons said that he would if they persisted in underscaling musicians; (2) trial board will accept agents' complaints regarding underbidding by other agents and will rectify same; (3) promises to protect agents and prohibit musicians in booking acts and thereby cutting in on an agent's legitimate field.

Agents squawked that their worst compels was not from other agents but from musicians booking acts. He complained that band leaders did not have to pay office rent and attending inci-

dents and could therefore underbid agents. Board, however, did not allow this point of view as raised by Al Roche, Fred Nevin and Bill Robbins among others, claiming that a leader could book as a contractor and that he had similar expense items in music libraries, transportation and such. Arons added an ironic note that "any agent, too, could book bands without a license—as musicians did—in the event said agent spent 10 years studying the fiddle and passed an exam so as to get an 802 card."

On the complaint that musicians booked acts too, union said it would definitely stop this in the event club bookers co-operated with the union on all points. This caused a general feeling of satisfaction among bookers.

Jack Rosenberg, 502 prexy, added to the levity of the occasion by scolding off on "vest-pocket" bookers. "Those are the guys we don't like," stated Rosenberg. "These 'lugs' have no offices, you don't know where to reach them and they pay off in uppercuts."

Other points brought out during the conversations were that all single engagements, starting October 1, must be paid thru the union, and that agents must guard against subtleties, such as booking the acts for a show and "recommending the leader."

Prevailing sentiment was that agents would behave if band leaders refrained from booking acts. Al Roche, speaking for the Associated Entertainment Directors, said his group would expel recalcitrant members.

Frederic Watson, of the Entertainment Managers' Association, asked that the club bookers and the union meet more often around the table to iron out matters. A trial board member, however, vouchsafed that if the boys thought that this would develop into pink tea parties, they were mistaken.

Name or No-Name Status Spells 13C Dif to Ace Brigade

CHICAGO, Sept. 16.—The U. S. Government's decision on what constitutes "non-name" band may cost the Ace Brigade Ork a sum of \$1,300 in back Social Security tax if an appeal for reversal of the decision is not obtained by AFM counsel F. T. Ansell in Washington.

Feeling that he definitely came under the "non-name" class, Brigade has not been paying the employers' Social Security tax. However, a recent decision handed down by the commission in Washington had the maestro listed as a "name," but from musicians booking him claimed that he owed the tax for 1935-37-38, which amounted to \$1,300. Thru the AFM, Brigade is appealing the case and asking for a reversal of the decision on the grounds that his is not a "name" ork.

At present Brigade is playing at the Merry Garden Ballroom here, and under James C. Petrillo's local musicians' union rulings no leader is liable for the SS as an employer, so money claimed by the government must have been paid when the band was in other parts of the country.

Case of appeal is expected to come up shortly in Washington and will no doubt affect status of many other orks in this bracket.

Two Madison, Wis., Spots Go Dansant Under New Law

MADISON, Wis., Sept. 16.—First local spots to receive dance-hall licenses under the recently enacted ordinance permitting hotels and restaurants here selling liquor to have dancing are the Park Hotel and the Hommel Bros.' Marine Club.

Terping in the latter nitery was inaugurated September 9 with Merrill Owens' Rhythm Makers. Park started dance policy yesterday (15).

TINY BRADSHAW's solo stand at the Charlotte (N. C.) Armory August 22 was inadvertently reported in the September 9 issue of *The Billboard* as putting the promoter in the red. Take of \$490, with Bradshaw taking \$250, left a profit for the promoter after deducting all other expenses. Promoter Jacob Thomas was well pleased and has negotiated for a return engagement.

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From Out of the Blue to London Legit Affected Prior To Actual Declaration of War

By EUGENE BURR

Reams of newsprint and a torrent of talk large enough to drown the entire United States Senate in full debate have been poured forth in the course of years on the problem of ticket distribution in the legitimate theater. Codes have been drafted, codes have been signed, at least by those managers who can write their names, but still the ticket problem continues. Those who saw the faint dawn of a solution after the comparatively successful working-out of the ticket code last season and the discussion of possible improvements in it for next year were, it seems, just a parcel of impractical Pollyannas. Perhaps they were; at least Mr. George Jean Nathan, writing in a recent issue of *News Week*, seems to think so.

Tumbling incontinently out of his ivory tower (that ivory tower whose garryotes are all hallelueas of Paul Vincent Carroll and William Saroyan), Mr. Nathan rushes upon the manager with a series of pokes delivered by the bejeweled bludgeon of his matchless prose. It is his contention, it appears, that the managers are entirely to blame for the situation, and that the embattled customers will rise up and do something about it unless the barons of the box office mend their ways. That the managers may possibly have been trying to mend their ways by enforcing the code last season seems not even to have entered his crusading cranial.

Never the man to let a sleeping general lie, however, Mr. Nathan advances further and offers six definite points to be followed by the producers if they are sincere in their clean-up campaign. Some of them are good points—and some of them are not. Denuding them of their titivating veils of Nathan prose, they are: 1—Establishment of the managers' talked-about central ticket agency, with the ticket brokers kicked out of the picture and a maximum of 25 cents as a service charge on the 75-cent ticket. 2—The managers' refusal to "sell" a man "a rack," unjustifiable and properly resentable swindle. 3—Limiting the delivery of tickets at the box office longer than the 8 o'clock limit now in effect, and delivery of tickets beforehand, if the customer so desires, for a 25-cent service charge. 4—Sale of orchestra and balcony ducats at different windows, to prevent a potential \$3.50 customer from being held up by a long line of crochetry gallery gods. 5—Numbering of rows, to prevent a patron with a ticket in A sitting in what is really the fifth row of the theater. Also large charts of the seating plan at all ticket windows. 6—A squad of sleuths at all box offices, to prevent ticket brokers' diggers from buying up blocks of seats. And 6—a bond of \$10,000 put up by every manager as a guarantee that he will live up to the code.

If these reforms are put thru, says Mr. Nathan, placing his posterior squarely on the end of a limb, "sit back and watch business jump!"

To some of the points there can be no possible objection. Certainly tickets should be held longer than three-quarters of an hour before certain times, and certainly some sort of delivery should be available at a small extra charge. Certainly separate windows should sell the orchestra and balcony seats—and, for that matter, in certain cases there should be separate windows for pass-carriers and paying customers. Certainly rows should be lettered honestly, to give their actual position; more ill will is engendered, I think, by phony designation of rows than by the "under the main balcony" method of dealing with its customers. Certainly good location charts should always be in view—and, better still, as Shering Oliver once suggested, lighted seating plans above each box-office window, like the call-boards in the main library at 42d street, with a light for each seat, said lights to be turned off as the seats are sold.

Some of the other suggestions, however, offer greater difficulties. It's hard to see how a manager could be required to post a \$10,000 bond without the number of patrons being forced down drastically. Even now it's difficult enough for some shows to get their production money and \$10,000 to the bill of exchange, new producer and you'll cut production by a third—which really doesn't seem to be a good thing for the theater, no matter how the customers might benefit by it. And it seems even less advisable when one considers that, under the code in operation last season, there was an even more powerful weapon to keep the producers in line: Equally agreed to call out the cast of any show whose manager failed to live up to the code.

Surely that's more sensible than asking for an unobtainable \$10,000 bond. The only trouble is that when the rules are violated they're violated somewhat cavalierly. That, of course, is only natural. But it would hardly seem to be any easier to get the goods on a conniving producer, whether or not he had put up \$10,000 of somebody else's dough.

Getting the goods on connivers is, of course, theoretically covered by Mr. Nathan's fifth point, calling for a police force to watch the ticket windows. But for once the suggestion is approximately as large as the remaining population of China, and as honest as a policeman's deal with the boss. It is perhaps deplorable but still only natural that the box-office boys are not allergic to the gifts and other pour-bores that are described somewhat euphemistically as "ice." It is similarly deplorable but similarly natural that a manager, with a big potential stake in a production, will want to guarantee a certain return on his production, even tho he guarantees it by the somewhat dubious method of securing buys from ticket brokers, outlawed or otherwise.

These mundane moral eczemas may not be apparent from the vantage point of an ivory tower, but they're very real just the same. And they're not going to be cured by the rather questionable salve of a police force appointed to watch the daily tribulations of the theater treasurers. It is, as a matter of fact, upon precisely this point of enforcement that current discussions of the ticket code are centering. Perhaps no solution will be reached, but at least an effort is being made. And it is, I'm afraid, a somewhat more potent effort than Mr. Nathan's. The central ticket agency, with 25-cent tickets and a 75-cent over-charge is the established, this corner fervently unites with Mr. Nathan in hoping that it will be. But to suggest that the managers are rank swindlers for allowing even a 75-cent over-charge is as unfair as it is silly. It is silly, for that matter, even to blame the brokers. Almost all other commodities go thru the hands of brokers, less ostentatiously perhaps, but with just as great a comparative rise in resultant price. It would be a fairer charge if the police force had been particularly beneficial in the field of the theater. But to blame the manufacturer for the existence of the broker—or to blame the broker for adding as much to the price as the traffic will stand—is juvenile.

The real cause of over-charge of 75 cents—or of \$10 in the unauthorized agencies—is the public itself, the public that is willing to pay. Eight years ago this column suggested, as it still suggests, that the real culprit in the entire ticket code was the customer. The public is willing to pay for the privilege of attending theater tickets, when the ticket price exceeds the price of the goods. The public balks and the demand diminishes. Then the price goes down again. Overcharges, to any great extent, are possible only with hit shows, and so long as the public is willing to pay them in order to get the seats it wants at the time it wants them, overcharges, it is to be feared, will continue.

The only way to stop them, finally and absolutely, is for the public itself to refuse to pay them. No ticket broker will continue in business without enough customers to make money. There is no sense in the price of tickets going down no matter what the demand, and so long as patrons insist upon paying 75 cents extra for special service or special locations there is little that the managers can do about it.

To their credit, they're trying. But the success or failure of their efforts in the long run will be up to the public itself—Mr. Nathan notwithstanding.

Only three new productions during August, with end of the month thick with imminent war clouds—plenty of quick closings even before start of hostilities

LONDON, Sept. 9.—For the legitimate stage in London, as with other forms of entertainment, August closed very dryly, thru what the Premier termed the imminent peril of war. During the last two weeks of the month, while musicals and light fare did not do too badly, attendances at more serious shows dropped off considerably. First to fall by the wayside as direct result of the crisis were John Steinbeck's *Of Mice and Men*, which closed at the Apollo after 108 performances on the 29th; Sidney Howard's *Allen Corn* at Wyndham's on the same day, and *The Gate House*, which folded after 198 performances at the Ambassadors on August 29.

Other closings during the month were *Spring Meeting* at the Piccadilly on the 5th; *Irving Shaw's The Gentle People* with a disappointing tally of 35 at the Strand on the 6th; *Myra Bryn's The After the Dance* on August 12 at the St. James's with a total of 60, and *Dorothy L. Sayer's The Devil To Pay*, which, despite favorable criticisms, passed out at His Majesty's on the 19th with only 38 performances to its credit. On the same day Ram Gopal and his Hindu dancers and musicians finished their season at the Aldwych.

Against these losses there were three new productions in the West End. First was on the 15th when Peter Dearing produced *Onward* at the Duke of York's and Albert Arlen, at the Duke of York's. Reception generally favorable to this story of the adventures of a Blackpool couple who come to London to investigate death of a cousin.

Next came Herbert Bryan's production for Fifth Street of Douglas Furber's musical comedy, *Sitting Pretty*, at Prince's on August 17. First seeing light of day at Blackpool Grand on August 1, this cheery story of the search by a rich American for his nearest relations and the complications which ensue, with music by Manning Sherwin, afforded plenty of scope for the fun-making abilities of Sydney Howard, Arthur Riscoe and Vera Pearce. Well received.

On the 24d, Ben Travers' farce, *Spotted Dick*, had its London premiere at the Strand, with Ralph Lynn producing. This proved to be Travers at his best, with Robertson Hare and Alfred Drayton getting the most of the many opportunities afforded them by the happenings which follow the handing over as security of jewels by the plot to the rightful owners. Like *Sitting Pretty*, this had a provincial tryout, the first performance being on July 31 at Brighton.

Outside the West End, at suburban Streatham Hill Theater, on August 14, Billy Mayerl Enterprises, Ltd., produced *Sunrise Love*, a three-act musical by Barry Lupino and Frank Eyton with music by Mayerl. A typically romantic story is enhanced by charming melodies.

Reviews

On the 7th Barre Lyndon's *The Men in Half Moon Street* went into the Piccadilly for another West End run after a short outside tour. Nine days later H. N. Tennent, Ltd., and John Gielgud revived for six weeks Oscar Wilde's *The Importance of Being Earnest*, with a strong cast, including Gielgud, Edith Evans and Green Francis Davies. On the 14th, after two weeks' vacation, Dodie Smith's *Dear Octopus* reopened at the Queens with Marie Tempest featured.

For the first week of the month the Open Air Theatre at Regents' Park staged *Twelfth Night*, repeating this week a revival of James Bridie's quaint comedy, *Tobias and the Angel*, with Frank Napier producing, and Jessica Tandy's performance as Viola outstanding. So successful was this little run that it was extended for one week. *Twelfth Night* of the *Shrew* being put back until August 28 and finally struck out in favor of *Twelfth Night*, which in the first in-

stance had been spoilt by rains.

The Coliseum continued its policy of reviving a play a week, the August offerings being *They Walk Alone*, *Housemaster*, *Oh, Almost a Honeymoon* and *Quiet Wedding*.

Draper a Click

Ruth Draper did so well at the King's, Hammersmith, that her season of two weeks had to be extended to three, the last curtain being taken on August 11. The little Windmill Theater wound up the month by presenting its 129th edition of *Revolution*, nonstop entertainment, which has pulled the crowds for eight years.

August saw the outside-London fest season at its height. On the 7th Roy Lambert began another annual fest at Malvern, this being distinguished by six world premieres, namely James Bridie's *What Say They?*, S. J. Heston's *The Professor From Peking*, *Dead Heat* by Sir Robert Vanillart, diplomatic adviser to the cabinet; Alexander Knox's *Old Master*, *Big Ben* by Ewan Price and Ruby Miller, and *George Bernard Shaw's In Good King Charles' Golden Days*. Some idea of the strength of this fest may be gauged from mention of some appearing in the various plays—Yvonne Arnaud, Helena Jackson, Irene Vanbrugh, Alastair Sim, Ernest Thesiger and Sylvia Coleridge.

Buxton Fest began a four-week season on the 28th with *Romeo and Juliet* produced by Murray MacDonald of the Old Vic, and with Robert Donat and Constance Cummings in the principal roles. Edward Graves.

"Angela" Skips Broadway

SKOWHEGAN, Me., Sept. 16.—Altho *Angela Is Twenty-Two* will be made into a Broadway picture without benefit of a Broadway run, according to John J. Wildberg, producer, Sinclair Lewis, co-author of the play, said details were not yet definite. Wildberg, seeing the opening performance of *Angela* at Lakewood Theater, said Herbert Marshall and Loreta Young would play the leads. Dorothy Arzoo would direct and Columbia would release.

Audience reaction to *Angela* was satisfactory, general opinion being that it was a good little play.

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

War Will Help Resorts

MIAMI, Fla., Sept. 16.—Florida night club managers expect a boom season this winter in the event the European war continues.

Angle is that tourist trade which normally goes to Europe from the United States will be diverted to American spots.

Night club business is expected to be a general byword but resorts in Florida and South American cities are figured as likely to receive most benefit.

Winckler May Get Ft. Worth Casa Top Job

FORT WORTH, Tex., Sept. 16.—Directors of the Casa Manana Association, which sponsors Casa Manana revues here each summer, having tried MCA and William Morris as producers for the revue the past two years, are now angling for Carlton Winckler, technical director of the 1936 and 1937 revues here, for Billy Rose and coproducer of revue this year. The association wants Winckler to produce summer shows at Casa Manana on a year-round basis and a full-time producer were employed, more thorough preparations for the summer show could be done, the directors believe. There will be a show next summer whether Winckler takes the job or not. In the final audit of the 1939 revue, which closed September 4 in the red, it was disclosed by directors that the association lost only the \$15,000 guarantee put up before show opened, and the William Morris agency producers this year, also lost about \$15,000. Directors believe the show, by drawing out-of-town spenders, more than offset their loss. Show drew 8,000 newspaper stories this year, thru efforts of Boyce Howe, Casa Manana publicist, and Bob Nickles for the Morris agency.

The Casa Manana catering concession, operated again by Tom Daly, was the most profitable department.

Lou Epstein, resident director, and Nickles will handle the *Police Berge* unit which the Morris agency will present at the Texas State Fair at Dallas during October.

Cops Clamp Down On 52 Vieux Carre Niteries in N. O.

NEW ORLEANS, Sept. 16.—A serious setback to freshhand operation of more than a half-hundred small and large Vieux Carre French Quarters night spots here resulted from a ruling last Friday by a Civil District Court judge which denied James Cooper, an operator, an injunction to restrain police from arresting him when his establishment played music after midnight. Police claimed they were fulfilling requirements of a city ordinance which does not permit music playing after midnight in the Quarters and said that 51 other night clubs would meet similar action if they continued to allow their bands to play after the curfew.

Talent Agencies

ELIZABETH BRUCKMAN has joined the United Booking Association office in Detroit. . . . WILLIAM COLLINS, formerly with various booking offices in Detroit, is planning to open a new booking office.

RAY S. KNEELAND, Buffalo, reports an up-swing in vaude around this town. He has just added the George Terminal, Niagara Falls, N. Y., to his books. Will supply seven acts Tuesdays in connection with some bingo games. Manager of this new amusement idea is Eddie Burns, Niagara Falls. Kneeland is also going to enlarge his vaude shows at the Hollywood Casino, Gowanus, N. Y., and send out traveling units.

MARTY WHITE has returned to New York, where he has a club booking agency, after a summer at Fallburgh, N. Y. He has recovered from an auto accident, too.

FALL OPENINGS LATE

War Conditions Fail To Freeze Detroit Bookers

DETROIT, Sept. 16.—War conditions have not affected amusement spending by the automotive companies in this territory. At the same time, conditions in the vaude field are definitely improving, altho plans for such changes were laid before war conditions developed.

Al Schiller, booking agent, has signed two shows for Ford and one for Hudson, using about eight acts each, since the war started.

In the night club field, the spots are spending more for talent than in recent seasons, bookers of better class spots report. The Commodore Club, opening last night, has Marie Kuhlman, dancer; Lee Bartel, singer, and the Musto Hall Girls.

Saks, swanky uptown spot, reopening tonight after remodeling and enlarging, has the Six Cocktail Girls; Jack Norman, emcee; Four Grands, and Robert Simons, singer. Both booked by Schiller.

In the theater field, bulk of the business appears to be going to Sol Berns' office, which has the Colonial opening tomorrow with a name policy, three changes a week, with headliners staying a full week. Stronger show is booked for the Sunday-to-Tuesday split. Opening bill includes Jack Larue, Freddie Bernard, Gray Family, Red and Betty Powers and Eight Lenora Swing Maids.

Uptate vaude is making a comeback, with four coming in for four to five-act bills one to three days a week about October 1—the Cassidy's Circuit's Prolie at Midland, Strand at Alma, Michigan L. Saginaw and Ward at Broadway Mount Pleasant. All are now using small three-act vaude bills.

Associated Theaters is resuming split weeks at two houses the second week of October, the Rialto at Flint and the Wyandotte at Wyandotte.

Berns has just returned from a trip east, where he has tied in with Charles H. Allen, New York agent, in order to secure the additional quality talent. Two theater and one private club

Postcard Pictures of Patrons a Slick Stunt

NEW ORLEANS, Sept. 16.—Can't make funny faces while patronizing the Hawaiian Blue Room of the Roosevelt here. You are apt to have the grimaces show up in picture postcards that are the rage in this city's night spots these days.

Ray Samuel, hotel cameraman, got the idea he could take pictures of folks having fun in the Blue Room, print them on cards and give them back to the nightawks within a half hour of their leaving Thursday, explaining Ray didn't count on the idea clicking so well because he has been forced to hire two extra men to stay on dogwatch printing up the novelties.

Chi AGVA Confers With Club Agents

CHICAGO, Sept. 16.—Entertainment Managers' Association, local org of club date bookers, heard Leo Curley, AGVA rep, at their meeting Thursday, explaining the new union's organization plans in this area. The EMA had an agreement to use APA talent only, and whether such an agreement will be made with AGVA, now remains uncertain. EMA will undoubtedly hold off negotiations for a couple of weeks to see how AGVA is clicking with acts here.

James C. Petrillo, musicians' union chief, in the meantime, stated that no AGVA rep has as yet contacted him regarding co-operation from his force. As a result, he had no comment to make. Acts working this territory have been receiving membership applications from AGVA all week.

booking were also reported added by the Gus Sun office this week, all in Canada, where war conditions had not yet affected booking arrangements, according to John W. Todd, manager of the Sun office. The new spots, using two doubles and a single on each bill, are Strand Theater, Kirkland Lake; Strand Theater, Timmins, and Glencoe Country Club, Hull, Que.

Avoid Dual Unionism

IT SEEMS that the actors' jurisdictional battle isn't quite finished after all. Ralph Whitehead, who accepted defeat gracefully after the IA-Four A accord was announced and asked all AFA members to join AGVA, this week sent a letter to those same members telling them that the AFA is not yet dead; that it will continue in the night club-vaudeville field, and that they should not join the new Four A union. Also included was some of the abuse of the rival faction that we have come to expect from disputants in the union field.

It is, of course, very doubtful that the AFA will manage to make much headway, no matter how stubbornly it refuses to die. AGVA holds the trump card—refusal to admit AFA members into any of the Four A unions. That would mean that a night club-vaudeville performer who insisted upon remaining in the ranks of the AFA would be barred from appearing in films, legit, radio and all the other outlets. It's hard to see what the AFA can conceivably hope to do against odds like that.

But dual unionism is a disastrous thing for any field. No matter how weak a fight that AFA puts up, it will hurt the employment opportunities and financial status of all performers in the field. It will, of course, be hurting its own members' chances most of all, because of the retaliatory measures the Four A's can launch.

Under the Wagner Act performers have a right to pay dues to any union they care to support. It is their privilege to pay dues to a groggy and withering AFA or even to a third union if anyone happens to create one. But no performer who has any real interest in his own field, in his own prospects or his own hope for widespread employment will encourage dual unionism in any form.

AGVA is still too young to be judged on the merits of its actions. If AGVA should fail the performers in its field, they should—and must—take steps to remedy any evils. But they should take such steps from within the organization, not by creating or supporting another union to dispute and perhaps disrupt the entire jurisdiction.

Above all, performers who hope to graduate from night clubs or vaudeville into any of the other branches of the entertainment field cannot afford to jeopardize their own chances by joining an independent night club-vaudeville union.

Ralph Whitehead, head of the AFA, announced repeatedly during the jurisdictional fight that he was merely trying to help the actor. If he is really trying to help the actor he will dissolve the AFA immediately instead of prolonging a useless, devastating war. If he persists in his plan to continue the AFA, the probable conclusion is that he thinks much more of himself, his own place and his own emolument than of the welfare of his members.

If he finds abuses in AGVA he can join AGVA and remedy the abuses from within. By so acting he might still become a powerful force for good. But he can only create disruption and widespread evil by leading a small group of performers down a cul-de-sac of unionism in which, without doubt, they will eventually be trapped.

N. Y. Clubs a Month Behind; But Optimistic

NEW YORK, Sept. 16.—Local nitery and hotel operators are priming their rooms' fall openings, with the outlook very favorable for good business and talent employment. Most of them will not be ready until the first and second weeks of October, which is almost a month later than last year's reopenings.

First of the summer replacements was Mother Kelly's Miami Room, which opened Thursday (14) with a change of decor and a policy featuring three bands instead of a floor show.

The old La Conga, on 57th street, will unshutter October 3 as the Martinique, under the management of Ralph Maurice, operator of the Rosa Penton Farms, Deal, N. J. Associated with him are the male halves of three dance teams: Jimmy Vernon, of Jimmy and Evelyn Vernon; Darlo, of Darlo and Diane, and Ramon, of Ramon and Renita. The teams will rotate, two or three weeks each, and then return.

Jim Riley has been negotiating settlements with creditors and will reopen his Greenwich Village Casino next week. Cafe Comique will open on the site of the old Arabian Nights October 15, with Walter Brooks, Joe Lester, and Al Strom, former owner of the New Tokay, operating.

The Mary Murray Room of the Hotel White will also open September 21, with Lou Lang's Ork and Shura, analyst.

On September 23 the Hotel St. Regis' new room, Hawaiian Malonette, opens with Elmer Lee's Ork, Clara Irwin (known in Hawaii as Hilo Hattie, comedienne) and three Hawaiian girls.

The Ruffles Roof, same hotel, darkens for the fall, and on October 4 the Tritium Room reopens with a combination ice and floor show depicting the four seasons of the year. Winter season theme will take place on ice. In the cast are Dorothy Lewis, Jack and Bob Healy and the Six Paramount Starlets, who are being taught to skate and will double in both shows.

Mary Parker and Billy Daniels, who headed the starlets, will go into a legit about this fall.

Scheduled for reopening the first two weeks in October are the Bowman Room of the Hotel Biltmore, Triadon Room of the Ambassador, Sert Room of the Waldorf-Astoria and Persian Room of the Hotel Plaza.

Cotton Club revue closes Monday for the rehearsal of a new show, scheduled to open October 9. A vaude bill will fill in for three weeks.

Barring Turkey's entrance into the European war, Ziva Enats, operator of the Star and Crescent Restaurant in the Turkish Pavilion at the World's Fair, will open up a local night spot for the winter. Operators of the Argentine and Brazilian Pavilion at the fair are also planning to follow suit.

Tennessee Liquor Law Eased a Bit

MEMPHIS, Sept. 18.—Modified bars which might prove an aid to night club business in Tennessee will be permissible under the State's new liquor laws. Assistant Attorney General W. F. Barry advised last week.

Local hotels and night clubs have long sold ice and mixers to patrons who mixed their own drinks at their tables.

New Milwaukee Club

MILWAUKEE, Sept. 16.—Club 28, new nightery here, is going bang-up business with nightly entertainment on a back bar stage. Spot boasts a 75-foot bar and features a floor show with June Cole, blues singer; La Verne Shas, singing accordionist; Flo Radke, Chicago's "Big Attorney" General W. F. Barry advised last week.

Flo Bell, Irene Schrank and Fred and his Nite Owls.

Rainbow Room, New York

A bit of the old and the new combine to make John Roy's new entertainment in this Radio City luxury club a pleasing enough affair.

The floor show is composed of two appearances of Jack Cole's dancers, a piano solo session and a spotty presentation of satirical sketches by the Revuers. Admittedly the Rainbow Room isn't afraid to experiment, and its offering of the Revuers (formerly the Village Vanguard Players) is a bold departure from the conventional entertainment policies of most class spots.

The Revuers are five youngsters, Betty Condon, Judith Tully, John Frank, Addison Green and Alvin Hammer, who write, direct and act their own material. Their forte is satire and their delivery is vigorous but not polished. As a result there were painful moments when there were talks that were not enough funny. But as a whole they drew some gasty laughs and closed with a punchy World's Fair picketing satire. The opening Joan Crawford Fan Club bit was amusing, but the We Are Very Popular number, which was the longest session, a satire on films, was often extremely clever, but its length made it tedious despite good use of blackouts.

Jack Cole is appearing with two dancers, Ann and Florence. Learning at this time and impressed with his odd mixture of swingtime music, Oriental dance movements and gay costuming. His attention-catching stylized modern dancing is lively and applause-earning enough to be thoroughly comical. The finale Ballerine number is climaxed with a strip-tease satire, the girls peeling down to new-style corsets. Stately, handsome Anne Gerard, at the piano on the revolving floor, has good keyboard technique and a fine appearance. Dr. Sydney Ross, magician, is back after a six-week absence and is again entertaining at the tables.

Al Donahue introduced the show and led his solid band thru the show accompaniment of the course, for the dancing. Donahue is a handsome, gracious front who has become very popular here and whose band is developing into a top-notch. He is carrying baritone Phil Brito, who is already a veteran at singing pop tunes with a band, and Peggy Nolan, a pretty miss who recently replaced Paula Kelly. She looks and sounds okay.

Eddie LeBaron, singing and bouncing, is still leading the alternate band, dishes out singing pop tunes and waltz routines. A fine dance band.

Food, service and atmosphere without fault.

Edward Seay is still the p. a.
Paul Denis.

Colosimo's Chicago

Two fairly elaborate, the somewhat lengthy, production numbers, staged by George Pronath, frame the current bill which is still topped by the energetic Willie Shore.

Opening scene is a modern routine to provide eight or nine minutes of fun and four show beauties. The finale, the more interesting of the two, has Latin atmosphere and features the statuesque Ada Leonard in a novel strip routine. In the opening Mildred Jordan, stock horse, is spotted briefly. Both parades are nicely costumed and furnish considerable flavor to the revue.

Shore, probably the best known emcee here, is up to his old tricks and most of them are very funny in an informal way of this kind. He works like a mill, leading each punch to a gag or several of his old-time soft-soap routines. In addition, the guy seems to be personally acquainted with most of the veteran club patrons and between act introductions keeps busy handshaking and back-slapping the stars.

The Roth and Berdun Swing Caps, a new jitterbug group, follow opening spectacle with a mad but merry dance session. Four young couples on hand give each exercise just about everything expected of a jitterbug.

Jack Princes's youthful and capricious singer, strikes a novel note in both the tenor and baritone fields. In the pop song field he tones down to a smooth tenor voice, but gives out with an impressive leaning in semi-classical selections. For contrast he alternates with Paul and Primi's Gaminna Miss. Kid has some possibilities.

Modie and LeMaux, well-built dance team, follow with a fast rumba, patched up with turns and lifts, and in the finale furnish an acceptable version of

the Bolero. Appearance is good.

Ken and Roy Paige, nut comedy pair, start with a restaurant scene that is only mildly amusing but catch on with their eccentric dance routines and strong falls. June Carson, song swingstress, has personality in her voice, a factor that will account for any of her modern-vein tunes. When caught she really entertained with Mrs. Moss and Well, All Rights.

Del Ohrel, pretty acrobat, offered a difficult routine atop a tall drum. While number has few unusual tricks, its presentation is novel.

Frankie Quartell's rhythmic nine-piece outfit on hand for both show and dance sessions.
Sam Honigberg.

The Madison, Baltimore

One of the newer clubs in town, only now celebrating its 26th week, this spot has been attracting more attention as each night passes. Larger than the average, and entirely fireproof, it is built along modern architectural lines with walls of now compressed glazed material, floors, chairs and tables which blend well and combined with new indirect lighting make for a striking appearance.

Floor show presents four acts, opening with the Peranti Trio, two blondes and male in a fast-moving acrobatic dance routine. Act is extremely strong opener and returned later for an unusually long number, which drew number that went well. Girls encore alone with Poet and Peasant tap.

Leo LaMonte, exotic brunet, presents several classical tap outlines with flowing, graceful rhythm. Miss LaMonte receives nice hand for her brief appearance.

Much of the success of the show can be attributed to Don Sevia, not only for his excellent emcee work but also for his efforts along other lines. As emcee, he displays a team of Barbara and Sevia, the display his versatility as they execute a Tango Argentina, accompanied by the usual steps and unique lifts and fast whirls. In addition he sings several ballads in a pleasing style and on one occasion had the audience singing along. Sevia has a nice personality and his emceeing is without the usual unnecessary patter.

Novelty turn is furnished by Lloyd Mann and his Dancing Marionettes. Mann introduced a new number presented on the raised band stage. His first is a stew trying to find his way home. This is followed by a jitterbug dance team, which evoked many guffaws from the audience. His final, a strip-tease girl, was a payoff, however, and when she went Gypsy Rex had the crowd in a haywire. A little less light on this number would have been to an advantage. Act has wonderful potentialities.

Buck Soisman and his Madisonsians capably furnished the music for the show and also supplied rhymes for the dancers.

Ann, Charles and Otto Fritsch are the operators. Jay Raymond, of Philadelphia, booking. Never a cover, with the \$1 minimum on week-ends only.
Phil Lehman.

Paradise Restaurant,
New York

Since this show opened four months ago, several changes have been made, both in talent and production and mostly in the way of economizing.

The chief production number is still Venus in Paradise, except that Valya Varsoff is out and Janis Andre is solo feature of the girls number, which has the comely gals prancing around in filmy skirts and fancy hairdresses. A gilded buxom girl is also featured.

Jack Waldron is still the emcee and does a swell job. His crisp, attentive, demanding style of fast gait had them listening and laughing. Rex Weber, co-featured with Waldron when the show opened, has since dropped out. Bob Parker, comedy dancer, is out, too. Buster, Billie Burrell, husky boy and cute red-headed girl, win their audiences with their freshness and vim. Pair singers, but good, lively tap dancers. Bud and Al Mason put three small dogs thru interesting routines, slow, comical and straight routines. Dogs are cute of course and the comedy chatter is amusing.

Bob Richard, vocalist with Emery Deutsch's Band, is spotted in several numbers, revealing a pleasing low tenor

voice good for romantic tunes. Deutsch's cheerful band recently succeeded Richard Himmer's Band here. A three-piece combo, led by a xylophone, handled the relief music. Deutsch's Band plays the show well.

A smiling shapely acro dancer does a couple of stunts and cuts over well. And a cute blond comes thru with lively tap numbers. Mildred Craig is billed outside, but is difficult to identify.

Staged by Margery Fielding, the show sees the pretty young girl ensemble as backbone.
Paul Demis.

Harry's New Yorker, Chicago

Its face lifted to attract its share of American Legion conventions, this Charlie Hepp spot, just outside the Loop, has reopened for the season and again instituted a girl-show policy. Should register from the business standpoint, for the room since its world's fair era has been a drawing card for visitors with an eye on entertainment predominated by the weaker sex.

One of the highlights is the Winnie Hoveler six-girl line, which comprises a crop of chorists and cuties as is seen in any of the smaller cafes here. The girls are well trained, take their numbers seriously and, consequently, come thru with admirable results. Kids are tall and attractive and work with an abundance of polish. In their initial bill they open with a cute cowboy and tinselled rope-skipping novelty and return in the finale with a refreshing military diversion.

Ralph (Cookie) Cook, nut comic, handles the emcee assignment in an unorthodox manner as is his execution of eccentric dances and nonsensical talk and sight bits. The boys in the room seemed to go for him, for he seldom lets up and when he stays on to display his stronger wares amazes with some good confection tricks.

Betty Atkinson, cute tapper with a fresh looking personality, cuts up neatly to After You're Gone. Another in the tap department, augmented with strong acrobatic tricks, is Cecil Blair, who despite some added weight since viewed last, delivers a strong number. Can easily afford to lose some poundage, however.

Evelyn Poe, personality singer with a pretty-as-a-picture face, lets out with a Hawaiian style song, which is very catchy. In the exotic dance line we find Jackie Cornell who parades as an Oriental nude; Florence, displaying a shapely body in a more moody design, and Eva Bastien who holds attention with a gay Hawaiian styled composition.

During the show's preview night, a magic act (Vantine and Casan by name) attempted to mystify with cigar and a variety-of-drinks-out-of-one-bottle tricks, among others, but presentation was severely unconvincing. Nino Rinaldi's seven-piece band, a veteran near North Side neighborhood outfit, dished out rhythmic dance tunes and capable show support. Ork boasts of a strong trumpeteer who stands out with solos of many of the current hit tunes. The Three Talents stroll during intermissions, while Shevetauna conducts mental sessions at the tables.

Production was well whipped in shape by Billy Rankin. Fred Joyce is the p. a.
Sam Honigberg.

International Casino,
New York

"Wanted: Milton Berle or someone equally funny. Come home, all is forgiven—Alex Finn."

Since Milton Berle's departure from here, his 13-week stamping ground, for the tonner leg, the show at Finn's mammoth tavern is still a big production. The intention is to get the best of talent, but pace, snap and comedy are lacking.

Pending a substitute for the emceeing chores, which Berle handled like a house afire, Benny Weeks, who ordinarily sticks to leading his band, is filling in as a straight emcee, handling himself modestly and graciously. But with an almost two-hour show more is required than just simplicity.

The George Hale show retains the prime production routines, outstanding of which are the Huggill and American Sway numbers. Act replacements, however, include Grace and Nikko, Paul Sydel and Spotty and Deane Janis, with Lionel Rand's Band replacing Allen Both

on the show accompaniment. Holdovers are the Honey Family and Paul Remos and his Toy Boys, both show-stopping acts.

Grace and Nikko are veterans of the last Clifford Fischer show here and do essentially the same comedy dance act. There is a neat act on ballroom dancing with the proper amount of spice, which the customers ate up. Paul Sydel and Spotty are also sock with their familiar dog routine.

Deane Janis, taking over the Lillian Carmen spot, is a little bit too stilted for comfort, which doesn't detract from her fine voice but is a hindrance to delivery. Lionel Rand handles the show music deftly.

In the four months that the casino has been reopened under the Finn ownership spot has grossed a total of \$480,000. Changes for the fall and winter are under way, with the Terrace Cafe undergoing a change to a winter setting. Bar is also being extended, and the front of the house will also be redone at a cost of \$200,000.

Also for the first time Benny Week's Band gets an NBC wire twice a week. Antonio DeVera's Band is still in the Terrace and Kay Parsons and Ancl Sweet are in the Casino Bar.

For more news of the p. a. for Finn and Jack Tirmom for George Hall.
Sol Zatt.

Glass Hat, Belmont Plaza
Hotel, New York

Still pursuing its policy of show changes every two weeks, current bill at this Hitz house consists of Gus Van, the Frazee Sisters, Carlos and Carita, Basil Foose's Orchestra and the Sky-liners Quintet.

Gus Van, in addition to his slight emceeing chores, is solid with expert delivery of a dialect song, but not so with straight numbers. His routine, okay for the stage, meets with some difficulty in a night club. Material is witty and makes good entertainment, but a mixture of Sammie Sereas and an Italian dialect ditty didn't sell.

The Frazee Sisters did not live up to past performances. They are still one of the top harmony duos of the business, but their song selections and arrangements at present don't come up to the material they used at the New Yorker. Their Baby Me and I'll Be in Love With You have nothing unusual in the way of rhythm or originality, and the arrangements didn't help much either.

Sammy Sereas' American Way was infinitely better but still not up to par. Carlos and Carita, youthful Latin team, have several decidedly novel routines, bordering on folk dances but spruced up with a genuine commercial appeal. They work in appropriate costumes and finger cymbals and have a

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fast belly-roll rumba number that is new to these parts.

Bull Folsom, whose orchestra plays the smoothest dance music this side of Lexington avenue, also fills out the floor bill with a piano-accordion solo of Tschakowsky's "Marche Slav" (not yet adapted by Larry Clinton) that sets a smooth tenor for the rest of the show. Folsom is outstanding as a musician and his band sets a contagious tempo of smooth dance music. The Skyliners also stand out for their five-piece outfit during the relief session.

Muriel Byrd is still at the revolving piano in the middle of the bar with in-between songs.

Dick Moecker handling the press, assisted by Ada Hoffman. Sol Zeit.

Town and Country Club, Milwaukee

Jerry Klein has opened the fall season at his club here with a first-rate show booked thru Dick Pritchard and featuring around Helen Savary, nobby songstress, and Ray Wencil, versatile emcee. The former returns after previously appearing here for 15 weeks. Wencil is a newcomer to this spot.

Miss Savage has a way about her in getting her songs across. Her voice is good and the customers' plaudits obliged her to return for several encores, particularly after warbling her *Here 'Tis* number.

Wencil is a clown from start to finish. His songs, gags and dances all have plenty of pepper. Coupled with

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his comic facial expressions, he's good for plenty of heavy laughs.

Gail Parker is an exotic dancer of no mean ability. She performs with precision and a sphyrlike ease. Her best number, which catches the heaviest applause, is her devil and virgin dance.

Blessed with worthy pipes is Irene Burke, prima donna, who makes a satisfactory contribution to the show with several first-rate renditions. Others equally appealing are Kay Carroll and Dolores Dinaro, who help round out what proves to be one of the best entertainments offered here.

Music for dancing is furnished by Benny Skorch and his orchestra.

The club has been drumming up business with a miniature billboard mounted on a trailer advertising the spot's floor show and liquid attractions. The trailer traverses the downtown streets of Milwaukee almost daily.

Nightery is located about a mile north of the city.
H. C. Brunner.

Cafe de la Paix, St. Moritz Hotel, New York

The fall opening of this spot brings in one of the cafe's best little floor shows in a long time. A good dance band and two fine solo artists compose the entertainment which, along with the cafe's informal atmosphere and moderate prices, makes for a pleasing evening out.

Eddie Varos, in from Chicago, has the six-piece band, including his brother, Danny, at the piano. Others are accordion, drums, trumpet and violin doubling on sax. The band is a well-knit unit that offers lively, easy-for-dancing rhythms in addition to playing the show well and the bespectacled Varos himself contributing a couple of excellent violin solos. Two Guitars and Turkish Street Song. Brunet, well-smiled Velma Ray is the band vocalist and is decorative in addition to singing acceptably.

The floor show gets a hypo when Hope Manning, a beautiful blond on the Madeleine Carroll style, lends her soprano voice to musical comedy and pop songs. She has a big, rounded voice of wide range and sings with expression and poise, making each song attention arresting. Offered *Come to Me*, *Get Out of Town*, winning prolonged applause. A vivacious Canadian, Florence, recently in *Mexicana*, captivated her audience with Spanish dancing that gets away from the conventional. In sleek white, she did a charming *Prayer* dance, with castanets and heel clicking, and then a vivacious *Mexicana* routine, all topped with a red sash and cap. For an encore a finger cymbal number drew heavy applause. A fine artist.

Three Idiera (violin and two guitars) handle the intermission music excellently.

Robert Reud is the p. a.
Paul Denis.

Cuban Casino, New York

Cuban Casino has done pretty well since opening early this summer, with a new show installed Thursday (14). Floor offering is standard Spanish-Latin American entertainment, but the combination of the show and the low food and drink costs makes a good night club investment for the customers, especially those with short budgets.

Headliner is Coax, a comedienne, who has a routine in Spanish following, an act who worked at El Chico for some time. The senorita has plenty of personality and fair vocal equipment, but hurt her work by singing thru a mike. Size of the club and the power of the Coax obviate any need of a p.-a. system. Further, she'd get better results without the mike hiding most of her pitch.

Casino has two dance teams, Tony and Estrella and Doris and Doris. First name remaining to have a more popular type act, routine including a really low down rumba. The gal, a diminutive and very cute looking babe, shows the mare, grinding on the floor for almost the whole length of the dance. Diaz and Dolores, however, are a good team, doing mostly straight Spanish stuff.

Don Casanova, tenor, emcees and does several numbers. He's entirely too stony and bossy. His voice is good and sharp, but he seems to have a Spanish following. Not the type to appeal to non-Spaniards tho.

Pedro Via, one of the better known Latin-American ork leaders, is new to the club and leads a rock and trumpet, but the band sounded as if it had been recently built. Romulo Cordero does the relief. It's loud, if nothing else. Place has a pleasant decor. Jose

Club Talent

New York City:

ADLEY GADWELL, former dance partner to Bill Savary and now a singer, has come to town from Chicago. Dickerling for a radio or night club spot.

SALLY KELLY opened at the Swing Club this week.

THE HARTMANS, back from Hollywood, will not open the season at the Persian Room of the Hotel Plaza.

VAN AND CAMERON, song and dance team, have split. Evelyn Van is going out now as a single. MARLYN AND MICHAEL, ballroom team, are in their first month at the Rainbow Grill. Plan to open their own dance school on the side, with Michael's brother on the staff. ANDREWS SISTERS complete 39 weeks on the Phil Baker CBS show October 4 and then start a 13-week vaude tour, opening October 20 four weeks for the Brandt Circuit.

ANGELA VELEZ opens Monday (18) at the Chateau Moderne. HILDEGARDE has been at the Savoy Plaza since July 28. CATHERINE ROYCE, formerly with Emery Deutsch's Orchestra, has opened at the Essex House with Bill McCune, and is set for the Carlton Hotel, Washington. CARMEN SALAZAR has been set for the Havana-Madrid for 12 weeks, beginning September 30, by Clarence J. Austin, who also booked Carlos and Carita into the Glass Hat.

Chicago:

COLONY CLUB is set with its name act bookings until next February. Following Dwight Flake, in succession, are the Hawks, the Tuckers, the Gays and Dunn. Each in for several weeks. MERRILL ABBOTT, of the Palmer House's Empire Room, returned from South America this week to set the October show in conjunction with Tommy Donnelly's boys.

WAYNE KING has been moved up to open the Drake Hotel season October 7. MORTON DOWNEY was added to the Palmer House show and will hold on until October 15. THE COLSONS leave the Starline Revue unit next week to join the show at the International Casino, New York, September 28. BILL DAVIDSON, 77th-stre night club editor, out of the hospital after a siege of foot poisoning. LAWRENCE WELK landed a Hitz hotel chain contract, opening at the Nicollet, Minneapolis, October 26.

Here and There:

GRACE HAYES may take her entire Ventura (Los Angeles) Boulevard Lodge floor show on a tour. Cast would include Peter Hayes and Charles Foy.

Garcia is host and manager, and George MacMurray, press agent.

Jerry Franken.

Club Mayfair, Yatesville, Pa.

The Beef Trust, in the form of *The Silkstockies*, have been cavorting at this anthracite region club and had the patrons and Manager James Ferncutt worrying about club caving in. *The Silkstockies* kept the patrons laughing as the group, averaging more than 200 pounds apiece, went thru routines, attended in the abbreviated Mary Jane dresses.

While neither their steps nor the singing of Beef Truster Lee Jordan were exceptional, they kept the patrons laughing. The group's leader, Phillip, of the group is over six feet tall and makes striking appearance. Others in the quintet are Bobby Diamond, Lee Jordan, "Countess" Margaret King and Helen Heleski. Lee sang *If I Didn't Care* and came back later with *Some of These Days*, a La Sophie Tucker. Miss Heleski's waltz clog was entertaining. Probably the best number was Miss Diamond's hula-hula in Hawaiian style.

Roy Harrington is continuing his stay as emcee and, while his gags were a bit off-color, his renditions of *Birth of the Blues*, a Harry Richman, and special arrangements of *Shanty in Old Shanty Town* and *If I Had My Way* were entertaining. He also sang *Johnson Rag*, a piece originally by Guy Hall, local orchestra leader.

Ted Reed and his band continue to supply the dance music and accompaniment as they have been doing since the club opened in midsummer.

Crowd was fair. Milton Miller.

STUART AND LEE reported to be breaking records at the Hotel Lowry, St. Paul. By Wednesday (18) they had completed a total of 10 weeks. SHARLAN AND ALDYTH, after a forced layoff of almost six months, due to Miss Aldyth's illness, are back at work again. Now in Denver, team will shortly go to Los Angeles for an engagement at the Orpheum there. COLLETTE has been held over another two weeks at Fredrick Club, Cleveland. She is set to double at the Roxy Theater. FAIRY CUNNINGHAM, dancer, has been booked for two weeks at the Gibson Hotel, Cincinnati.

JOE LITTLE is being held another week at Ed-Sex's night club, Toledo. LEWIS AND LORRAINE are at the Savoy Club, Montreal. BILLY AND RENEE BURNS and their canary circus just closed two weeks at the Mt. Royal Hotel, Montreal, and are now playing the Nixon Casino, Pittsburgh.

DON AND BEVERLY are playing an indefinite engagement at the White Front Club, La Crosse, Wis. RAY IRA ROUSE, accordionist, and Helene Baker, singer, are in a two-week in the course and bar of Hotel Andrews, Minneapolis. BERNIE LIT has closed at the El Dorado Supper Club, Wildwood, N. J., after three months, and is lingering in Philadelphia for spotting in clubs before leaving for a Peter and Paul Club, to open here at the Chatterbox October 15. RUTH DENNING is new in the show at Jimmy Brick's Lookout House, Covington, Ky. Dr. Marcus, "mad magician," is in his third holdover week. GEORGE HAYES closed at the Continental and returned to the Dutch Cafe, Columbus, O., Tuesday (19).

CLUB OWNERS—

(Continued from page 4)
from spilling soup down their backs. Performers mixing with guests is cause for another bruno because of its many-sided nature. Some club owners in New York State, a night club owner can have his liquor license revoked if mixing is carried on with his knowledge. On the other hand, many clubs depend on the liquor for their income, and, in the eyes of the state, stay open. Wherever there is a line of girls with pretty faces and little or no dancing talent, it's a tip-off that they sit with customers between shows. In such a case, the owner had it figured out scientifically, knowing the drinking capacity of each performer, as to when it was profitable to hold up the next floor show. Around the regularly scheduled time, the owner had it figured out scientifically, knowing the drinking capacity of each performer, as to when it was profitable to hold up the next floor show. Around the regularly scheduled time, the owner had it figured out scientifically, knowing the drinking capacity of each performer, as to when it was profitable to hold up the next floor show.

Handling barflies is also a question that the liquor figure out scientifically. Getting rid of the male is fairly difficult, but if he isn't a good customer he can always be lured to the washroom by one of the waitresses. In fact, if he is lured to the street, but quieting the female lush requires a more delicate approach.

The most polite method of extracting the female is for one of the housemen to make a pick-up and fondly whisper, "Let's get out of here." As soon as he escorts her to the street he turns on his heel and says, "and stay out. This of course, applies to females without a male escort.

Out-of-towners visiting the hot spots are always forewarned by their friends and as a result are about the most cautious party in the crowd. They refuse to pay cover charges, and if the price of liquor is excessive they squawk until the clip is shaved down a dime or so.

But they are smarter than most people think, as illustrated by one Southern gentleman who walked into a night club with a woman. Each of them had eight beers. When handed a check for \$8.16 indignantly told the owner that he would never pay more than 15 cents for a glass of beer because that's all they charged at the Astor Bar. After some argument the owner let the S. G. have his way and paid the bill to save the 15 cents a beer. When the farmer and his lady got to the street, they yelled back, "Ha, ha, we just pulled the same thing at Leon and Eddie's."

COSTUMERS PANT—

(Continued from page 3)
hard time explaining to a lady how to charge extra for the panties. "Now would you like me to show you how we make a pair of panties? It takes two yards of. . . ." But our reporter was hurrying for the door by this time completely upset by the panty critics.

AFA Fighting Rival AGVA; To Continue

NEW YORK, Sept. 16.—Possibility that the American Federation of Actors may fight the American Guild of Variety Artists in the night club-vaude-entertainment field, instead of dissolving as originally expected, further complicated actor union problems this week. AFA is trying to continue enforcing its AFA shop contracts, but is running into difficulty because of its curtailed personnel and lack of finances to push organizing. AGVA, on the other hand, held its first open rally Tuesday night at the Astor Hotel, where its leaders urged performers to join AGVA.

A quorum of the AFA council, visiting Ralph Whitehead at his home early last week, signed a resolution which has been mailed to members and which said the AFA is carrying on due to "an overwhelming nationwide demand" for the rank and file. The council's letter urged members to continue with the AFA and said "this battle is not over by any means" and "the New York headquarters is open and functioning and other locals will be organized soon."

Whitehead, still critically ill, issued statements from his home that he felt he could not quit the AFA now that the rank and file have made it clear they want to fight on. He said it was "up to the membership whether it wants to continue or not" and he had hoped to get out of bed for a council meeting next week, at which time a referendum would probably be drawn up for submission to the membership on continuation of the AFA and on procedure for liquidating the AFA, if that is the members' wish.

Meanwhile Whitehead says he was not restraining AFA employees from joining AGVA and pointed to Tom Senna, AFA Boston representative, switching to AGVA.

AGVA reveals that its local organizing pay roll has Al Hixon, Margaret Hensel, Jack Miller and Peter Wells, that Jean Koff and Alan Correll are in charge of signing new members here. AGVA secretary, Malda Reade, says Vic Connors is executive secretary of AGVA in San Francisco, Aubrey Blair and L. B. Kornblum in Los Angeles and Leo Curley in Chicago. Malda Reade and Alex McKee and Rebecca Brownstein are in charge of the administrative office here for AGVA.

Miss Reade says AGVA has "signed a couple of clubs" here but will not reveal their names. In Wednesday's edition of the *World-Telegram* she was quoted as saying: "The enrollment of AFA members was not going as rapidly as had been expected." She said about 3,000 had joined, but "AGVA leaders" were quoted the same day in *The World-Telegram* as saying 90 per cent of the nation's 7,000 union variety performers had joined.

On the other hand, the AFA claims that in San Francisco, where both AFA and AGVA are battling for control, night clubs have switched from the six-day week to seven days and the claims that in all AFA territory night clubs are ignoring AFA salary minimums and going back to old low levels.

AGVA meanwhile has printed standard closed-shop contract forms for employers to be operating under AFA pacts. These contracts provide for AGVA coming in when and if the AFA contract is broken or canceled.

AFA points out that the musicians' federation executive board ruling ordering union musicians to work only with AFA acts stands in relation to the Rosebud union, secretary of the New York musicians' union, said this week that he was "still with the AFA" until the federation orders otherwise. The musicians' federation has as yet issued no official comment on the situation.

Sophie Tucker, AFA president, was named in a \$100,000 libel action filed in Supreme Court by Bernard J. Reis, accountant, who probed AFA finances for the *Four A's*. Reis claims Miss Tucker libeled him in a statement printed in the AFA house organ.

Miss Tucker said Wednesday that she would join AGVA if she had to and that she was "just minding my own business." She has not resigned formally from the AFA and says it is her impres-

sion that the AFA will continue as a union for outdoor workers.

Speakers at the Tuesday AFA meeting were Malda Reade, Alex McKee, I. B. Kornblum, Alan Correll and Henry Jaffe. Jay C. Ehrenson, chairman of the AFA, said AGVA members would get a questionnaire asking what should be done with the AFA Death Benefit Fund, etc., and added that AGVA would have no DIF unless the numbers so voted. He said there would be an announcement within two weeks concerning the "one big actors' union" plan. A tentative plan would be submitted to the members and will include one membership card, one dues payment and autonomy for each group within the Four A's.

Correll said there would be "no more auditions" and that AGVA would crack down on club date bookers. Jaffe and most other speakers emphasized there would be democracy in the union and that an election would be held as soon as the "emergency period" is over.

AFA leaders attacked AGVA after the meeting, claiming the "emergency period" was too vague and that "90 per cent" of the members would come from legit, films, radio and legal fields.

SAN FRANCISCO, Sept. 16.—Jack Mills, local AFA rep., revealed yesterday that 812 members had signed a petition for an independent charter.

Observers said, however, that such action would never be supported by any of the trade unions affiliated with the AFA. Mills said he himself was not in accord with the move.

He revealed that since AFA contracts with night clubs had become void, operators had started to cut rates for casual dates from \$10 to \$5, and in some instances were working entertainers seven days a week.

Local AFA headquarters will be maintained, Mills said. Branch office lease in the Golden Gate Theater Building does not expire until January 1.

Officials of the Golden Gate International Exposition, which had a working agreement with the AFA, have been notified of the change of status and have been asked to discuss new contract. AGVA already has set in motion machinery to transfer all members of the AFA to AGVA, claiming 770 members to date.

Vic Connors said that AGVA had discussed closed-shop agreements with agents and would probably reconsider salary clauses laid down in AFA agreements. He likewise reported that Ringling Bros.-Barron & Bailey, here last week, had signed an agreement with AGVA. (New York AGVA office denied checked today.)

Anna Neagle Makes P. A.

ATLANTA, Sept. 16.—Anna Neagle made her appearance Saturday at the Lyric & Jenkins Fox Theater in connection with a premiere showing of her new picture, *Nurse Edith Cavell*.

BERT ROME AND BOB FISHER are breaking in their new black-face act. Appeared recently at the Quincy Theater, Quincy, Mass.

CHESTER HALEY, *Riverside* club, opened at the Brockton (Mass.) Fair September 10. . . . NICK LUCAS is traveling in the Fiji Islands on way to Australia. . . . BONNELL AND DAY played the Apollo, New York, last month. They had been abroad 12 years.

WILLIAM HOLDEN, Columbia Pictures star, has begun a series of personal appearances which take him to Philadelphia, Pittsburgh, Buffalo, Detroit and Washington.

THE WHITSON BROTHERS go into the Stateville penitentiary the week of November 3. . . . LOIS HARPER, dancer, and Bob King, ventriloquist, lost European engagements because of the war. . . . WILL J. HARRIS, Chicago producer, is the entertainment director of the American Legion convention coming to Chicago September 25.

HARRY SHERMAN, head of the Mutual Booking Office, New York, received severe cuts across his nose and face in an automobile accident August 25 in Steubenville, O. . . . BERT NAGLE expected to leave England the end of this month to return here after 14 months abroad. He is in Sweden now. Plans to leave the U. S. for South America after a few dates here. . . . HARRY HOWARD'S unit, which is intended for a world tour, has already lined up Dawn and Yosey,

Vaude Grosses

B'way Grosses Hold Up Well; Roxy, Strand, M. H. Do Big; Biz Up in All Chi Theaters

NEW YORK.—Business in local vaudeville was very good generally, and in a few instances exceptional last week. Roxy, according to official figures of 20th Century-Fox, had a stand-out take of \$81,786 for the pic, *The Reins Came*, plus Calgary Brothers and Mario and Florida. This figure is runner-up to the Roxy Record of \$87,460 secured by *Alexander's Ragtime Band* earlier this year. Roxy take is typical of Broadway vaudeville business, and at beginning of current week indications pointed to good grosses for the second week of *Rains*.

Music Hall, too, appears set for a solid gross in the second week of *Golden Boy* plus Harrison and Fisher and Goodrich and Nelson. First week of *Boy* took \$88,000.

Strand continues terrific with *The Old Maid* and Ozzie Nelson plus Harriet Hilliard and Louis Prima. Pic is now going into its sixth and final week (ending September 21) with Nelson Band going into its third. Gross for the past (fifth) week of pic and second of current stage bill was a very solid \$30,000.

As mentioned in last week's issue of *The Billboard*, Strand broke records with *Old Maid* and the two stage shows that ran with *R. Maid*, with *Redeemed* Band, drew \$130,000 the first three weeks. On fourth week, with Nelson, Hilliard and Prima, gross was \$39,000. Total for film including fifth week is \$205,000.

Paramount, in its second week of Larry Clinton and Crosby pic, *The Star Maker*, scored net for fair business week (ended September 12) took \$39,500, considered good.

State, which opened Thursday (September 14) with the Havana-Madrid night club show including Nana Rodrigo, Buck and Enita and Rosita Rios and the film, *Four Feathers*, is doing fair. Past week's gross was a fair \$18,000 for the second stanza of Ed Sullivan and the Harvest Moon Dancers and the film *They Shall See Music*. First week for this show was \$20,000.

Capitol, reverting to straight pic after three weeks of flesh, did a very poor \$18,500 with *Lady of the Tropics* (MGMA).

Vaudeville Notes

dancers, and Whitey's Lindy Hoppers. Harry Crossley will direct the dances. Howard had a unit in Australia recently.

ARTHUR J. BENLINE, former RKO business executive and now recently in the New York civil service, has been appointed superintendent of buildings in New York City.

CHARLES NELSON, known as Dodo, the Wizard of the Forest, has been in popular the past year and would like to hear from friends. He is at 214 First Avenue, South, Seattle, Wash. . . . FRANK VELOZ, of Veloz and Yolanda, had recovered from a bad cold. . . . RINALDO, comedy magician, opened at the Plymouth, New York, September 10.

MARGIE COATES now has a partnership interest with Al Harvey in the vaude act, *Grandma Perkins*, playing aboard the S. S. Americana, showboat on the Hudson River, New York. . . . TILYND AND RODGERS have returned to JACK WARREN and his Western Rangers, opened Friday (18) at Oliphant, Pa., booked for Comerford Theaters by Abe Feinberg. . . . GEORGE BELL playing *Fay's*, Providence, week of September 15. . . . ALAN SMITH, out of the entertainment field for 14 months, is now connected with an ambulance company. Hopes to return to show business in near future. . . . JACKIE GROSS, harmonica player, has gone into the songwriting game and is personal business manager for Ted Salant, composer.

the bargain prices. Screen's *Andy Hardy Gets Spring Fever* (second run) is of considerable assistance. Twin bill and five-act combine last week wound up with a fair enough \$14,500.

Chicago is holding up well with second week of *Beau Geste* and new stage bill topped by the Mill Hertz Trio, which has been breaking records at the La Salle Hotel. A pleasing \$38,000 in sight, only six grand behind last week's figure.

Palace after a big \$25,000 in its first week with *When Tomorrow Comes* and a revue featuring Frances Arms and a line of Chester Hale Girls is on its way to a good \$17,000 for the second and final stanza. Combo on whole rated a weakie, but pic stars Charles Boyer and Irene Dunne are pulling them in.

State-Lake will up its gross to a strong \$16,000 thanks to appearance of Ann (Ballyho) Sheridan in *Indianapolis Speedster*. Also, considerable publicity is given June St. Clair's *How To Get a Husband* flesh act which will draw the hinterland trade. Last week, *Sionide Takes a Vacation* and eight acts reaped an average \$15,000.

Fay's Back to Vaude

PROVIDENCE.—Fay's, returning to flesh after a summer layoff, knocked off a \$7,300 gross with *Grandma Perkins*, Balabanova, George Bell, Whitley Roberts Co., and Janet May. Pic, *Angels Wash Their Faces*. House average is \$4,500.

Washington Vaude Good

WASHINGTON.—Warners' Earle, for week ended September 7, took a \$17,500 gross with *Golden Boy* and stage bill including Clare and Sana Sisters, Helen Fay, Beavie and Tova, Medley and Dupree, 15 Rosettes and Una Cooper. House average is 16 grand.

Low's Capitol, for week ended September 7, did \$16,600 with *Fall Follies* unit and pic, *Lady of the Tropics*. House average is \$16,500.

Fox Tower, K. C., Oklet

KANSAS CITY, Mo.—Fox Tower, with Hank Brown and Co., Meador and Kay, Paul and Pettit, Dick Ware, plus pic, *I Stole a Million*, grossed \$5,750 for week ended September 7. Average is \$5,000.

Boxing Unit Terrific; Sammy Kaye \$20,000

PHILADELPHIA.—The war scare notwithstanding, theater business is picking up, the box office having been given a lift with heavy matinees on Thursday and Friday. While the Earle's gross is slightly under last week's, the take is still above that of this time last year. Sammy Kaye's Band accounted for a comfortable \$20,000 week ending September 14, with little aid from a meager surrounding bill. Pic, *Winter Carnival* (UA).

The Carman, with Major Bowes' unit, drew a terrific \$9,500 gross, leaving the management agast, but pleasantly so. Carl Ackley, house treasurer, claims this to be the biggest gross of the year. There are 10 acts in this unit. Pic, *Frontier Marshal*.

Fay's, which reopened Thursday, September 14, indicates it will draw in the neighborhood of \$4,500. A comparatively heavy budget has been expended for the inaugural show, headed by Sally Kiehl; Joey Payne, assisted by Bert Grant and Charlie Hoyer; Nellie Arnaut and Ruth Craven, Lane Brothers and Ruth Craven, Flip, SpellBinder, Prices, 25 and 40 cents evenings and 15 and 25 cents matinees.

HY GARDNER, Broadway columnist for *The Brooklyn Eagle*, leaves New York to return to Hollywood September 28. Will be associated with Hedda Hopper, who does a syndicated column and a radio program. Will stay West for at least six months.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, Sept. 14)

Loew's State, where the local football teams scrimmage in the aisles on show breaks, goes international with this show. Pic is *Four Feathers*, a British endeavor, while the last half of the stage show is the Havana-Madrid nitery's entertainment. House had plenty of Iberian trade when caught, with most of their favor going for Rosita Rios, Spanish singer from the night spot. Ebe was brought back after three numbers, customers going for her semi-community singing stuff. She has quite a pleasant personality and fairly good tonal equipment.

Three Trojans open, starting the show with a rapid-fire somersault routine, men alternating in all kinds of hand and foot whirls.

Terry Lawlor, red-headed singer, dresses. She did four favorite tunes, *Comes Love, Over the Rainbow, Old Man Mose and Beer Barrel Polka*, to a rather tepid reception. She's not an especially impressive vocalist.

Paul Gerrits, closing the first half, did his usual clog, his smart chatter and deft roller skating working to a good hand.

Nano Rodrigo and his orchestra open the Havana-Madrid half, the show keeping a good pace after the band's opening and only solo, *Begin the Beguine*. Orchestration in rumba style is practically straight. Rodrigo, shaking the maracas, is weak on personality and stage presence, while his announcements are not intelligible to anyone who can't understand Spanish. Maclovio Ruiz and Cesar Tapia have two fast Latin dances, a good act of its kind. Miss Rios, the singer, was followed by Stella, of Rene and Stella, probably the best novelty rumba team in the country. Rene did not show at this catching because of illness. Stella, tho, overcame the handicap with her topnotch wiggling.

Show is too long, with a Three Stooges short and a curio novelty, plus several. Shorts certainly not needed. Business good. Jerry Franken.

State-Lake, Chicago

(Reviewed Friday Evening, September 15)

Proof to the adage that one rotten apple can spoil a barrelful is generously

exhibited here by a would-be flash act labeled *How To Get a Husband* and featuring burlesque's June St. Clair. It is poor fare even for the burly fans and when used in a vaude house there is reason to believe that the booker must have been in a daze when he consented to use it. Innocent of any entertainment value, Miss St. Clair, with the assistance of a less, refreshingly dressed female, proceeds to show just what to do and not to do to grab yourself a hubby. Not worth showing, even if it will draw a few yokels into the theater.

The Duncan Sisters, in the final spot, relieved the situation somewhat but in a mild way. They still retain some of the charm they exhibited years ago and clown thru several songs with pleasing interest. Fare on the long run, however, is not sufficiently strong any longer to score with the new generation.

The Three Freshmen open the bill with acro and hand balancing patterns that are neat, fast and pretty entertaining. Brlling in several bits of comedy which serve as good relief for their straight and stock tricks.

Ruth Wayne, young soprano, revealed a strong voice and once her salesmanship will be of equal caliber she will have a strong item for the market. Kid is an attractive brunet and appearance is okeh. Opened with *Comes Love* and followed with commercial version of *Madame Butterfly*. Good hand.

Alyse Cerf is a sock acro dancer of the night club variety. She works with speed and executes tricks with amazing facility. Ray Martell, weak as an emcee, redeems himself in a minor degree as an impersonator. Unfortunately, the carbons he offers have been seen and heard here too many times and he suffers as a consequence. To his credit is his winning personality which facilitated his selling efforts considerably. Of his many take-offs, that of the President netted the best results.

The Robinson Twins, tap strutters of the first order, have a couple of new routines on view, dished out in a refreshing style. This boy and girl duo always work hard and seldom without a bright smile. Their latest turn, swing version of the Irish jig, is a cute novelty. On screen, Warner's *Indianapolis*

Speedway. Business very good first evening show opening day.

Sam Honigberg.

Flatbush, Brooklyn

(Reviewed Friday Evening, Sept. 15)

With this bill, topped by Sammy Kaye's Band, the Flatbush resumes its name-band policy for the new season.

Opening-day business was heavy. The house will run four shows daily and extra shows this week-end. According to the theater managers, opening-day draw would total about \$2,500. House capacity is 1,600, and five shows were run for the premiere. Prices week days are 20 cents and 40 cents for children and adults, and 20 cents and 55 cents Saturday and Sunday evenings. Week-day matinees are 10 cents and 25 cents, Saturday matinees are 15 cents and 30 cents, Sundays between 2 and 5 p.m. are 20 cents and 40 cents, and Sunday early-bird matinees are 15 cents and 30 cents.

Kaye Band is one of the more restrained swing outfits and can deliver both jive and sweet stuff with apparently equal ease. For a dance band this is very important. Selections ranged from Bud Schuman's standard *Buddy* to a rhythmic rendition of the *Hawaiian War Chant*, latter having a very classy arrangement. Kaye makes much use of vocal accompaniment, and in addition to Three Barons and Indis, the vocal soloists, Sammy Ryan, Charlie Wilson, Jimmy Brown and Clyde Burke, he has the band chant choruses. This vocal stuff is carefully arranged and spotted. Kaye himself leads well, with an informal manner, and brings up an occasional gag. Drew a heavy hand.

Bob Dupont, comedy juggler, first worked with three balls, juggling and bouncing them with tricky English. Went to four balls and then worked with five. Did the usual fancy legwork, meanwhile kayoting the burghers with mugging. Closed very big and, by way of encore, briefly juggled tambourines. Crowd wanted more, and as a finisher Dupont juggled a plate, napkin and apple, gradually eating the apple with successive bites. This killed them.

Lynn, Royce and Vanya, two men and one girl, did dance satire. Waltzed with much finesse, then turned to nonsense, including fall and sedition. Turned to the girl. Turn, however, differed from most dance satire acts in that the trio would always intersperse some very good straight stuff in the midst of the joke. Too, the rough sections never became offensive and girl concluded with her gown intact. Closed, leaving the impression that they could really dance and were not entirely dependent on comedy stuff.

Spencer and Foreman, mixed team, did tap strongly dosed with eccentric routine. Couple seem very youthful and make a good-looking pair. There is every indication that they will be playing the top-flight houses soon. Did two routines here, scoring well.

Pic, *Big Town Car*.

Paul Ackerman.

RKO Shubert, Cincinnati

(Reviewed Friday Afternoon, Sept. 15)

Equipped with new seats and piloted by a new manager, Bud Sommers, formerly of the RKO Albee here and late of the Palace, Akron, O., the Shubert cracked its flesh season and sprang a highly entertaining layout highlighting the Jan Garber Ork and West and Page. With the thermometer hovering near the 100 mark and with Croley Field counteracting with a double-blower between the Reds and Giants, first-show crowd was hard to less than half a house on the main floor. It's a bill tho that'll get its share of b-o, coconuts before it gets away.

With Duke Moffett and his pit crew vamping 'til ready on *Beer Barrel Polka*, the rag finally spreads, revealing the Garber crew in an attractive set-up breasting out its theme to warm audience reception. Garber fronts a solid combo, ideally adapted for vaude consumption, the 12-piece unit showing up best with a neat treatment of *Swanee Serenade* and on a corking arrangement of *Beer Barrel Polka*. In addition to wielding a personable stick, Garber does a showmanly job of emceeing. His solo fiddle session, however, should get an earlier spot, and should be trimmed slightly to avoid a lull in the show's running.

Lee Bennett, Garber warbler, sports a quality baritone that sets him apart from the average band crooner. He shouldn't sing three numbers in a row, however, it slows the works. Fritz Helfbrun handles several of the best of the off-color, as Darryl Wilson, the coffee canny, does capably with a pair of songs.

First turn introduced by Garber is Fredericks and Yvonne, youthful and personable jitterbuggers, who slicked hands with two torrid routines, encoring with an acro soft-shoe novelty with a whirl finish.

The Oxford Boys, clean-cut trio whose chief stock in trade is their mimicking of the various radio bands' themes, employing only a guitar and their voices to obtain the effects, breezed to a smash hand and several encores. In addition to their band take-offs, the lads inject several pleasing novelties that register well.

Every once in a while, and no exception on this occasion, are Buster West and Lucille Page, hoke funsters and crackerjack dancers. They are abetted in their comfocery by Chuck Gendry, a capable straight. Still employing that "old-school" technique, the turn is a delight throuth, West's drooleries, funny falls and glides and quality stepping, and Miss Page's acrobatic comedy dance manueverings proving bundles of laughs. They hung up a near show-stop.

On the screen, Warner's *Speedway*. Bill Sachs.

Orpheum, Omaha

(Reviewed Friday Evening, September 8)

Vaudeville is back at the Orpheum after a summer vacation and found Omaha stage-hungry as usual. Counting *Orpheum*, a capable straight. Still employing that "old-school" technique, the turn is a delight throuth, West's drooleries, funny falls and glides and quality stepping, and Miss Page's acrobatic comedy dance manueverings proving bundles of laughs. They hung up a near show-stop.

First half-dozens numbers combine line of 10 nice lookers with six nuds, something usually suppressed here. Later shows probably featured more clothes.

Billy Parrell handles emcee work nicely and should have bigger play. Ed and Carol, fine pose act, outshining Jans and Wheeler at practically the same stuff. Kathy Welch, dancer, doesn't get a chance to show her stuff.

Ted Waldman and Susie, with black-face patter and harmonica, swing show a combination mouse in any key. Carlton Emmy and dog act was the show's hit.

Pinky Lee and Company improved greatly from last time here and audience appreciated.

Hotel for Women on screen.

John A. Scott.

Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 15)

Starlane Revue, a new unit of local origin in its first full-week stand, is a combination of four production units—headed by the nearby Ben Country Club this summer and five acts. Unit is one of the classiest this house has had in a long time, and once the running pace takes on full and lasting speed it will be a ready draw for a combination mouse in any key. Not many production entanglements and for that reason the entertainment harvest is richer and the lulls few and far between.

Production scenes employ 50 active girls (most of them capable of dancing) with vocal and light support from Jack's Oreen, Sammy Rose, of the Bon Air spot, is responsible for the routines and, judging by their reception second show opening day, shouldn't be ashamed to step up and take credit. The kids are more than mere characters and thought is displayed in both the costuming and routing of the numbers. A dozen of the kids in the opening show off as Hollywood celebs, and entire chorus, in consequence, is engaged in a beautiful Ziegfeldian lace parade, a rain tune medley and in a timely military finale in which, fortunately, the flag-waving angle is not overdone.

Green handles the vocal job well and personation assistance with his impersonations. Cantor and Jolson. Edna Sedwick, graceful and talented tapper, follows the opening number with two old routines, but they display her work, particularly the whirlwind turns, at its best. Troni and a rhythmic singer stocked with vim and vigor, stayed on with three numbers and sold them like a veteran.

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Tunes boast of highly commercial arrangements weaved on a thread of logic. Fine reception.

The Coltons, comedy dance team, went over with a versatile display of funny carbons of standard numbers, strengthened with some strong-arm tricks. Appearance is unusually youthful.

Eddie Garr, who with Green takes a stab at the emcee assignment, repeats his familiar act in the next-to-closing spot. This house hasn't seen him in a long time and the customers, many of them Oriental regulars, were in for a real treat as a result. Doesn't dip into the off-color field for any of his gags and his take-offs of such oldies as Chevalier, Richman and Penner are still great.

Bobby Kroll conducts the band with those craftsmanship. Al Borda is the producer.

Business was big end of second show opening. On screen, second downtown showing of Metro's *Andy Hardy Gets Spring FEVER*. Sam Hanigberg.

Review of Unit

Going Places Revue

(Reviewed at Auditorium, State Fair Grounds, Lincoln, Neb., Tuesday Evening, September 5)

This is one of the Gertrude Avery units, assembled for fairs and with an eye on possible continuation in vaude houses when the outdoorers are no more. It runs 69 minutes, can stand 15 minutes scissoring easily, and is mostly of flash-act half all the way.

Selling accent is on girls, the line having 16 of them, and not bad lookers. Most of the routines only involve 14 of them, however. Principal acts are the Perry Twins, hoofers and talkers; the Four Mentos, acrobats who turn broken into two sections; the Udell Sisters, triplet singers, and Merone and Corralle, man-woman knockabout.

One of the Perry acts as emcee and is okeh. The two turns, one a sophisticated top-hat dance, and the other comedy talk, are okeh, especially their baseball bit. Mentos are the old-school acrobatic type. Woman in the act is not as graceful as she might be. Girls have trim harmony voices and bang out three numbers in their own spot. The Merone and Corralle slam-bang is the closer and lands solidly with the audience.

Girls do a gentle opener in long skirts, come in later in neat cowboy garb, don't do so well with a ballet number and capture audience fancy in a Charlie McCarthy novelty. Band blows brains out, being used to outdoor stands, which was a crimp for the singing and hooper accompaniment; otherwise, the show is all right.

It ought to go over anywhere in these days of sultry nationalism, because the girls wave 16 flags in the finale.

Oldfield.

Buffalo Houses Try More Vaude, Contests, Stunts

BUFFALO, Sept. 16.—Vaudeville is getting a better play here with the beginning of the winter season than in many years.

Shea's Buffalo, largest house of the Shea chain, which has always stuck to orchestral presentations on the stage, is bringing in a fine array of name guests. This week saw a fashion parade with some out-of-town models and John Bole in person. Next week will feature Benny Goodman Orchestra and early in October the theater gets Glenn Miller's Band plus several acts. Regularly featured band leader is Ernie Watson, who has spent the summer here successfully, and will stay on for the time being. Additional entertainment is the jitterbug contest Thursdays.

The Twentieth Century, formerly a Shea house but recently taken over by Basil Brothers and A. Kempner, will also put in stage shows. One tie-up with WEBB has an audience participation program broadcast from the Century's stage Wednesday nights. Show is sponsored by the Lauffer Furniture Co., Buffalo. Another radio tie-up is the amateur contest that will be held on the stage Sunday afternoons sponsored by the Queen City Clothing Store.

Hollywood, Gowanda, N. Y., run by Hoyt Eastwood, which has stuck to small vaude shows Sunday nights throughout the summer, will feature amateur contests Wednesday nights starting October. Ray S. Kneeland, Buffalo, is booker and will emcee the shows.

Another use for talent has been found by Kneeland, who now books five to six acts to precede and conclude sessions of bingo in the Orange Terminal, Niagara Falls, N. Y. Formerly known as the International Theater, this spot makes a perfect set-up for Bill Burns' operation of legal bingo games. Admission is 50 cents, with the games free. Prizes up to \$400 are given away. Capacity is 800 persons, and on the first night, Tuesday, September 12, folks were crowding the aisles. The 40-minute opening show included Art Meadows, singer; Whitney Sisters, dancers and singers; Alice Sequin, acrobatic dancer; Buddy Doy's Novelty; Whirling Wanda, roller skating;

CHICAGO, Sept. 18.—Charles Hogan, local vaude booker, landed a Saturday and Sunday account at the Kenosha (Wis.) Theater. Five acts to be used weekly, starting September 23.

Patriotic (for Cash)

CHICAGO, Sept. 16.—The current war crisis in Europe is responsible for more "stars and stripes" unit finales than has been witnessed here in many a decade.

Of some 20 shows that are being prepared here, over 60 per cent of them are staging patriotic wind-ups.

Earl McCurdy, pianist. This vaudeville-bingo presentation hopes to add Saturday night shows later.

Ciro's Opens New York Club Sept. 27

NEW YORK, Sept. 18.—Morris Green, who operated Ciro's in London until that spot folded a few months ago, will open Ciro's in London Club here September 27.

It will be ultra swank and entertainment will be provided by John Garr's Band and Lucille Litwood, vocalist. Band will air three times a week over WABE opening week and twice weekly thereafter.

Liquor Vote Good For Club Business

PITTSBURGH, Sept. 18.—Night club business possibilities look brighter for the winter, with results of the local option vote showing that the trend in municipalities is wet.

Except Mt. Lebanon, all cities and boros affirmed repeal, which will allow clubs now operating to stay open. Heartened by the vote, President Clair Meader of the Pittsburgh Musical Society is in Harrisburg trying to persuade the State Liquor Control Board to relent on its Saturday midnight curfew, which if enforced will curtail clubs.

Big Vaude Bill For Pomona Fair

LOS ANGELES, Sept. 16.—Los Angeles County Fair at Pomona, Calif., will run an outdoor vaude show for the last eight days of its run, September 24 to October 1. Show is produced by Bob Cannon, director of entertainment for the fair, and booked thru Fanchon & Marco.

Acts (only evening performances) include the Peters Sisters, California Variety Eight, the Yacopis, Herman Hyde, Jay and Lou Seiler, the Peggy Taylor Trio, Oldfield and Ware, Anderson and Allen and Carl Hoff's Orchestra.

Blacaman Opens Strong Variety Show in Havana

HAVANA, Sept. 16.—Pedro Blacaman, known as the Fakir Blacaman, opened up a summer show September 8 in Havana's "Madison Square Garden" known as the "Palacio de Deportes" or the old Fron Ton, Jal Alai Building, which has been taken over by Commander Jaime Marina, who is the chief sport promoter in Cuba.

In spite of the very sunny night the large building was well filled. Performance opened with bubble dance by 10 Cuban chorus girls, the music being supplied by the Bardard Brothers' Orchestra, a well-known local 10-piece musical organization.

This was followed by Farr and Farr with musical bells, Hechtin and Teck followed with a semi-nude Persian dance. Then Abe Crossman, contortionist, and a clever juggling act followed. Then ballroom and fancy dancing by another couple was offered. A Texas cowboy showed the locals how to whirl the lariat around in fancy rope skipping. Then followed a Mexican ventriloquist, who more than rivaled Bergen, and an Indian war dance by the chorus.

The main part of the show was performed by Blacaman, who offered hypnotizing acts, using roosters, rabbits and three large alligators.

Blacaman then performed various acts of strength and endurance, breaking a broken glass pile with his back, then apparently falling into a cataleptic fit and while in this condition being stretched across two sharp blades and allowing a large disk of granite to be broken on his chest. Then he walked up and down a ladder composed of sharp saber blades on his naked feet.

The great act was his being buried alive for eight minutes in a coffin and covered over with sand, but first going into a cataleptic fit. The show closes with Blacaman and his assistant performing in a cage with a number of lions and lionesses who seem to be entirely under his control. He seemingly was able to memorize the beasts at will.

The show went off well and was well received by the Cuban audience, many of the acts being entirely new in Cuba. Prices ranged from a \$1 top to 40 cents in the top galleries.

L. McLean Beers.

CHARLES WARREN, for the last three years professional manager of Remick Music Corp., a Warner music subsidiary, has resigned.

Burbank, Los Angeles

(Reviewed Tuesday Afternoon, Sept. 12)

Reopening after being shuttered for several months, this old burly spot has come up with a series of colored shows which probably could be whipped into a h-o. stuff. However, they are now pretty ragged and appear almost amateurish at times. As in a majority of colored shows, there is an abundance of noise and fast action which soon wears the nerves of the crowd thin. With proper direction and pacing, the productions might be whipped into something that could draw fair grosses.

Of the entire cast, Edith Wilson and the comic, Pigmest Markham, were the only two who seemed to have any showmanship. Miss Wilson did okeh with her version of *Fifteen Minutes a Day*.

Johnson was handed bad material, time to busy blackouts, and have become too familiar to garner any laughs. He worked hard but couldn't score anything resembling a good laugh.

Opening with a saloon scene, the show dragged to a weak finale, which found the pit band closing on the stage.

Snowball and Johnny hoofers, showed flashes of good stuff. Leon Cephus, another hooper, had some good stuff, but whether it was the fault of the pit or of some other reason, his bit wasn't up to par.

Shirley Howard, sepia warbler, shows promise if she'd open up a little. Others in the cast included Reggie Fenderson, Myrtle Quinlan and Garbo.

Dean Owen.

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RAKO THEATRES

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

A

Abdullah, Sam, Girls (Lotto Garden) Wash- ington, D. C.
Agars, Lucille (Paget's 66 Club) Dallas, Tex.
Akers, Hank (Aquasade) World's Fair, NYC.

B

Banks, Badie (Old Roumanian) NYC, nc.
Barnely, Irene (Barney Gallant's) NYC, nc.
Barnet, Martin (Hi-Hal) Chi, nc.
Bartel-Hufler Foursome (Beverly Hills) New- York, Ky.

C

Calgary Brod. (Rocky) NYC, t.
Callahan Sisters (Beverly Hills) Newport, Ky, nc.
Carpenter, Three (Powell's) Antiga, Wis., nc.
Carroll & Gorman (883 Club) Chi, nc.

D

Daly, Duke (Mother Kelly's) NYC, nc.
Dane, Tom (Mansfield) NYC, nc.
Day, Dora (Barney Rapp's) Cincinnati, nc.

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

E

Earl, Robert (Crystal Palace) World's Fair, NYC.
Edgy, Marion (Little Old New York) World's Fair, NYC.
Egan, Gertrude (Billy Rose's Aquasade) World's Fair, NYC.

F

Farney, Evelyn (Biltmore Bowl) Los Angeles, Pa.
Fay & Andre (Music Hall) Seattle, nc.
Faye, Frances (Famous Door) NYC, nc.

G

Gallagher, Ruth (Ernie's Three-Ring Circus) NYC, nc.
Galliano & Leonardo (Riverdale) Milwaukee, t.
Gall, Yola (Princess's) NYC, h.

H

Hilton, Frankie (Club Gloria) Columbus, O.
Holm, Eleanor (Billy Rose's Aquasade) World's Fair, NYC.
Holl, Myrno (Lexington) NYC, h.

I

Imitates, The (Arnold's) Cape May, N. J.
Jacobi, Anita (886 Club) Chi, nc.
Janis, Deane (International Casino) NYC, nc.

J

Jenkins, Polly & Her Plovers (Fair) Pleasant Mills, Pa.
Johnson, Les (Barney Rapp's) Cincinnati, nc.

Lorraine, Jane (Chicago) Chi, t.
Lough, James (Ambassador) NYC, h.
Lynn, Don & Betty (State-Lake) Chi, t.
Lyons & Marianne (Berlotti's) NYC, nc.

McCann, Eleanor (Village Nat Club) NYC, nc.
McCoy, Bob (Union) NYC, h.
McKenna, Joe & Jane (Riverside) Milwaukee, t.
McLean, Barbara (St. Regis) NYC, h.

Marlyn and Martinez
Featured With George Hamd's
"Fantasies of 1939"
Martha Ray (State-Lake) Chi, t.
Mason, Edna & Gert (Papa) NYC, nc.

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

K

Kay, Harry (Capitol) Washington, t.
Kahn, Chandra (Villa Venice) Northbrook, Ill.
Kavanaugh, Simon (Russian Kretschman) NYC, nc.

L

Laird, Tom (Village Nat Club) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Tom (Oriental) Chi, nc.

PAUL AND NINO GHEZZI ERNIE YOUNG'S FAIRS Director: EDDIE BUSH.

M

MacKay, George (Palmer House) NYC, nc.
Madame, Marie (St. Regis) NYC, h.
Madden, Harriette (St. Regis) NYC, h.

N

Nader, Harriette (St. Regis) NYC, h.
Nale, Chester, Girl (Palace) Chi, nc.

O

O'Hara, Del (Colombus) Chi, nc.
Olivetti, Nina & Dmitri (Sierens) Chi, h.

P

Pace, Louisa (Marie's Crisis) NYC, nc.
Page, Loida (Bill Bertolotti's) NYC, nc.

P

Papa, Louisa (Marie's Crisis) NYC, nc.
Page, Loida (Bill Bertolotti's) NYC, nc.

Q

Quantzner, Bill (Gay Nineties) NYC, nc.
Quintones, The (Earle) Washington, t.

R

Ransom, Blenda (Village Nat Club) NYC, nc.
Ray, Velma (St. Moritz) NYC, h.

S

Saunders, Ed (Ambassador) NYC, h.

S

Schaefer, Paul (Biltmore Bowl) Los Angeles, nc.

T

Talbot, Bill (Lighthouse) Covington, Ky, nc.

T

Talbot, Bill (Lighthouse) Covington, Ky, nc.

Casts 5 More First Units; 11 Weeks Tour

NEW YORK, Sept. 19.—Five more Hirst circuit shows comprise the balance of the units were cast last week from Booker Phil Rosenberg's office.

Stop, Look and Listen, which opened at the Troc, Philadelphia, September 17, features Georgia Sothern. Co-players are Slats Taylor, Ermine Parker, Hal Weber, Charles Schultz, Vickie McNeely, Dudley Douglas, Mary Jamison and Starke and Doris.

Red Lamp, which opens at the Troc, Philadelphia, tomorrow, has Louise Stewart featured, and George Murray, Billy (Scratch) Wallace, Chick Hunter, Rancey, Grace Gordon, Betty Lynn, Pearl Mylie, Peggy St. Clair and Wendy Barry.

Broadway Follies, which opened at the National, Detroit, yesterday, has Cell Von Dell featured, and Pat Farrow, Mary Wood, Bert Saunders, Dorothy DeWent, Harry (Hello Jake) Fields, Billy Lee, Dusty Fletcher, Sammy Gardner, Blanche Thompson and Sid Gold.

Sand Wagon, which opened in the same town the week before, has Mary Grude featured, and Max Fuernann, Alma Maiben, Lou Black, Johnny Cook, Sam Gould, Nazzare Hallo and Tony Romano.

Heart Breakers, which opened at the Troc, Philadelphia, September 10, has Margie Hart featured, and Harry (Boob) Gayety, Irving Kuro, Manky King, Lou Petel, Ina Thomas and Bunny Mitchell. The route, taking the Troc, Philadelphia, for the starting point, runs from there to Union City, N. J.; Howard, Boston; Empire, Newark; Gayety, Baltimore; Gayety, Washington, D. C.; open week, National, Detroit; Garrick, St. Louis; Mayfair, Dayton; Casino, Pittsburgh, and Shubert, Philadelphia.

A new show is to be produced every week ready to open at the Troc. All shows will terminate at the Shubert. Following the open week after Washington, shows lay off in Detroit to open the week after at the National.

Empress, Milwaukee, Reopens

MILWAUKEE, Sept. 16.—Charlie Fox reopened his reopened Empress Theater here September 2 with four shows daily. Opening road show featured Marion Miller and Kitty Ellis. Showing is continuous from 10 a.m. to 11 p.m. with dancers. Admission is 15, 25 and 35 cents.

F.-M. Rigger Is Injured

SEATTLE, Sept. 16.—Edward O'Connell, 35, of Los Angeles, traveling rigger for the Fanchon & Marco unit which played a policemen's benefit here this week, sustained a fractured leg and other injuries when he fell 50 feet while making ready for the night performance. He was taken to Maynard Hospital.

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Magc

By BILL SACHS
(Communications to Cincinnati Office)

JAY PALMER and DOBREN, of magic kettle fame, are booked solidly in the New York and Philly area until mid-October by the Carlton Club office, New York, and Taylor & Smith, Philadelphia. Palmer recently has added a pair of nifties to his kettle drink-pouring routine. One is a liquor case, from which he pours various drinks as called for, and the other is a drink-chair effect, wherein he picks up a chair from the floor and from the leg pours "just one more beer for you and me." Palmer reports that he's pulling real money in the territory with his turn, despite the fact that the woods there are full of magi still doing their stuff for herring.

DOLORES, of Ben Chavez and Company, reports that the turn has just concluded its second week at the Golden Gate Theater, San Francisco, after playing theaters in Seattle and Vancouver, B. C. While in Seattle the company enjoyed visits with Frank Joy, Lucille Hughes and Jack Bochar. According to Dolores, the act opens at the Orpheum, Los Angeles, October 13, to double at the Palomar Night Club in the same village. "Ben expects to write you before long," typewrites Dolores, "as he is contemplating taking out a show of his own."

CARL SHARPE, alias "Mr. Ballantine," has been back in Chicago the last several weeks minus his partner, Burnside, who is in a sick-infirmary at a Minneapolis hospital. "A million mad working around here (and I do mean working)," scribbles Sharpe, "among them Cardini, Tony Marks, Whitehouse, Martin Barnett, Joan Brandon, Vanline and Caran. As for myself, I'm not working, but not for long, I hope." J. S. RAMSEY, veteran agent, has taken over the management of Alla Axioni, who until recently had the illusion show at Treasure Island at the Golden Gate Excursion, San Francisco. "JERRY NORRIS," after winding up an extended stay at the Maplehurst Hotel in the White Mountains of New Hampshire, moved into Jimmie Hodges' Hilltop at North Andover, Mass. for a week, and is current at The Barn, Salisbury Beach in Massachusetts.

OTIS MANNING, who has just concluded a five-week engagement at the Willard Hotel, Toledo, info that he has landed a season's job in Florida, opening in December. He had as visitors in Toledo John Skintia, H. Strickler, H. Adrian Smith, Blackstone (a local magus of the name), A. Corcoran and others. Manning is putting in his spare time writing pieces for magazines. To date, he hasn't received any checks—neither has he received any rejection slips—so he's still hoping. . . . LYNN M. PARSONS, who has just concluded a new scouting tour, reports a solid route set for Marquis in the Midwest to be followed by dates along the Atlantic seaboard. . . . C. A. GEORGE NEWMANN has closed his 1939 tent season and now is working indoors for the fall and winter. The purchase of new canvas for the 1940 tour dispels rumors that the pioneer mentalist is about to retire. . . . VIRGIL THE MAGICIAN and company resumed their tour under direction of the veteran magical impresario, Henry Hudson Davis, at Minot, N. D., September 12. Virgil is highlighting *The Vanishing Lion, The Hindu Boy on Rope, Cremation* and seven other illusions and about 35 tricks, with his full performance running around two and a half hours. . . . ACCORDING TO a route card published by the Will Rock Handlers, the lad with the Thurston mysteries has a long string of Western engagements to fill. . . . CHARLIE WELLS, well-known Mitchell, S. D., magus and known as a source of professional magi who have played out that way, is now associated with the South Dakota Department of Agriculture at Pierre, S. D. . . . PROFESSOR SCHMIDT has resumed his studies at State Teachers' College at Aberdeen, N. D., following a long tour of the Dakotas with his musical unit. He played mostly halls in the smaller communities, selling candy before the show and conducting a bingo session during intermission. . . . HORACE MARSHALL, our "fine-feathered bird" of Akron, O., has "turned out" some nifties for the Blackstone and Marquis shows.

Casino, Pitt, \$1,500 Shows; Principals Up

PITTSBURGH, Sept. 16.—Casino opened season this week, expected to run nine months, with first of Iszy Hirst circuit shows, budgeted at \$1,500, slightly higher than last year's weekly nut. Boost is laid to competition for principals between Hirst and MIT Shubert.

Operating on same policy as last year's profitable season, hour and a half stage show plus an hour of film shorts, George Jaffe's theater will feature traveling strippers, couple comedians, several specialties and 16-girl line, augmented occasionally by local acts. Quartet of

four Pittsburgh chorines also in opening show, and may be kept on to fill out stage lavishness if house budget warrants.

House is managed by Ed Shafer, back for his second year after resigning summer post at Globe Theater, Atlantic City. Staff includes Abe Jaffe, service manager; Dick St. Martin, sales, and Frank Shenket, publicity.

Average \$1,600 weekly nut includes \$38.50 minimum for chorus girls, \$70 for stagehands, \$76 for orchestra pit man and \$83 for Harry Noszokoff, band leader. Principals' salaries are expected to range from \$70 up to \$300, with an occasional stripper drawing more.

Admission scale is 25 cents until 1, 35 cents one to six, and 40 cents from six until closing. Sunday midnight shows are 50 cents. Four performances daily, one Sunday after midnight.

Currently featured are Valerie Parks, Pearl Miles, Dorothy Darling, Mac Denison, Vio Plant and Billy Wallace.

Burlesque Notes

(Communications to New York Office)

NEW YORK: SAPHO, dancer, seven-language singer and stripper, from Greenwich Village, Ham series and from various spots at the Fitzhugh fair, debuted at the Eltinge recently and was held over a week. . . . MAC (GOOGLES) BARRON, comic, finished a summer in the Catskills to return to the Empire Club, Baltimore, where he opened September 16. . . . NADINE MARSH, Freddie Walker and Bob Rogers, new at the Republic September 15. Replaced Patay Ginger Johnstone, who goes to the Gayety, Boston, and Frank Penny and Charles Schultz. . . . HARRY LANDER, of the former burly-featured Lander Brothers, just completed a comedy six-reeler called *Director's Lullaby* at the Imperial Studios, Long Island. . . . KITTY PARKER doubling in dance specialties and the chorus of the Crystal Armes show on the Hirst Circuit. . . . BILLY HIBBITT, straight man of the vaude team of Hibbitt and Hartman, will try for a burly berth alongside a comic who will also be new to this field. . . . JIM STACEY, comic, formerly of Stacey and Faye, vaude combo, has teamed with Paul Ryan, straight man, for a burly career. . . . PEGGY GARCIA returning to the stage, this time at the Shubert, Brooklyn, September 22.

PEANUTS BOHN, comic, who recently returned from England, where he had been featured in his own show since the summer of 1938, opened at the Galety September 15, along with Marjorie Roy and Diane Ray, who closed at the Eltinge the day before, and Richard Dana, Dagmar, dancer, comes in September 29 after a long Western stay. . . . STAN ROSS, impersonator, whose twin sister is Ann Paige, now at the Galety, Philadelphia, was a last-minute booking by Dave Cohn at the Eltinge, September 8 week. Ditto Olga Petroff (Marie Alvarez), comedienne, last in burly at the 42d Street Apollo in 1937. . . . PAUL S. SLAYER, who has managed many burly houses, came back via the Continental September 8. Tom Powers continues as treasurer and assistant manager. . . . LOUIS LEHARA appointed out-front superintendent at the People's under Manager Russell Carey.

SALLY KEITH returned to the Shubert, Brooklyn, September 22 after a week at Pay's, Philadelphia, which started the season September 14 with its previous policy of a burly nut every week. Sally, too, had another European offer, this time for the *Folies Bergere*, Paris, which she was forced to shelve because of the war. . . . MARSHALL AND LEONARD were new in the Shubert, Brooklyn, opening cast. Opening night, September 8, a capacity audience applauded comedically Marshall's and Mike Sach's comedy, Eddie Lynch's ensembles and Sally Keith's tassel-twirling. Muriel Wynn doubled between the

showgirl line and strips. . . . NATALIE CARTER, producer, folded Frank Bryan in behalf of the Triboro's second stock show of the season. . . . PEOPLE's ballyhooed its opening night, September 8, with fire apparatus called out to quench a trifling blaze in an elevator shaft in front of the houses. . . . DIANE RAY celebrated a birthday September 9 at the Eltinge, and the day following, hubby, tenor Jimmie Lewis, celebrated his at the Galety. . . . TANGARA (Ruby Foreman) and Hazel Miller replaced Sapho and Diane Ray at the Eltinge September 15. . . . UNO.

CHICAGO: MARJORIE HART, Eddie Jaffe reveals, will be given special publicity at all her stands this season. . . . LOUISE MILLER is back at the Rialto. . . . JUNE ST. CLAIR, who is doing a new flash act, is working the State-Lake this week as an extra added attraction. . . . ROSE LA ROSE is the new headliner at the Rialto.

ELAINE MARKO is at the Avenue Theater, Detroit, for two weeks or longer.

**ABSOLUTELY NEW
SENSATIONAL
SAPHO**
Exotic Dancer
GLAMOROUS — STRIP TEASER —
ORIGINAL SONGS IN SEVEN
LANGUAGES



Hold Over Two Weeks, Sept. 1-14, at the ELTINGE, New York, and then to the SHUBERT, Brooklyn, N. Y., and CONTINENTAL, New York.

NATALIE CARTER
Former Assistant Producer and Protegee of
PAUL MOROKOFF
All Ensemble Numbers and Ballets Created on Morokoff's Ideas.
Now Producing HIRST CIRCUIT SHOWS Indefinitely

Wehle Gives Up On Canvas Tour

Claims he dropped 3G on reorganized "Hit Parade" venture—denies stranding

CINCINNATI, Sept. 16.—The former Hit Parade tent show, which Billy Wehle had been operating under a percentage arrangement for Floyd King and James Heron the last four weeks under the old Wehle show title, Billroy's Comedians, folded suddenly at Bluefield, W. Va., last Monday night. Poor business was given as the reason for the closing.

Reached at Mobile, Ala., today by wire, Billy Wehle denied that any of the people had been stranded with the Bluefield closing. "Business had been off," Wehle stated, "and I had estimated the show for over \$2,000 plus commission due me. I asked the people to take a cut the last week prior to the show's closing and a cut the following week if business continued bad, and then close. This they agreed to do. I paid everyone, including the workmen who had been loyal, out of my pocket. . . . All the principals and most of the girls and musicians asked me to close the show in Bluefield. I did not leave anyone stranded."

"I hold no grievance against King or Heron, as the boys meant well, but the condition of the outfit and the crew in charge was too tough a combination to overcome. I dropped three grand trying to pay another man's show over. When I engaged the people they were all distinctly given to understand that I was merely engaged by King and Heron to manage the show, and I leased the name Billroy to them."

Wehle left Bluefield Tuesday for Mobile, where later in the week he filed an attachment suit against the Gene Austin tent show, formerly owned by Wehle under the title of *Star-o-Rama of 1939*, for alleged back payments due him on the purchase price of the latter show. Outcome of the suit is carried in another story on this page.

A wire from *The Billboard* to Floyd King this week, asking for details concerning the Billroy Comedians' closing at Bluefield brought the following answer from King: "Know Wehle let show. I was familiar with details. Sending your wire to James Heron at Bluefield." Up to press time no reply was received from Heron.

Albright & Belmont Open Theater Season Sept. 19

EMMA, Ill., Sept. 16.—Albright & Belmont Showboat Revue, which concluded its tent tour in Evansville, Ind., September 4, begins its theater season here Tuesday (19). After show, Evanville suburbs the last two weeks out and business was the worst of the season.

Roster comprises Lew Belmont, comedian; Morris the Magician; Charles Giffin, hillbilly entertainer; Dan Senger, blackface comedian; Holly Hays, show dancer; Arline Bowman, acrobatic dancer, and E. Deason Albright, musical emcee.

Boyes Quits Lincoln Sept. 24

LINCOLN, Neb., Sept. 18.—Chick Boyes' Players' farewell here next Sunday night after being on the West Lincoln lot since last Saturday (19). Show had been pretty good, although it slowed rapidly the last two weeks. The Boyes' No. 2 company is still playing Nebraska and Kansas fairs.

WANT

Two Specialty Tents. Must be young. Also Picture Operated. Must Have House Trailer. Established territory. State age, height, weight, what you can and will do. Revenue and charges, let your letter's last. Wire or Air Mail TEXT SHOW MGR., WASH., D. C.

WANT QUICK

Young Team with Trailer, Parts and Specialties. Also Trailer. Must be young. Also Picture Operated. Must Have House Trailer. Established territory. State age, height, weight, what you can and will do. Revenue and charges, let your letter's last. Wire or Air Mail TEXT SHOW MGR., WASH., D. C.

Thank You, John

John Ellis, veteran trouper, who now has a Rip Van Winkle company playing one-nighters, says: "Might as well be in hell with your neck broken as to go without *The Billboard*."

Rep Ripples

AUSTIN AND GLADYS RUSIE, after a winding up another season with the Jack Kelly tent in Michigan, are back at White's Grill, Cleveland, where Austin is again on drum and emcee duties, and Gladys is handling the orchestra as before. . . . WANEKA LANE returns from Banff, Alta.: Having a great vacation in Canada and the West. Visited the Grand Canyon and the Prisco fair and enjoyed every minute of the trip. . . . CRAWFORD PLAYERS are showing under auspices thru the State of Washington, presenting E. F. Hannan's *A Man With a Purpose*. . . . ROTINOOR PLAYERS will begin circling in Wisconsin early in October. . . . DOTTY FAMILY has moved into Nebraska with its small trick. . . . AFTER WONDERING all season what has become of Mrs. Mina S. Howard's Original Showboat (formerly the James Adams Floating Theater), we receive a clipping from *The Times Herald* of Washington containing a yarn on the boat by Eugene Warner, stating that the craft has been out this season and will show pretty close to Baltimore most of the fall. Capt. Milford Seymour, son of the boat's owner, is quoted thruout the story. Regarding the boat's business, he had the following to say: "I'll tell you something more. We don't want me to, but I will. Business is rotten."

DIKIE QUEEN Showboat, after a week's layoff in Kansas City, Mo., is playing one and three-nighters in Missouri River towns between Kansas City and St. Louis. . . . BETH KOHLER, ingenue,

is now engaged in educational work in Kansas City, Mo. . . . ALLEN BROTHERS' COMEDIANS, after a summer under canvas in Missouri, have invaded Arkansas to play the cotton towns. Carl Park is a recent addition to the cast. . . . Edna and Emma Campbell passed thru Kansas City, Mo., last week en route to a Northern spot to join a circle. . . . GEORGE KLEBER will open his Wisconsin circle soon, with headquarters at Rice Lake, Wis. Show and dance policy will be adopted, with daily broadcasts from a local station. . . . HUBERT NEVINS and Fred Ewen have completed arrangements for the opening of a circle stock, with Grinnell, Ia., as the base. . . . HAZEL CLARK, formerly with Dubinsky Bros.' Stock Co., has retired from the rep field and is now a permanent resident of Kansas City, Mo. . . . FAMOUS PLAYERS ended the tent season last week at Sao City, Ia. . . . WILLIAM JULE is making arrangements to open a circle in Minnesota, with Rochester as headquarters. . . . BOB BREWER and Margy Brennan arrived in Kansas City, Mo., last week with plans to launch their own show for the winter.

SKERT AND PAT CROSS, who have just finished their second successful season with Frank Ginnivan Players, motored into Kansas City, Mo., last week. . . . CHRISTY ORBRECHT Players concluded their under-canvas season last week in Lake City, Minn., and resumed immediately in theaters. . . . MICKY ECKHART and Amber Wright have terminated their contract with the Dixie Queen Showboat. They are contemplating launching a circle in Northern territory. . . . MARGARET AND ROBERT MCCLAIN have closed with Jim Ward's Comedians to join J. H. Ward Players in Oklahoma. . . . PEACON-WILSON Players, after a two weeks' vacation, reopen this week on a loop of Iowa towns, with headquarters at Oelwein. . . . JEFF AND BETH UNRUH, after a season with the Ginnivan Players, have signed with Balharzo's No. 1 unit in South Dakota. . . . ZARLINGTON'S Comedians, after many (See REP RIPPLES on opposite page)

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Cohen Readies for Coliseum

CHICAGO, Sept. 18.—Preparations are well under way here for Sid Cohen's yearly walkathon at the Coliseum, slated to open this week. A specially constructed floor has been provided where the audience will have the privilege of free dancing to the music of Artie Starks' Ork. The show will be broadcast twice nightly over Station WGN, Producing Company. Cohen is looking forward to having a great array of endurance show talent, including a number of oldtimers, who are returning to the field to battle with the new champions. The staff will include Duke Hall, Jimmy Blitzer, Austy Dowdell, Jim Coffey, Judge, and Nick Buduson, comic.

Wash. Winners Announced

WASHINGTON, Sept. 16.—Winners in the recent Bay C. Alvis show, which closed here recently, were Clyde and Angie Hardy, first; Edna Green and Angie Bright, second; Jackie Anderson and Phil Rainey, third, and Edna Green and Johnny Groves, fourth. Clyde and Angie visited the New York fair for a week after the show's close, and report they will be connected with Sid Cohen's Comedy Show, Chicago, scheduled to begin soon.

Youngblood Contest Ends

TERRE HAUTE, Ind., Sept. 16.—Zeke Youngblood's show came to a close here last night after a run of ten days and hours. Doris Donovan and Bill Ross beat out Eileen Thayer and Johnnie Hughes for top honors, with the show spot going

to Jennie Busch and Billy Donovan. Ernie Young and Eddie Leonard were emcees, with Wiggles Royce and Mugsy Harley, comedians. Mickey Thayer handled the publicity. Harry Smith went into the ice as an added attraction during the Victory Ball.

NEWS REACHES us from the West Coast that Hank Lewis has scheduled to open an engagement at Mattoon's in Stockton, Calif., September 7. Hank emceed at this spot once before for 18 months.

ABOUT SIX MONTHS AGO we tried to induce more of the girls to contribute news to the column once in a while. However, our suggestion must not have carried much conviction, as the results were practically nil. The invitation still holds good, tho. So how about it, gals?

KENNY GRUWELL cards from San Bernardino, Calif., that we would like to add a bit of news here on Mickey Martin, Mr. and Mrs. Fred Carter, Dick and Rose DeLong and other kids who have been in show with him.

CHARLEY WALPERT's Championship Derby Show, located at Riverside and Chicago, Ill., is holding its last week, with business reported to be holding up well.

JOE BANANAS notes from Chi that Marge Sheffield and Marty are doing so well with their fruit store, which they opened recently, that they may tie up in a fish department. Joe says that Marge welcomes all walkers to look her up when they hit the Windy City.

Austin Is Loser In Attachment Suit Filed by Wehles

MOBILE, Ala., Sept. 16.—Prospect of an extended stay in this city confronts Gene Austin in an attachment suit filed by Wehles as the result of a ruling made yesterday by Judge Claude Grayson in Circuit Court in favor of Billy and Marion Wehle, of Billroy's Comedians. Under an \$8,500 attachment writ.

The Austin show had completed a two-day stand here, during which business was described as above par, and was to depart last night for a one-night appearance in Gulfport, Miss., today.

The Wehles charged that Austin failed to live up to terms of a contract under which he purchased the show from them, the contract being alleged to stipulate payment of 20 per cent of each performance's gross until the face value of the deal, so far undisclosed, should be met.

Austin, thru counsel, countered with a charge that the Wehles left a \$900 tax lien hanging over the property, of which he was not apprised until recently. Judge Grayson in his ruling specified that the Wehles, as non-residents, cannot detain the show longer than five days without posting bond of \$17,000, or twice the amount sought in the action. Austin would be required to post a similar bond to move his show, which remained on the lot here at this writing.

Company is advertised as consisting of 40 performers and to have 19 pieces of motorized equipment.

Campbell Buys Hopkins Show

HOUSTON, Sept. 16.—Purchase of the tent and all equipment of the Monroe Hopkins Players by Bob Campbell, of Houston, was announced this week. Campbell was formerly associated with the troupe as promotion agent.

Campbell will reorganize the outfit under the name of LaPetite Players. Rehearsals will get under way Monday, with the company slated to begin an indefinite engagement at Crawford and Walker streets in downtown Houston September 29. Campbell plans to add considerable new equipment.

Mrs. Monroe Hopkins, who operated the tent theater for 25 years with her late husband, plans an extended vacation with friends in the East.

Campbell has named Jesse Gilde, veteran stock player, as assistant manager of the new group in charge of production.

John Ellis "Rip" Set For One-Nighters Tour

LEXINGTON, Neb., Sept. 16.—John Ellis, who closed his summer trick late in August, has gathered his little company of last year to again present the Joseph Jefferson version of *Rip Van Winkle*. Group, which opened here Monday, will tour under the direction of National Program Service, of which Ray Newton, former repertoire manager and performer, is manager.

According to Ellis, the company is set on one-nighters until New Year's, the route taking the unit thru Nebraska, the Dakotas, Minnesota, Wisconsin, Illinois, Iowa, Pennsylvania, New York, Massachusetts and Northern Ohio.

Opening Soon WALKATHON

Natural spot. Sponsor, financed 100 per cent. Amateur. Charles W. Graville, establishing Spirit's Tent with wardrobe. M. O. G. Help all departments needed. Contact at following: WRITE: ONLY: Marlon Mullins, Johnny Argrella, Art Wolf, Jerry Barton, Jack Kearns, Mugsy, Izzie.

LEW BALTIMORE

Lord Baltimore Hotel, BALTIMORE, MD.

WATCH

NEXT WEEK'S BILLBOARD

For Full Details of

THE HANGAR WALKATHON

MARION, ILL.

KAY KORKY — HOTEL STATE

NOTICE, CONTESTANTS

Opening MT. CARMEL, ILL., This Thursday, SEPTEMBER 21.

Sponsored by American Legion, Virgin spot; city location. 48-hour opening; you can make it by Saturday night. Center of Illinois' largest all boom, don't miss it. No collect wires or transportation. ANNOUNCEMENT

ZEKE YOUNGBLOOD, Western Union, Mt. Carmel, Ill.

Libraries Can Save Showmen Money, Time and Headaches

CINCINNATI, Sept. 16.—Film rental libraries have proved a great help to roadshowmen, and the part played by them in the non-theatrical field cannot be overemphasized. Because they are constantly in touch with practically every angle of the business, roadshowmen find the librarian able to point out methods in which they can save money, increase business and conserve time and energy. Prospective roadshowmen find the librarian a valuable source of information and a person who understands the field the roadshowman is serving. Regardless of whether a roadshowman operates a circuit or barnstorm, he will find librarians everywhere ready to serve him. Barnstormers who own their film are not exempt in this case, for they, too, will occasionally find themselves facing a problem which only someone in a film library can solve.

Since all roadshowmen generally are interested in buying the best possible equipment at the lowest price, the librarian may be of some service here. In the first place, there is a possibility that he may have on hand equipment that the roadshowman had anticipated ordering from some distant city. The librarian's ability to make immediate delivery on the spot saves the roadshowman time and money. As a rule libraries, especially those in the smaller towns, do not make a practice of carrying large stocks of equipment, but a roadshowman may be able to save time and money by inquiring of a librarian before ordering the part from some distant point. Many librarians also pick up equipment which

they offer at bargain prices for a quick turnover.

Since librarians know the business—many of them being former roadshowmen—they are in a position to offer personal instruction in the care of equipment. When a roadshowman has trouble with his projector he can go to a librarian and point out the trouble on a machine on the floor for display. The librarian can go into the problem with the roadshowman and advise him how the trouble may be remedied in the fastest and most economical manner.

Tips on Territories

Roadshowmen moving into new territory will find it advisable to contact the library serving that area. Information regarding the size of the towns and the possibilities they offer may be secured, in addition to a general knowledge as to the types of pictures to show. The librarian can also give suggestions as to the time of day to give the show, as night shows are better than matinees in some sections and vice versa. Another point worth considering here is that some spots go better for week-end shows. The librarian may also know whether or not a church meeting or political gathering is being held on the night the roadshowman plans to show. With this information at hand the roadshowman can arrange his schedule to best advantage.

Local regulations vary in different territories and librarians as a rule make it a point to keep well informed on these regulations. The librarian generally is in a position to tell the roadshowman the proper person to contact to straighten out these matters.

Selection of film is another point that is frequently puzzling to roadshowmen. When playing new territory it is every effort to show a program that will get the crowds. Librarians are usually well informed as to the type of program that will go best in a territory. Librarians are called upon many times to give aid in the selection of a program.

Librarians Ask for Little

In return for these services librarians ask very little. Consideration on the part of the roadshowman for the library's equipment will repay it for the information and suggestions given.

A little co-operation on the part of the roadshowman will be appreciated by librarians. Prompt action in returning films is always appreciated.

Roadshowmen rent programs for scheduled showings and immediately following the showing the film should be returned. Not only does a delay in returning film cause loss of revenue to the library but there is a possibility that another roadshowman is waiting for that particular film. Be sure to return films to the rental library on the reels upon which they were shipped and with tall out. Handling any other way calls for unnecessary work at the library.

Roadshowmen who deal with distant libraries should remember to insure their shipments. The valuations on the average shipment should range between \$100 and \$150. The cost of this protection figures about 10 cents on \$100.

The duties as well as services rendered by librarians are increasing. Well-trained staff librarians are progressive and in step with the trend. Successful roadshowmen realize the value of the additional services librarians give and reciprocate by giving full co-operation.

mind, the roadshowman took the film to his darkroom, where he made the sets of prints.

In still photography the cost of making several sets of pictures is little over the cost of making the initial set. Plan in this particular case was to run off three sets and move them around the circuit. Display of the glossy print increases the attendance and shows roadshowman is on the alert with his advertising.

Cuttin' It Short

JULIUS C. KEITZ is readying a motion picture and vaudeville trick in Roanoke, Va.

PICTORIAL FILMS, INC., New York, has just released nine short subjects on winter sports. All are 16mm. one-reelers with sound, with several carrying dialog. They are labeled *Winter Magic*, *Winter Holiday*, *Escapades*, *Snow Fun*, *Ski*, *Esté*, *Frosty Frolics*, *Skating With Hennes Schneider*, *High School of Skating* and *Dangerous Mountain Climbing*. Each of the shorts has a sports background.

MRS. OLIVER H. MAYNARD, of the Maynard Entertainment Bureau, is using a cleverly designed booklet to secure road-show dates in the vicinity of Muncie, Ind. The advertising piece, entitled *Extra Money for Clubs*, is being sent to organizations in the territory. She plans to use live talent in connection with her 16mm. sound films.

REP RIPPLES

(Continued from opposite page)
weeks in Illinois, have invaded South-eastern Missouri. . . GREG ROULEAU, part season with the Norma Circuitary Players, has signed with Madge Kinsey Players for the fall and winter. . . NEIL AND CAROLINE SCHAFFNER Players closed their tent season last week at Wilmington, Ia., with Mr. and Mrs. Schaffner returning to radio for the winter.

Extras Bring Turn-Aways

WILKES-BARRE, Pa., Sept. 16.—While several of the local theaters haven't started to giving away prizes to draw the patron Otto Line theater they still having exceptional success with other added attractions. The Irving Theater, of the Comerford chain, is doing well with three-day-a-week vaude shows, while a sister theater, the Penn, is packing them in on Monday nights with a Jittorus Jamboree tournament, with Guy Hall and his orchestra supplying the music.

A few weeks ago the Penn staged a midnight ghost show and had to turn them away, as traffic on the city's main thoroughfare was tied up.

Chi's Northern Remains

CHICAGO, Sept. 16.—W. A. Niles, manager of Albert H. Wetten & Co., local real estate agents for the Great Northern Theater, reports that, while the Great Northern Building may be torn down in a few months, as reported in *The Billboard* recently, the theater will remain intact and available for attractions since it is part of another building. The two buildings located next to each other, are occasionally confused.

"Roads" Tacoma Injunction

SEATTLE, Sept. 16.—Immediately after leaving here, where extra performance was necessary, Tobacco Road hit a snag in neighboring city of Tacoma, where

45th YEAR
The Billboard
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
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BRANCH OFFICES: NEW YORK—49, Floor Palace Theater Bldg., 1584 Broadway. PHOENIX—216 First Street, CHICAGO—4th Floor Wood Block Bldg., Randolph and Dearborn Streets—Phone Central 1430. ST. LOUIS—330 Avenue Bldg., West 4th Street, Phone Central 0443. PHILADELPHIA—E. B. Patrick, 7222 Locust Road, Upper Merion Station, Madison 6905. LONDON—Edward Gales, care of The World's Fair, Grosvenor House, Pall Mall Place. C. J. B. Moore, 25, GUY'S ALY, ALPHINGTON—Kevin Brennan, City Tailors' 518, 7th Street, South. NEW CHATELAIN—245 American Express Co., 111 Rue St.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE: Vol. 45, No. 1-12, \$3.00. These rates apply in the U. S. and U. S. Possessions, Canada. Rates in other foreign countries upon request. Large quantities upon quotation. All orders should give names as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Square Line, White Paper, 2500; Half Page, 5175; Quarter Page, 2875. No display advertising measured less than 7-10 line ad. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless remittance is collected. If mailed, no responsibility for circulation office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 51, SEPTEMBER 23, 1939, No. 38.

an injunction was necessary and was issued by Superior Judge Fred G. Remann to permit the stage show to go on as scheduled. Safety Commissioner Holmes Eastwood of Tacoma had banned the show, and upon his announcement to this effect W. J. Connor, assistant manager of the production, rushed to have his attorney serve a restraining injunction on the commissioner so that the show was able to open.

Name Bands for Warwick; Lockman To Open New One

PHILADELPHIA, Sept. 16.—The Warwick Hotel will book name bands thru Mamie Smith, of MCA. Opening band will be Ray Benson, September 22.

Another night club addition will be made when Harvey Lockman, former operator of the Village Barn, opens Deimonico's Club at the spot previously known as the French Grotto.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
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Makes Hobby Pay Off in Dividends

NEW YORK, Sept. 16.—Roadshowmen who are photography enthusiasts have a chance to cash in on their hobby. While road-show business is closely associated with movies, still photography cannot be overlooked.

A roadshowman in the city for a visit reports that he has cashed in on his ability as a candid camera enthusiast. The hobby gives the roadshowman ample time for his work, yet affords an opportunity to carry out this sideline.

Displaying a set of 8 by 10 pictures taken at a lobby exhibit, he revealed that this roadshowman had made his own lobby set-ups in his darkroom. The plan followed was to watch for scenes suitable for display the first time the film was shown. With specific scenes in

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NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Whalen Sails To
"Resell" Fair to
Foreign Nations

NEW YORK, Sept. 16.—Disregarding pleas from exhibitors and concessioners to keep thoughts of a second year of the fair to themselves, President Groven Whalen, Chairman of the Board, Harvey Gibson and the directors continued to discuss openly their plans following the close of the World of Tomorrow October 31. Daily papers and wire services have played up fact that the fair corporation and the city of New York will do their best to continue the expo in '40. Amusement concessioners and many exhibitors feel certain that talk of a second year will affect adversely attendance for the balance of this season.

Alto Gibson, Whalen and Mayor La Guardia have stated on several occasions that the public can depend upon another season at about summer, feeling exists around the fair that second stanza is by no means definite. Apparently not only are foreign nations cool to the idea, but also many of the large industrial and commercial exhibitors. The fair has since the first session at this summer a headaché around the fair that second stanza is by no means definite. Apparently not only are foreign nations cool to the idea, but also many of the large industrial and commercial exhibitors. The fair has since the first session at this summer a headaché around the fair that second stanza is by no means definite.

Whalen, however, departed for Europe today on a mission to "resell" New York and its fair to foreign nations. Whalen feels that nearly every foreign commissioner at the fair this year will recommend to his government to participate again, altho several nations, including The Netherlands, Venezuela and Chile, have already indicated that they are dropping out at the end of this season.

Fair is anxious to send Mayor La Guardia to South American capitals as a special salesman, but La Guardia has not accepted as yet, preferring, apparently, to see how Whalen succeeds in Europe before setting

Paid Attendance

Previously reported	17,510,018
Saturday, September 9	202,174
Sunday, September 10	231,489
Monday, September 11	116,807
Tuesday, September 12	82,071
Wednesday, September 13	84,572
Thursday, September 14	150,288
Friday, September 15	124,519
Total	18,491,738

out on what might be a hopeless mission.

Speaking of conditions governing participation in 1940, Whalen said before sailing that the fair would do all in its power to relieve foreign nations of regulations from the fair management and that he was certain labor relations would be improved.

Administration lacks completely the confidence of operators in the amusement area, and it is obvious that unless "forced" to do so, very few attractionists would be interested in 1940. They continue to think in terms of '39, which after all is not yet completed. Most showmen who are independent financially would not consider participation next season unless drastic changes are made in the midway administration. Concessioners who have obtained financial aid from the fair corporation, and would be forced to operate again if the fair so desired, are hoping that, as one put it this week, "they clean house in the administration, treasury and booth-show buildings."

Amusement Control Committee, under Commander H. M. Lammer; Concession Department, under Roland Bardell (restaurants, merchandise, etc.), and John Krimsky, director of entertainment, is studying plans for next season but as yet no recommendations have been forthcoming.

Better Late Than
Never?—Maybe;
Ask the Policemen

NEW YORK, Sept. 16.—Beginning next month—altho it may be sooner—free days will be thrown open at the World's Fair to city personnel in the police, fire, park, sanitation and health departments. And their kids will be passed for 10 cents instead of a quarter. In addition, the uniformed men will be given books of 50-cent tickets for sale to others, each ticket carrying with it a 10-cent rebate for the pension funds of the departments involved.

Fair announced the plan as part of a general promotion scheme to prevail until the October 31 exit. As far as the uniformed squads of the city are concerned, it's all supposed to be a good-will gesture, by its timeliness is being questioned. It is pointed out, moreover, that many city services, notably the police, are on practically seven-day duty as a result of the European war.

It was way back in July that this publisher's "Insider" suggested that the police be given free days at the expo. Excerpts from the July 22 "Insider" follow:

"If you think the press feels hurt, sore and annoyed, have a talk with the city police. Even those working at the fair for the fair and by the fair's request have been annoyed, harassed and pushed around by the petty officialdom that handles the pass situation. As for those not working for the fair, ask them what they think about the lack of accommodation for them if they want to visit it."

"Let someone explain to the writer where the fair could have found a larger group of good-will ambassadors than the men on the force. Why shouldn't they be allowed on the grounds in or out of uniform? Doesn't the fair think it important that the men who talk to the

An Insider Looks at the Fair

— Thirteenth of a Series —

The writer of this series is a consultant on the staff of the New York World's Fair who feels, in common with *The Billboard*, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

Subject: Wonder Boy

IT SEEMS incredible, but every time we lay out a program of constructive suggestions to be used in an article, another idiom makes itself apparent on the face of the record and prevents our going ahead with them. This time it would seem that the Wonder Boy of the fair has sold Mr. Gibson some "brilliant" idea relative to a dance hall to operate in the Textile Building. We say "Wonder Boy of the fair" advisedly; no other executive has been able to get away with so many faux pas and failures and still remain an executive of the fair.

We thought that with the end of the Whalen ascendancy the meteoric New York World's Fair career of John Krimsky would perhaps have come to an end. Such is not the case. Evidently connections are still more important than boldness money. And plenty of bondholders' money will go over the dam with this new idea. And once again the concessioners will help foot the bill, this despite a fairly clear understanding that the exhibit area would be closed after 10 p.m.

Seemingly the fair is willing to break faith with concessioners if it helps Mr. Krimsky put over one of his new ideas. If the fair thinks that free dancing will attract so many extra visitors, why doesn't it hold it down in T Plot, where so much money has already been spent? And if Mr. Krimsky so glibly sold them originally on the idea of using T Plot as a fair-sponsored spot to attract customers, what is the matter with it now that the fair is about to attempt an expensive alteration and put in some first-class bands instead of a hack rendition of a second-hand Wild West? Or is Mr. Krimsky bored with the association down T Plot way? Hasn't Mr. Gibson had time to look into the Krimsky record or does he think it is good enough to operate further afield? Or does the fair think it must do all it can toward forcing bankruptcy on the present concessioners so that it can take over their buildings next year?

Let us say once again that we warned Mr. Gibson a long while ago that he would be left holding the bag. Let us repeat again that we meant what we said. Let us warn him once again that we have it on good authority that any attempt to ruin the business of concessioners might not meet with the full approval of the courts in this district. Let us call to his attention the fact that eminent jurists have pointed out flagrant fallacies in contracts that may not stand up in a court of law. Let us point out that the right of injunction still prevails in this land. Let us point out that there still remain some men in the amusement field who are not afraid of using their native rights to protect themselves. Let us point out that a world's fair based on the American way should start with its own house in order and its own hands clean.

While we are on the subject of Mr. Krimsky, we might just as well warn Mr. Gibson that the idea of dragging out plans that were made several years ago for the Amusement Area and reshaping them won't solve the problems which will confront him. The plans which Mr. Krimsky is now exhuming might have done an excellent job in the first instance, but they have no bearing on the new set of problems which have arisen. They aren't even a good jumping-off place. In fact, they would probably be the worst possible source of inspiration for next year. There is no new building job ahead, but a remodeling that must go on. That remodeling can't be based on a set of plans that were drawn up for a completely new place. Even assuming that the right people were brought in to do the job—who might be able to make a happy marriage of the old with the new—it would hardly be possible for them to work under Mr. Krimsky's direction. The sooner Mr. Gibson finds out that you can't use a discredited employee on a reconstruction job, the better off the fair will be.

And yet, from all we hear, the same amount of arrogance toward exhibitors with whom next year is being discussed is still being displayed.

We are reminded of one young man who in nearly every report submitted to the fair authorities used to say, "Plans don't make men—men make plans." It seems to me that by this time the self-evident truth of that statement should be apparent. And yet the whole failure of the plans made for this fair occurred because the men who would have had the authority and the intelligence to carry out those plans were missing when the time came to put them into operation.

A fair is not a bank. There is no routine as a fair. Snap judgments to meet ever-new situations have to be made—and snap judgments need men.

Once again the public has proved that you can't fool all of the people all of the time. Those faithless ones who thought that on the strength of public appeal they could gloss over their mistakes have found out it won't work. Unfortunately, it has been found out at bondholders' expense.

Perhaps by the time the next article goes to press Mr. Gibson will have had time to get his feet a little wet, if not burned, and he will have corrected some of these mistakes. Perhaps by then we can go to work on next year in a cautious, well-balanced way. Till then, to repeat, plans do not make men—men make plans.

merchants, housewives and laborers in their districts ought to know something about the fair? Doesn't the fair think that those men would be the best salesmen it could find to go out among the people and spread the good word?"

Attack Exhibit Area Plan

Midway moguls blasted the expo's newest scheme to divert night trade from their zone. Beginning next Friday (23) a "Swing Mardi Gras" will be held in the old Textile Building, relabeled Mardi Gras Casino, but it's really the Hall of Special Events, one of the fair's more conspicuous ones, under construction. They will be free dancing on a floor now under construction whose cost is reputed to be \$16,000.

(See BETER LATE on page 60)

Show Closings to Date

GIANTS' CAUSEWAY (Rennie-Robinson of Scotland). Replaced by THE WINERY (Winkler & Kelman).

CAVALCADE OF CENTAURS (John Ringling North), fair-financed. Replaced by WILD WEST AND RODEO, fair-financed. Replaced by SIDNEY FRANKLIN BELL COCKING, closed.

CUBAN VILLAGE (Daab Bros.). AMAZONS (Adelaide Finch-Jerold Krimsky). Replaced by EXTASIE (Chester Hale).

SAVOY (Moe Gale). Replaced by HOLLYWOOD STUDIO (Andre Dubouché), closed on account of damage by storm. May reopen with 16mm. film, Murder in the Red Barn.

1,000 YEARS AGO (Fair Rides, Inc.). Replaced by GARDEN OF ALLAH, closed.

DRAGONS (Phil Plant). Replaced by HAWAIIAN SHOW (Plant).

MUSIC HALL OPERA, CONCERTS, etc. (fair-financed). Replaced by Michael Todd's Hot Mikado.

CONGRESS OF BEAUTY-GUN WORKSHIPPERS (Nils F. One hand).

DANCE ON FOOTING figured at \$750,000. (Attraction casualties within villages not included.)

Restaurants

ROUMANIAN PAVILION.

Foreign Zone

SOUTHERN RHODESIA EXHIBIT.

Changed Hands

VICTORIA FALLS (Amusement Area), formerly operated by Southern Rhodesian Government. Now operated by Falls Associates, Inc.

DANCE DREAM OF VENUS (Salvador) Dalí interest liquidated and name dropped from title. Alfred Stern now manager of Dream of Venus.

On the Flushing Front

—By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Sept. 16.—Intra-Expo-Communications No. 9, issued by the World's Fair High Command on the entertainment front, takes special cognizance of 1940 operations. High Command Chairman Commander Howard M. Lammers, United States Navy, retired. He is chairman of the Amusement Control Committee, whose members are asked to digest a detailed plan of their respective duties, complete with organization chart that is probably similar to the system employed in spreading naval instructions but looks more like a tournament graph of seeded players issued by the United States Lawn Tennis Association, at least to a layman.

Chairman Lammers charges himself with matters of policy and decisions on all questions within the function of the committee, "except as authority may have been delegated in particular matters." He is also budget boss.

Vice-Chairman George P. Smith Jr. gets down to business on organization, routine and staff supervision, code compliance and safety inspections, investigation of accidents, preliminary negotiations on new projects "or changes in present contracts," amusement prices, insurance, contract work, plans for 1940 operation.

Edward R. Buzalesi, assistant to chairman, handles assignment and supervision of clerical force, office procedure, files and records, location of new or replacement projects, contracts and permits, public complaints "of a general nature," form letters, participants' service and any miscellaneous questions not otherwise allocated.

Finance Section: Frank D. Shean (on leave) and Edward H. Haas—Finances of concessions in which Fair Corp. has a stake and of other concessions "which become of interest to the Fair Corp." They also supervise the financial directors.

M. V. Little and L. R. North direct the grounds section, which includes streets, landscaping, public transportation, lake boats, etc.

William G. Fisher and Larry C. Waterbury are in the mechanical section, taking in safety inspection of rides "and other amusement devices," as well as inspection and regulation of public address systems.

Entertainment Section: John Krimsky—Arrangements for and supervision of free entertainments in amusement areas and advisory assistance to lame-duck shows.

Publicity: Will Yolen, assisted by Kay Swift—Amusement Area press relations, publicity and promotion.

Sanitation Section: George E. Hodgins—Sanitation and matters relating to restaurants, food concessions and other stands.

Sign Section: William Larkin—Matters relating to signs.

Account executives, listed as Operatives X-1, X-2, etc. are Frank D. Shean (four shows, one of which, Cuban Village, is closed); Edward Haas, eight shows; L. R. North, 13 shows and games; M. V. Little, 13 shows, two of which are dark; George Hodgins, 16 games, rides and vending machines; Larry Waterbury, 15 rides.

"Account executives will be paired, X-1 with X2, X-3 with X4, and X-5 with X-6. Their time schedules will be so arranged that each one of the pair will, so far as possible, be on duty at all times while the office is open. Within each pair, executives must keep each other fully informed so that each one can handle the other's business in his absence."

Phrasing of John Krimsky's duties is puzzling in view of the fact that he has persuaded the powers that be in the White House to shift name band music, along with free dancing, to the exhibit area. "Advisory assistance to lame duck shows" is also paradoxical because Krimsky has personally supervised more turn-of-the-century acts at the Area Attractions, therefore, question the value of his "advisory assistance."

Now that the amusement park season is over in many parts of the nation, Flushing Meadows is being visited by increased numbers of prominent park officials. Noted this week were Edward Schott, general manager of Coney Island, Cincinnati; William Schmidt, Riverview, Chicago; Jack Miller, Avon, Mass., and J. L. Cole-

man, Riverside, Indianapolis. George Cramer, Spillman Engineering exec, came down from North Tonawanda again and Herb Schneck dropped in from Philly. Dick Kostebek, who has pop-corn concessions in Carnivale and a piece of the Baker-Traver Roller Coaster; Cy (Dodgem) Bond, Harry Traver, George P. Smith Jr., and Lincoln Dickey were among those entertaining the boys this week.

"Human Bingo" dancing operated Saturday, Sunday and Monday night in Hamid's Circus Tent in Carnivale, but was closed late Monday by the Amusement Control Committee, which charged that Carnivale management had failed to obtain permission of the Fair Corp. On same day (11) that dancing was stopped official fair publicity release Number 2028 was received by newspapers announcing that the bingo dancing was a new attraction in Carnivale. Signals mixed?

Aquacade reached its 500th performance last night, having already played to more persons than the combined total of the home-game attendance of the New York Yankees, Giants and Brooklyn Dodgers. Aquacade turntables have passed the 3,500,000 mark, while only the Yankees have played to more than 1,000,000 persons so far.

Commander H. M. Lammers, U.S.N., retired, who is head of the Amusement Control Committee, hurried to Washington this week to confer with naval officials. It's rumored he might be recalled for active duty.

Jack Nelson, Rock-Ola Mfg. Co., Chicago, took in the Flushing fun zone Thursday. He headed The Billboard Chit staff during A Century of Progress days. . . . Mickey Graves, many years ago prop man for Bing Crosby, is now handling props for Frank Buck's free animal show. . . . George Hamid Jr., who has been spending the summer at his father's World's Fair enterprises, returns to Princeton this week to resume his studies.

The World of Tomorrow has added more old-time movies. Latest one is at Merrie England Village. Old New York Village had the oldest first—at a spot where they fit in. . . . Frank (Fireworks) Duffield is visitor for the 'Radium' time. . . . That was Danny Odum in Ronderoo. . . . Cy (Sailor) Bond, who upholds the dignity of the Dodgem, was host to Cora Munsey and Beatrice Farrar, of Dodgem's home office. Exeter, N. H., Carnivale had a lot of thought in a Mardi Gras celebration. . . . Eugene P. Sykes, the Penny booker-promoter, came in with the missus to ogle the expo. Also along were George Pritchard, of the Hartford (Pa.) Fair, and Mrs. Pritchard. . . . A heavy gale and storm tore into the canopy topping Andrew Dumont's Hollywood Studio show (the former Savoy building) and caused the attraction to fold. There's talk of putting in a 16mm. talker, Murder in the Red Barn.

"Greetings from the Golden Gate Exposition and the West," postcards Bill Rabkin, who operates the Penny Arcade in Flushing Meadows. "I am on the way home after a circuitous trip around the globe. I have been away from New York's World's Fair four weeks and our concessions are doing better than before. How about sending the top men of the NYWF somewhere, eh? Perhaps business would improve at Flushing."

Alfred Stern has taken over active management of Dream of Venus, surrealist girl show conceived by Salvador Dalí, who is no longer part of the set-up, however. Stern retains position of associate producer for Crystal Palace. During pre-fair period Stern was member of WP staff, serving as account executive on entertainment in department of exhibits and concessions. Stern, a former member of design and production staff of Radio City theaters, designed costumes for Cuban Village, Crystal Palace, Children's World (Carnivale) and other fun-zone projects.

Gene Krups and his band took over the (See FLUSHING FRONT on page 60)

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



Nut To Operate In '40 Figured At \$4,500,000

SAN FRANCISCO, Sept. 16.—Exposition management at close of a board meeting on Tuesday announced it had not reached a decision as to possible reopening of the fair in 1940 for another year. Managing Director Charles H. Strub said:

"What we're doing now is trying to decide exactly what it will cost to maintain this island during the months the exposition will be closed with no revenue coming in. Then, if pressure is brought on the management to stage a fair again next year we will be able to say it cost 'X' number of dollars."

Quite unofficially, the management estimates \$1,000,000 will be required to put buildings and grounds in shape for another opening. To operate from May 15 to September 15, most probable period in the event of another fair year, would cost about \$2,000,000, it was said.

Lull In Attendance

In a statement several weeks ago, Phil Patchin, a member of the board, said the fair might be concluded in a state of solvency, based on operating profit from February 18 to August 1. Since September 1, however, there has been a decline in attendance with the current lull due to rain and threat of rain likely to slow the fair down to a walk.

There's also a little matter of about \$1,500,000 deficit at the end of this year's operations, according to present prospects. It is mostly in contractors' bills and other unpaid claims which presumably are an incumbrance upon receipts of a second year. So the total nut would be around \$4,500,000 to operate during the summer of next year, it is pointed out. It is noted, however, that contacts are already being listed for raising \$2,000,000 to recondition fair buildings and that certain exhibitors now at the New York World's Fair are considering moving out here.

May Reduce Admission

Low attendance, which set in a week ago, has started talk of reducing the admission charge, and it is reported that parking charges will be dropped to a quarter.

British Columbia's exhibit in the Hall of Western States was closed on Wednesday as a result of war in Europe. W. Lloyd Craig, commissioner of the exhibit, is preparing to leave for home. Most of the other foreign exhibits have indicated that they will remain. Up to now only Johore and British Columbia have closed their exhibits.

It is pointed out that continue to operate until end of the fair, but it will not participate in any plans for a second year, expo officials announced. The \$250,000 pavilion and art objects will be given to California cities or public organizations if it was closed. About 90 percent of the Japanese display is to be given away.

J. Ed Brown, chairman of the Showmen's Day celebration on September 7, reported that the show in Gay Paree opened at 1,200 toward benefit funds of the Pacific Coast Showmen's Association and Showmen's League of America.

Saturday, September 30, has been proclaimed San Francisco Day by Mayor Rossi.

Storm Smashes Paree Roof

SAN FRANCISCO, Sept. 16.—A freak lightning storm lashed the bay area on Wednesday at daylight, bombarded expo buildings and drenched roadways. Most seriously hit was Sully Rand's recently opened Gay Paree, where a glass roof over the stage was smashed, damage being estimated at \$500. Concessioners reported some buildings on the midway partially flooded.

Paid Attendance

Previously reported.....	7,769,843
Thursday, September 7.....	31,517
Friday, September 8.....	27,207
Saturday, September 9.....	68,319
Sunday, September 10.....	56,331
Monday, September 11.....	18,719
Tuesday, September 12.....	22,877
Wednesday, September 13.....	30,935
Total.....	8,015,548

Creel Urges F. R. To Support Federal Participation in '40

SAN FRANCISCO, Sept. 16.—George Creel, U. S. commissioner to the exposition, has written President Roosevelt that "continuance of the San Francisco exposition means the difference between continuance of prosperity and a tragic slump."

"Communication urging another year for the fair was mailed last Wednesday," Creel said he had urged that the matter be taken up at the special session of Congress and that he had recommended a generous appropriation for continued federal participation.

"He said he believed next year would be a boom year for the fair with Eastern tourists turned westward and away from Europe by war."

Rare Art Exhib To Remain

SAN FRANCISCO, Sept. 16.—The \$400,000-odd art exhibit will remain on display until December 2, closing date, despite rumors that some of the pictures would be withdrawn due to the war, it was announced. "No government, at war or at peace, has requested return of paintings or sculpture loans to the exposition," the announcement stated. The pictures, world-famous masterpieces never exhibited before outside of their native countries, were lent to the fair under contracts which run until closing date.

Gleanings

—By WALTER K. SIBLEY—

SAN FRANCISCO, Sept. 16.—Showmen's Day on September 7 was a signal success, culmination being the marvelous show put on in Gay Paree by the munificence of Sully Rand. At 11 p.m. the place was cleared and only those holding gold tickets of the Showmen's Day celebration were permitted admission. Within a short time the building was filled to capacity. Mel Smith as emcee introduced many celebrities, including Harry Hargrave, president of the Pacific Coast Showmen's Association; Frank Braden, of Ringling-Barnum Circus; J. Ed Brown, "mayor" of the Gay-way, and a number of others.

At midnight Alex Oumansky, stage manager, put on the first number, Jilted dancer and showgirls. This was followed by Morin Sisters and Dops, acrobatic roller skating; Jungle Fever, dancing act by Flower and Paul, assisted by showgirls; Paul Gordon, bicycle act, and Sally herself, assisted by the Pink Ballet, in her famous fan dance.

After a short intermission came Days of the Nations, assisted by showgirls; Bert Nelson's Scotties; Gay Paree Dancers; Martinique fluorescent dance routine with Flower and Paul; Mickey King, an aerialist; fancy diving by male and female champions, assisted by water-cloves. Water Fan Ballet, a thing of beauty, received merited applause. La Rand closed the show with her intangible bubble dance, after which there was dancing on the elevated floor till the wee morn'g hours.

It was a great day and a great show. (See GLEANINGS on page 60)

Additional World's Fair News

NBC Censorship Policy Rapped 8

Cole Repeats In Cincinnati

Biz fair there—big night house at Norwood—which had first show in 12 years

CINCINNATI, Sept. 16.—Cole Bros. Circus, which was here on the Fourth and Smith streets lot (downtown) May 14-15 doing very good business, played a repeat date in the city, this time on the old Cumminsville lot, September 10. The following day the show was in Norwood, which had a big top for 12 years, and used the Waterworks lot. When circuses were making Norwood they used the old show lot now occupied by a Chevrolet plant. The show staged a parade in Norwood and it attracted quite a number of folk.

Weather conditions for the local dates were ideal. At the matinee in Cumminsville there was a little better than half a house, and at night, tent was about three-quarters full. The Norwood matinee was extremely light, but at night there was a full house, with folks on ground in front of the blues. Following this date the show went to Portsmouth, O., then into West Virginia and Virginia, then to the New River into Tennessee and then North Carolina.

Jess Adkins, co-manager, stated that business has been spotty—some stands were big and some not so hot, and that since the declaration of war business has been quite a bit off.

Few Changes

Not many changes have been made in program since show was here in the spring. The Loyal-Repenaki riding act; the Gretonas, high wire; Bill Moreen troupe of acrobats, and Georgia Sweet, rider, are no longer with it. Newcomers are the Walter Guice troupe (four women, two men) of bareback riders, very good, with Walter doing comedy; the Three Walters, who present a fast, excellent comedy bar number; Flora Bedini, of Guice troupe, equestrienne, and the Fry troupe of acrobats.

The following features continue to score: Frank Shepherd with thrilling heel-and-toe catches on trapeze; the Beheas, with Clayton and Rose doing remarkable flying (Rose does a two-and-a-half throw); the Tackling act; the Tom and Betty Waters, Webber Brothers and Chaitia, and Case Brothers and Marie, splendid wire display; Liberty horses, under direction of Capt. John Smith; Cysse O'Dell, aerial gymnast, with one-arm throws; the Tackling act; the Coopers, on perches; elephant acts of Stella Cronin, Marion Knowlton and Helen Parrello; high-school horses; Yekahanna troupe, jugglers; Bedell troupe, acrobats; Albert Friel's seals are among other items that make up the program. Otto Greibling continues to wow 'em with his "coupe gag."

Since Art Mix left, Jack Wolfe has been handling the Wild West concert. Tiger Tageron, wrestler, is an added attraction in the fall show.

Duke Drunkenbrot informed that side-show business on the whole has been good. It was okay locally.

Ora Parks handled the press for these dates, doing a nice job of it. Floyd King, general agent, was on the lot in Norwood.

PORTSMOUTH, O., Sept. 16.—Captain Seymour was in Rochester, Ind., a week, assembling new equipment which was placed on Cole Bros. Circus at South Bend, Ind. A car was put on there.

Mr. and Mrs. Barnhart and Mr. Coleman, of The Rochester News, were on hand at Loganport, Ind. Charles Young spent a couple of days at Peru. Jimmy O'Connor spent the day with the Logansport. Jimmy Mills and "Radio Charley" Hodson visited Newcastle, Ind., was Mckr Lynch day. At Piqua, O., ran into Bobbs, now out of the business.

Charley Mughivan was on the lot at Piqua. Gene Haezlin, of City Service, Piqua, O., and "Yellow" Burnett visited at Hamilton, O. The Doctors Boylan, of Milford Center, O., relatives of R. B. Dean, spent the day at Piqua. O. Judge Palmer spent a few days at Owensboro, Ky., reports Stanley P. Dawson.

FRED AND RUTH CUMMINGS, last four years with the Mighty Haag Circus, are at present in St. Louis.



EMMETT KELLY, tramp pantomimist, who was the only American to appear with the Bertram Mills Circus touring England, returned to the States September 3 due to the European situation. He also was with the show last year.

R-B Opens at New Location in L. A.

LOS ANGELES, Sept. 16.—The Ringling-Barnum circus opened Wednesday on a new location, remote from all but one bus line, inadequate the first day to handle the transportation problem. This is one of the contributing factors for the show not having the usual big opening.

Matinee a bit light, with about three-fourths house at night. Show will be here five days.

Near Capacity at Night For P-W at N. Little Rock

NORTH LITTLE ROCK, Ark., Sept. 16.—Farker & Watts Circus was here Thursday. Afternoon crowd was fair, but night show drew near capacity. Still hot down in Arkansas, where the show played throughout the week. Business last three weeks nothing to be enthusiastic about, says Mrs. Watta.

Visitors included Dr. Otto Schlack and wife, Mr. and Mrs. John Harvey and Dr. H. G. May. Mrs. Ed Graham received hospitalization in Little Rock several days prior to show here. She is recovering.

Hervey With Sullivan

CONCORD, N. H., Sept. 16.—J. H. Hervey, agent with Downie Bros. Circus this season, arrived here September 9 and assumed his winter duties with the Paul M. Sullivan organization. This is his second season with this booking office. He will cover the New England States, New York and Canada. He left for Montreal in advance of the Kearney Kallander Orchestra.

Eddy Show Closes 47th Season; Business Better Than in 1938

LONG BRANCH, N. J., Sept. 16.—To the strains of the band playing Auld Lang Syne, Charles T. Hunt, manager of Eddy Bros. Circus, brought his 47th season to close here and went into quarters at Trenton.

The show traveled from New Jersey to the Canadian border. Two night shows and one matinee were lost on account of severe storms. Party-eight stands were played under auspices, some of which are annual events. The Long Branch date was under a fire company and supervised by E. P. Day, who had the same show here in 1931 for three days. Packed house at matinee, but overcast skies cut the night show to half the matinee. Side show hung up best record in attendance in two years. All concessions did a fine business. Show did not miss a pay day and no cuts were given.

Mr. Hunt was very well pleased with the tour and thinks it quite a little better than 1938. Shows are already being made for 1940. Show will be enlarged

Biggest Night For Gainesville Show at Dallas

GAINESVILLE, Tex., Sept. 16.—The Gainesville Community Circus set a new record for a single night's business under Little Theatre auspices at Dallas night of September 8.

With a \$150 top for the first time, the show grossed \$3,200, paid admissions exceeding 2,800, with seating capacity of the top 2,300. Track acts had to be left out of program because of the large number of persons sitting on the ground. There were 5,000 persons on the grounds, police estimated, when the show opened, and hundreds failed to find standing room in the big top.

While a second show was not scheduled, a second performance was arranged for the following night, and with only one day's publicity attendance was very satisfactory.

The circus closed its season this week at Arlington Downs as a feature of the Tarrant County Fair.

CFA Albert Marx and son, of Houston, were visitors at Dallas and Marx worked in clown alley both nights, his third engagement with the show this season. Mrs. Bell, formerly of Ringling-Barnum, who lives in Dallas, worked spec both nights, and had Jane Sims and Helen Ryan as guests in her house over night.

Dallas newspapers were liberal with after-notices; Eddie Barr, of The Dispatch-Journal, and John William Rogers, of The Times-Herald, especially going strong with rave reviews.

Shows are under way for the show's Santa Claus parade unit, Mr. and Mrs. Arthur Henry, formerly of the Bud Anderson Circus, will have charge of clown numbers and wardrobe. Verne Brewer will again be manager and they will be six people with the unit, traveling on two trucks and carrying 13 ponies, two monkeys and several parade wagons.

Buck Steele To Open Wild West Unit in La.

DOVER, O., Sept. 16.—Buck and Rose Steele, who had their Wild West with Russell Bros. Circus until recently, were here a few days this week for more stock and equipment for their new motorized Wild West unit, which they plan to open shortly in Louisiana, where they tramped last winter.

Steele will have 10 people, using three trucks and trailers. He will confine his itineraries to the village and hamlet class towns, he said. Steele's home is on a farm near here, where his parents now live.

Katz Joins Russell Bros.

MACON, Ga., Sept. 16.—Charles Katz, formerly assistant manager of Downie Bros. Circus for many years, recently joined Russell Bros. Circus. He has been doing work on the advance. Before leaving Macon, where he spent most of the summer, he purchased a new car.

New Series of Legal Opinions

In the next issue will appear the 20th of a new series of legal opinions. It will be titled *Legal Status of Amusement Company Employees*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Charles Siegrist Club Launches Fall Season

WOOSTER, O., Sept. 16.—Charles Siegrist Showmen's Club members launched their fall and winter season of activities with a jamboree at Hotel Bechtel here night of September 11. More than 30 active showmen, ex-troupers, Circus Fans and guests were in attendance from a dozen Eastern and Central Ohio cities. City officials, visiting showmen and Wayne County Fair Association officials were guests at the party, sponsored by Wooster members of the group, with J. R. Edwards as chairman.

Following the introduction of new members by Ralph Peters, of Canton, group was entertained with three reels of movies taken this summer by Ted Duppish, Canton, official photographer of the club. Subjects included Parker & Watts parade at Wooster; routine of Power's elephant act, thru special permission of Mrs. Jeanette Power, owner, filmed only for records of the club; Joe Folles at the Arena, Cleveland; Canton Horse Show, along with Peter's ponies; Billie Bichie's Water Circus at the recent Mirvra Home-Coming and shots of Duke Drunkenbrot's side show on Cole Bros. Circus. Dr. Drunkenbrot is president of club.

Honor guest was Jack Baum, whose acts were at the Wayne County Fair. He acted as emcee and presented several of his acts. A social hour followed. Climax of the party was a visit to the fairgrounds, where members and guests previewed the fair and an inspection tour of Edwards rides.

Next event will be in October at Hotel Herbert in Dover, where Glen Z. Wagner, Circus Fan there, will be chairman in charge of arrangements.

Notes From Joplin, Mo.

JOPLIN, Mo., Sept. 16.—Barnett Bros. Circus came here August 31 from Oklahoma. R. W. Rogers stating that it had successful stands. Show here had a half house at matinee and three-fourths at night. Went to Carthage, Mo., where biz was better, and then into Arkansas.

The writer, Paul P. Van Pool, caught Bud Anderson's Circus at Carthage, Mo. There was a nice afternoon crowd. Anderson stated that he already is making plans for next year and will have seven elephants, also that he will have more animal acts. He expects to have a pond on exhibition. Anderson believes he will show a little profit this season.

James Beach, general agent for Parker & Watts, was in this territory last week. Show will play a number of Oklahoma stands.

Downie Not in Mobile; Russell There Sept. 30


MOBILE, Ala., Sept. 16.—Downie Bros. Circus, which had given notice to city officials it would exhibit here September 9, apparently has decided otherwise. No press agent or billers having appeared at this date.

Meanwhile Russell Bros. Circus has made overtures and placed press advertising for a stand here September 30 on the Monroe Park lot, management of Greater Mobile Gulf Coast Fair Association having waived protective legislation.

The fair opens October 15 with Royal American Shows on the midway.

CSSCA Season Opens

NEW YORK, Sept. 16.—Monthly luncheon season for 1939-40 of the Dexter Fellows Tent, Circus Saints and Singers' Club, opened Tuesday (12) at the Hotel Astor, with President Harold O. Hoffman presiding. Olsen and Johnson were fall guys for the day. Several hundred men prominent in business and politics attended the fun frolics that have gained a national reputation in recent years.



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD W. M. BUCKINGHAM
25 Murray St., Times Bank, Newark, Conn.
Secretary

(Conducted by) WALTER HOENENDEL, Editor
"The White Key," care Hohenadel Printing Company, Hoboken, N. J.

ROCHELLE, Ill., Sept. 16.—George H. Barlow III, CPA of Birmingham, N. Y., opened his recreation establishment September 5, inaugurating its 15th year. This includes the Pat Valdo Tent Circus Room (Recreation Hippodrome), which has undergone many improvements, including an increased seating capacity. New mechanical effects have been added to the stage. The red tables have been given flashy gold stars on the corners.

In the billiard department each of the large pockets and carom tables have been given a coat of bright red underneath with gold stars stenciled interspersed between the massive walnut legs. This might be called the only billiard room in the world with a real circus touch.

The new circus room in the barn will be ready late this month. The annual Pat Valdo Tent regional meet will be held in October.

During the winter a number of events are planned for both circus rooms, including the annual Live Wire Club party, band concerts, plays, circus movies and the usual vest-pocket circus to be staged in February.

H. J. Whelan, Lebanon, Ore., writes that he caught the Big Show at Salem, Ore., August 31, saying: "In all respects Ringling-Barnum lives up to its reputation of putting on a grand show. Met Terrell Jacobs and wife, and they made us feel very welcome on the lot. The Christians, riders, showed a great deal of improvement over two years ago when they were with the Barnes show. All acts were received with much applause. House at Salem was nearly filled. Dr. D. E. Reid, Oregon's other member of the CPA, took in the show at Portland, Salem and Eugene, Ore., reporting an enjoyable time and obtaining about 200 still pictures and a few rolls of movie film."

Dressing Room Gossip

COLE BROS.—Mrs. John Robinson and son, John, were very much in evidence around the show in Cincinnati. Rose Kalatz is now doing Roman standing. Sato, member of the Takata troupe, had an awful time at Cumminsville. He lost the key to his grouch bag. The pic car is doing a roaring business since Nick Carter took it over. Babe Floyd, member of the Gulce riding act, is back in harness after being out of program for a week. Billy Senior and a party of friends visited the writer and took in the night show at Norwood. Billy Cook left the show due to illness, but is expected back soon.

A very small lot at Norwood, and how they ever got the show on is a mystery to me. Captain Seymour and his assistants deserve a medal. The side show has been augmented by Leona The-

OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saine & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)	
2. (9 ")	
3. (8 ")	
4. (7 ")	
5. (6 ")	
6. (5 ")	
7. (4 ")	
8. (3 ")	
9. (2 ")	
10. (1 Point)	

The Billboard is the final judge of all ballots, and decisions made by it are incontrovertible and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name

Please Print

Permanent Address

Affiliation in Show Business or by Whom Employed

Signature

Ballots without signatures are void.

CUT OUT PERFORMER CONTEST EDITOR
AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

odora and Mr. and Mrs. Frank Loving, Mrs. Fischer, who broke her arm a few weeks ago, has worked every day and is recovering rapidly. Art Illes, calliope player with show, is taking pinocle lessons every day from Walter Gulce, Al Fleet and the writer. The latest fashion plate in the dressing room is Jimmie Taketa. He is running Duke Drukendrobn a close second as the best dressed man on the lot. Charles Porrett was a visitor at Hamilton and Norwood. Win and Helen Partello were visited by their parents. Bard Esquire rejoined the show at Hamilton. He was away due to illness.

FREDDIE FREEMAN.

Leader Metcalf added M. Armstrong, Bill and Frank Owens and Sam Barham to the band.

Ed O. Jenkins was living in retirement at Fort Worth, Tex. . . . Eddie Limogus, producing clown on Gentry-Patterson Circus, left at Martinsburg, W. Va., to enter a hospital at Baltimore for an operation for stomach trouble. . . . The will of the late Harry H. Tammen, former circus owner and one of the owners of The Denver Post, was admitted to probate in Denver, with one-half of the \$2,000,000 estate going to Mrs. Tammen and the remainder to be held in trust, the income to go to the Children's Hospital at Denver.

Several persons left the Ringling-Barnum circus. Eddie Dunn closed at St. Louis; Sam Pluto at Springfield, Ill.; George Valentine at Peoria, Ill.; Ray McMillan, after 20 years with the show, left at Kansas City, and Al Butler, contracting agent, closed at Quincy, Ill., to take a position in advance of the Passing Show under direction of Ed Bloom. . . . A. L. Tinsch, formerly of the Bachman & Tinsch Circus, and also one of the owners of Palmer Bros.' Show, and who had been connected with Al G. Barnes and Golden Bros.' circuses, retired from the road and entered business at Monroe, La. . . . Mary Wagner and Vera Spriggs fell while performing their iron-jaw act with the Rodgers & Harris Circus at Springfield, O. Mary sustained a fractured left wrist, broken tooth and body bruises, and the latter, a sprained ankle and shoulder. . . . Jack Alton, 55, of the Four Altons, acrobatic act, died September 1 at Kansas City, Mo.

Favorite Outdoor Performer Contest

See Coupon This Page

Kyle Goes Ahead

1. *Bee Kyle	11,407
2. *Mabel Stark	11,379
3. *Aerial Apollon	9,760
4. Four Jacks (Acres)	8,717
5. *Marjorie Bailey	8,563
6. *Wine	6,617
7. Frank Cushing	6,395
8. *Dime Wilson	6,085
9. *Hubert Castle	5,833
10. *Flying Valentines	5,174
11. *Harry Clark	4,292
12. Speedy Phoenix	4,257
13. *Blondie-Rollins	4,161
14. *English Macks	4,108
15. *Zacchin	4,057
16. *Mary Gordon	4,025
17. Flying Behees	3,957
18. *Cheerful Gardner	3,892
19. Dorothy Herbert	3,787
20. Flying Valentines	3,613
21. Selden, Stratophore Man	3,605
22. *Edna Curtis	3,587
23. *Daredevil Waters	3,417
24. Terrell Jacobs	3,323
25. *Ollie Hager	3,259

Performers and troupes listed above and below are requested to forward following data to Contest Editor: 1. Names and birthplace of each member. 2. Billing style of act. 3. Permanent address, or where owner or manager may be reached. 4. Shows on which act appeared this season, other than parks and fairs. Booking agency, if any. 5. How long act has been intact with present personnel. 6. How act prefers to be classified in divisional groupings. 6. Brief history of act.

26. *Smith's Diving Ponies	3,247
27. Flying Behees	3,181
28. Harold Barnes	3,179
29. *Vereta Byrd	3,116
30. Oscar Babcock	3,030
31. Maximo	2,967
32. Dave Geyer	2,965
33. Captain Mars	2,934
34. *Fussner	2,923
35. Virginia Sembr	2,858
36. See Bert	2,856
37. Pety Casetti	2,797
38. Shiro Flemm	2,796
39. Frank Shepherd	2,715
40. Clyde Beatty	2,714
41. Jack Smith	2,704
42. Buddy Dunn	2,692
43. Flying Concelos	2,649
44. *Dorothy Lewis	2,618
45. Joe (Jo Jo) Lewis	2,586
46. *Waldem	2,584
47. Three Miles	2,478
48. Bee Starr	2,464
49. *Mario and Lefors	2,460
50. Carver's Diving Horse	2,445

Black Brothers, 2,396; Sal Solomon, 2,379; *Christians, 2,366; *Yacopi, 2,359; *Wells Brothers, 2,320; Ethel Jannies, 2,306; McCut Circus, 2,301; DeCardos, 2,244; Mickey King, 2,241; Rudy Rudyhoff, 2,232; Reif-fenacho, 2,231; Otto Griebling, 2,208; Jamie Graves, 2,191; Four Queens, 2,184; *Joe Jackson, 2,182; Billett Troupe, 2,181; Wild Hill Circus, 2,157; Fearless Flyers, 2,133; Grace Darling, 2,092; Rita and Dunn, 2,031; Naustre, 2,023.

*Leader in own division.
Other scores are available on postcard or phone inquiry to New York office of The Billboard.

Tights-Spangles Trimmings

The LANQUAY COSTUME CO.

New Address
121 E. Madison St. Chicago
(Send For Catalog)

FOR SALE—COMPLETE ACT

ROYAL DOBERMAN PINCHERS—6 PEDIGREE DOGS
Big opportunity for little money. Most outstanding Dog Act in business. Backed by George A. Hamid 18 weeks every year as grand-stand act and good many Winter Dates. Reason of selling, I am too busy with my Bear Act. Can be seen after Oct. 10th at my winter quarters, Clinton, Conn.

ERNIE PALLENBERG, Clinton, Conn.

15 Years Ago

(From The Billboard Dated
September 20, 1924)

George W. Christy bought Golden Bros.' Circus from John Pluto in a cash deal at Mooreville, N. C. Lewis Chase left the Christy show to look after the newly purchased show, and Joseph McCulloch also left the Christy circus to act as treasurer and have charge of the wagon on new show. C. C. Gibson, who had the side-show canvas with Christy, went with the Golden show as superintendent of canvas. . . . The Big One drew big crowds in Kansas City, Mo., playing to capacity at the matinee and turnaway business at night. . . . Charles Underwood, who traveled in advance of the Walter I. Main Circus and years before did billposting with Walter I. Main, died in Lisbon, O. . . . Mighty Haag Shows added new acts for its southern tour, including Pewee and Horvath, comedy acrobats; Ralph Christy, comedy juggler and slack-wire performer. Band

FLYING BEHEES

WITH COLE BROS.' CIRCUS
"Greatest Flying Act in the
World Today"

featuring ROSE BEHEE

The First and Only Lady Flyer performing a two and a half somersault to a catch by the feet while blindfolded.

Inviting offers for Indoor Circuses starting in November.

Permanent Address CLAYTON BEHEE,
Care The Billboard, Cincinnati, O.

FOR SALE

OUTSTANDING ELEPHANT, with Large Truck. Well trained and gentle. Night consider. Booked by George A. Hamid 18 weeks every year as grand-stand act and good many Winter Dates. Reason of selling, I am too busy with my Bear Act. Can be seen after Oct. 10th at my winter quarters, Clinton, Conn.

TIGHTS

OPERA HOSE

KOHAN MFG. CO., 290 Taaffe Pl.,
Brooklyn, N. Y.

Under the Marquee

By CIRCUS SOLLY

COOLE show had a light matinee but good night show at Piqua, O.

JOHN W. PROTSMAN and wife visited Mrs. Protzman's nephew, Rex Rossi, on Russell show at Danville, Va.

HARRY DORAN and concession staff of Lewis Bros. Circus are making county fairs in Ohio and Indiana.

RAYVILLE, LA., was the first Sunday stand for Downie Bros. Circus this season.

ARTHUR STENSGAARD, of North Platte, Neb., advises that people in that part of the country would like to have a rail circus make that territory next season.

HARNEY O'DARE left Davenport Society Circus September 13 and is going back to street advertising and fairs, starting in North Carolina.

THE CIRCUS has a fascination peculiarly its own.

VICK C. NELSON and family left Downie Bros. Side Show, Nelson taking his two large pythons to play fairs. His newest python is 20 feet long.

FRANK KETROW while in Cincinnati last Friday called at The Billboard offices. Stated that he had seen Cole Bros at Eastmanth, O., and Williamson, W. Va. Bis at Portsmouth was good.

THREE MONARCHS, after finishing 17 weeks for Al Martin, of Boston, went home to Phoenix, Ariz. They were forced to cancel Australian dates due to the war.

JOHNNIE MCCREERY, formerly with Lewis Bros. Circus, is now a member of the staff of electricians with Beam's Musical Extravaganza Co., of 60 people, playing the better fairs.

WALTER POWELL, wire performer, who recently returned from Europe, joined his father, Albert, who has an act playing fairs. He was in Cincinnati last Tuesday and left for Converse, Ind.

HARRY (SHADOW) ROGERS, who had signed a contract for a year's work in Australia with Greenhagh & Jackson, received notice that contract has been canceled till after the war.

JACOB B. JONES, widely known Bridgton, N. J., Circus man, is now on extensive tour of Canada. He visited practically every circus playing the East this year.

MILT ROBBINS, side-show manager of Downie Bros. Circus, and wife were in Springfield, Ill., three days on business. Cuban Mack and company joined Robbins several weeks ago. P. G. Lowery has 12 people in his band and minstrel.

CHARLES SPARKS, Paul M. Conway, District Attorney, Norman English, all of Macon, Ga., motored to Dublin recently to visit Russell Bros. Circus and had an enjoyable evening as guests of Mr. and Mrs. C. W. Webb.

BERT LEO, veteran clown, after a lay-off of three weeks due to his pony being lame, is back on the job, advertising around Youngstown, O. Bert Carroll, who is making fairs, passed thru here last week and Leo had quite a visit with him, talking over the old days.

WHEN THINGS are down, one must hustle just a little bit more.

JOHN WORBACK, employee of Cole Bros., suffered severe injuries to his left foot at Norwood, O., night of September 11 when he fell underneath a tractor while the show was getting ready to leave for Portsmouth, O. He was taken to Jewish Hospital for treatment.

WILLARD J. OAKLEY spent September 10 watching the World of Mirths Shows unload and set up at Brockton, Mass., and met some old circus friends, also Hans Mertens. He went to Boston for three weeks and then will go to Philadelphia.

ADVANCE CREW of Bud E. Anderson Circus consists of seven people, using three trucks. Steve Kasmie is brigade agent; Jackie Wilcox, on press; Charles Stuckey, boss billposter; Mike Kovitch, boss lithographer; Charles Colman, Roll E. Smith, banners, and Harry Converse.

IN ISSUE of September 9 it was stated that Mrs. Pearl Van Pool, wife of C.F.A. Van Pool of Joplin, Mo., was seriously injured in an auto accident at Dewey, Okla. It was Van Pool's aunt who was hurt instead of his wife. She is improving.

JAMES D. WATTS, formerly with the M. L. Clark & Son Circus, now postmaster at Bear Spring, Tenn., saw Parker & Watts Circus at Clarksville and Paris, Tenn., meeting Ira M. Watts, Joe B. Webb and others. He liked the performance. Was informed that Tennessee stands were a little spotty.

PAULINE WEBB, co-owner and manager of Russell Bros. Circus, recently landed in The Boston Globe. Almost a page, with illustrations, was given her, among other things stating that she settles lovers' quarrels, doctors sick elephants, sells tickets, runs the works generally, etc.

M. PAUL THORPE, manager of the Flying Sensations, reports that set completed its 19th consecutive week of season at the Legion celebration at Bluefield, W. Va. Laid off in Roanoke, Va., last week. First layoff since opening outdoor season early in April. Act will be enlarged to five or six people for 1940.

CHER UP and smile. No one gives a hang about your yesterdays. Talk of today and think of tomorrow.

CHARLES DRYDEN, veteran foot juggler, says that he is getting along nicely on the Bud E. Anderson Circus. Has had a few mishaps this season such as malaria, ptomaine poisoning, knocked out due to an aerial rigging breakdown, while doing a clown number and a couple of carbuncles on his neck.

ORIGINAL WHITE SISTERS (Priscilla and Crystal), who were with Cole Bros. Circus, have joined Ham's Circus. Parisian at the New York World's Fair. They do military high-kick tap routine. Priscilla does a Madame Butterfly teeth routine which she did in Ring 1 on the Cole show, and Crystal, contortion and ankle drops on flying trapeze.

WRITING from Helena, Ark. Mrs. Joe Hodgins states that Doctor Schlack (for several seasons with Gollmar Bros. Circus), medical director of Cook County Tuberculosis Hospital, and wife were guests of Mr. and Mrs. Joe Hodgins on the Sparks Circus. The doctor is now a new acquaintance with many performers. His wife went in parade and tournament.

EDDIE JACKSON is now operating an elevator in the Adams Building in Washington, D. C., two blocks from the White House. He landed the job thru Melvin D. Hildreth, Washington attorney and former president of the Circus Fans' Association. Bob Dennard, formerly with the Sparks Circus, also is operating an elevator in the same building. Jackson expects to remain in Washington thru the winter and hopes to troupe again in the spring.

SAN FRANCISCO had the Ham and Eggs Circus at Army and Potrero streets, September 3-5, and Ringling-Barnum at Third and Armory, September 8-10. Prof. John A. Jackson, of that city, visited with George Singson, of the Ringling-Barnum. Show has been doing well. Jackson spent two days on R-B and visited with Capt. Bill Curtis, H. T. Dahlgren (Reno), Chatfield and Russell Jones. At Oakland September 7 the Big One used lot at 64th avenue and East 14th street.

E. DEACON ALBRIGHT had a nice visit on Deacon Bros. Circus at New Harmony, Ind., renewing acquaintances with the Coleman crew, with Frank Stout, Chuck Langford and others. Matinee was light, but night house capacity. At night performance Albright played air callopo. Canvas is in good condition. Cole Bros. Who has been with Atterbury Bros. Circus joined Richard. Has his elephant, Mena, on show. Manager Brandon expects to remain on road as long as weather permits. Albright was accompanied by Mrs. M. Brandon, Great Pusener and his son, Austin.

ROBERT G. GOOD, of Allentown, Pa., writes that the late Franz Woska came to this country from the Hagenbeck

company with several wild animal acts bought by Charles Sparks for the Sparks Circus. For many years he worked practically all the wild animal acts with the Sparks show, including lions, tigers and polar bears. He worked an animal act in Billy Rose's production Jumbo at the New York Hippodrome and also had been superintendent of the Ringling-Barnum menagerie. Good adds that Woska was one of the best animal men ever brought to this country.

ACCORDING TO REPORTS, business with most of the big tops is still spotty. Attendance with some has been nothing to crow about. Let's hope for good fall biz.

DR. DAVID E. REID, of Lebanon, Ore., who caught Ringling-Barnum at Portland, Salem and Eugene, Ore., reports that business was fair in Portland but not so good in the other cities. Don Cash, formerly of the team of Cash and Carry, last on the Barnes show, visited Portland. At present he is make-up man for Max Pactor and was on the REO Abraham Lincoln location near Eugene. The entire company attended show in a body there. Frank Cherry, formerly in clown act in Barnes, who now operates a hotel in Eugene, also visited.

MRS. B. L. (GERTRUDE) AYRES, brief mention of whose passing was in the Final Curtain, August 28 issue, was a friend of many showfolk. A week ago she was in the city and while the Shrine indoor circus was in progress there. A daughter, Edythe Siegrist, has a flying trapeze act with the Latip Shows. Another daughter, Dorothy, is the wife of Orin Davisport, active in the indoor circus field, as a worker by a former marriage, Paul Griffey, is catcher in his sister's act. A grandson, Billy Siegrist, and wife, Rosalie, are also performers. Services were held in Massillon, O., and many beautiful floral pieces were received from all over the country and one from the entire personnel of the Latip Shows.

The Corral

By ROWDY WADDY

OLLIE COX directed the arena at the rodeo held in connection with the Tarrant County Fair at Arlington Downs near Fort Worth on September 11-17. The Public Health Board. Excelsior furnished the stock. Prize money totaled \$1,850. It was the first time fair had a rodeo.

BRADLEY J. WOODWARD, Oregon City, Ore., business man, has been elected president of the Molalla (Ore.) Buckaroo Association, succeeding Fred Henriksen, who served three years. Other officers to direct the 1940 show are Sidney Powers, vice-president; Curtis Connet, recording secretary; M. L. Simons, financial secretary; George Case, treasurer, and Frank Lozes, purchasing agent, all of Molalla.

ROY VINCENT disputes Logan (Chief) Jarnagin's claim that he is the only one to be the world's champion dead trick roper. A photographer took pictures of the one doing nine at the same time at the Paris (Ill.) Rodeo last June. He was Buck H. A. Huey, Indianapolis.

PINE RIDGE SIOUX RODEO at Pine Ridge, S. D., recently was managed by Frank O. Laine. Music was furnished by the Gordon, Neib, Band. Results: Horse Race—Margo Boyson, Barney Applegate. Bronk Riding—Peter F. T. Pipe, Willie Lost Horse, Jack Smith. Bull dogging—Ben Pourier, Jim Jacobs, Sam Little Hoop. Bareback Riding—Levi Good Hoop, Buster Richards, Bernard La Beaux. Calf Roping—Carl Swallow, Willie Tibbits, Louie Twist. Steer Roping—Floyd Hand, Bernard La Beaux, Stan Hat.

MICHIGAN STATE FAIR, Detroit, had its first rodeo in front of the grand stand in six years, with George V. Adams, producer. Staff includes Harry A. Mack, executive director; Red Thompson, arena director; Alice Adams, arena secretary; C. L. McLaughlin, arena clerk; Hugh Poey, Charles Newkirk and Frank Marx, judges; Alice Adams and Frank Finley, timers; Ray Reis Adams, announcer. Injuries included: Roy Larsen, trampled in

stampeded; Jerry Brown, broken leg; K. Jack Lester, broken shoulder; Frank Finley, minor injuries, and Jack Avery, broken shoulder. Cy Otis clowned.

WINNERS at two-day Clearwater Lake (Sask.) Rodeo, staged by Perrin Bros.: Saddle Bronk—First day, Clark Lundy, Buck; Bob Johnston, Frank Voros, Second day, Bob Johnston, Ernie Ferguson, Rubert Burk. Bareback Riding—First day, Frank Voros, Lone Breeze, E. Cone. Second day, Irvin Doan, Art Jensen; Lone Breeze and Gordon Spence, Wild Cow Milking—First day, H. Thompson, F. Oakey, Gordon Spence. Second day, Oscar Strom, Fred Oakey, H. Evans, Calf Roping—First day, H. Bovee, Fred Bradford, P. Perrin. Second day, Homer Evans, Lee Willis, Bob Johnston. Judges were Slim Gates and Fred Bradford.

WINNERS at the Castle River (Alta.) Stampeded: Saddle Bronk Riding—Dick Blackmore, Mike Yogo, Jimmy Robinson. Bareback Riding—Jimmy Robinson, Woodrow Forsyth, Dick Blackmore. Wild Cow Milking—Eddy Quinn, Dick Blackmore. Wild-Horse Race—Max Matkins, Jimmy Robinson, Roy Baird. Calf Roping—Eddy Ivins, Bronc Lund; Tom Duce and Toots Burton tied. Steer Roping—N. Lee, Clark Lund, Jimmy Robinson. Committee included Pete LaGrandeur, manager; H. McDonald, president; George Currie, vice-president; Wilbur Lang, treasurer, and J. Popowich, secretary.

COL. JOHN REID KILPATRICK, Madison Square Garden president, is buying the property of the late Harold J. Dibble and Rodeo Manager Frank Moore on plans for next month's World's Championship Rodeo, 26-day Garden feature this year with record purse. A number of new features will be revealed in the months to come. They will be put on between competitive events. Ted Deglin, publicity chief, has added a new man, Will C. Murphy, and Fog Horn Clancy returns to the force, which has widened its scope of operations. Garden's stock is being prepared for shipment from Lightning C Ranch, Dublin, Tex., including about 50 head of new bucking horses. Everett Colburn will again officiate as managing director and the Judges are Walter Scott, Spence, Herman Linder, Ariz.; Leo Murray, Fort Worth, and Herman Linder, Carlton, Alta., Can.

WINNERS at Lloyd Meyer's third annual Watrous (Sask.) Rodeo: Saddle Riding—First day, H. Perrin, A. Fisher, Gerald Myers. Second day, Gerald Myers. Calf Roping—Bareback Riding—First day, Bernard Myers, Stan Dillardough, Bill Pryor. Second day, Ben Myers, Gordon Spence, Happy Gates. Steer Roping—First day, H. Perrin, Cliff Pryor, Bernard Myers. Second day, Fred Bradford, Spence, Robert Thompson. Wild-Cow Milking—First day, George and Gordon Spence, Happy Gates and C. Pryor. Second day, Mel Fenzstad, Fred Bradford, Calf Roping—First day, Fred Bradford, Slim Young, M. C. Spence. Second day, Slim Young, Lee Willis, Harold Perrin won the T. Eaton Co. cup in the best bucking horse ride event, and Slim Young, the J. Cyril Malone cup for the best calf rop. Judges were Tiny Toews and Fred Bradford. Walter Scott was announcer.

RESULTS of the three-day stampeded held in conjunction with the Lethbridge, Alta., Exhibition, directed by Herman Linder, are: Saddle Bronk Riding—First day, Herman Linder, Frank Many Fingers, Waldo Ross. Second day, Herman Linder, S. Robinson, Frank, Many Fingers, A. K. Lund; Dick Blackmore and Ernest Mutek split. Third day, Herman Linder, Sykes Robinson, Arthur Lund, Waldo Ross. Finals, Arthur Lund, Waldo Ross, Herman Linder, Sykes Robinson, Dick Bedford, Thorval Bets, Jack Wade. Second day, Joe Wells, Dick Blackmore, Herman Linder, Jack Wade. Third day, Dick Blackmore, H. Thompson, Joe Wells, Jack Wade. Finals, Clark Lund, Dick Blackmore and Jack Wade split second and third; Cecil Bedford, Calf Roping—First day, Bill Monkes, Sandy Connell, Warner Linder, Mike Takes a Gun. Second day, Jack Cochlin, Charlie Ivins, Jack Streeter, Fred Bradford, Sandy Connell, Gun, Charlie Ivins. Steer Decorating—First day, Jimmy Wells, Herman Linder, Floyd Peters, Don Thompson. Second day, Frank Many Fingers, Warner Linder, Jack Wade, Don Anderson. Finals, Jack Wade, Many Fingers, Warner Linder, Jack Streeter.

"World of Yesterday"

TURNBRIDGE, Vt., Sept. 16.—Few people know that on September 20 three World's Fairs will be in operation. On that day the World's Fair of Turnbridge, Vt., opens a two-day run. If anyone accused Turnbridge city days of competing with the New York and San Francisco fairs, he would soon learn that the Turnbridge Gargantuan has operated since 1867, when Lieut. Gov. Burnham Martin bested the title "World's Fair" upon the little show. It annually draws about 30,000. While its more famous descendants peer into the world of tomorrow, Turnbridge fair is reminiscent of the world of yesterday. Midway is sprinkled with costumes of the horse-and-buggy era and the barber shop quartet is the piece de resistance.

Charleston Sees Better Spending

CHARLESTON, W. Va., Sept. 16.—West Virginia Free Fair, which has the formal name of Green Kanawha Exposition and 4-H Fair, here on September 2-10 had attendance of 50,000 on final day. Total attendance was 280,000, under last year's and 30,000 under the previous record. Fair Director T. H. McGovern, Kanawha county farm agent, reported grand-stand receipts above the average, at \$4,500 per day, and good patronage for concessions, handled by Kaus Bros., and attractions booked thru Gus Sun agency. Record first-day attendance, \$5,000, was attributed to importation of W. W. Boone County Jamboree, which had plugs over local WCHS. Manager McGovern now has the 4-H program and left activity of his office and so he turned over fair to a restaurant crew for final analysis. Nightly displays were directed by American Fireworks Co. (See CHARLESTON SEES on page 36)

Quebec Provincial Exhibit Beats 1938 With 152,000

QUEBEC CITY, Sept. 16.—Despite unprecedented cold and rain, the 28th annual Provincial and Regional Exposition here on September 1-9 had total attendance of 152,000, topping 1938 by several thousand. Special events included Children's Day on Tuesday, with start of school postponed a day, an automobile and 40 other giveaways Friday night and municipal holiday on Thursday. A large midway furnished by Eddy Bros.' Shows reported heavy grosses. On Tuesday the owners were here to 655 city orphanages. Racing was held three afternoons, purses totaling \$3,100. Coliseum clocked consistent night biz with a bill by the Canadian Vaudeville Exchange, plus the Cavalcade Musicale, a 40-piece mounted police unit from Ottawa. Saturday and Sunday afternoons Jack Sheldon's Hell Drivers put on stunts.

Officials reported all commercial space sold and many applicants turned away, 236 booths in one building and 25 in another rent. Many tents had to be erected to house 700 head of cattle and 300 horses, with the live-stock building overtaxed, said Secretary Emery Boucher.

Buildings Burn in Oregon

HILLSBOBO, Ore., Sept. 16.—Flames which spread from a bonfire did damage about \$1,500 on Washington County Fair grounds here, live stock and poultry pavilions being destroyed and horse barn and Farmers' Union building partly burned, all of frame construction. In the live-stock building were 1,500 new calves. Some insurance was carried, said Manager Leo Davis. Fair was held a week previous to the fire, August 31-September 2.

GREAT BARRINGTON, Mass.—Program for Great Barrington Fair has been completed with the assistance of Kaus Bros.' Shows and line-up of attractions to include auto and industrial shows, grange exhibits and pari-mutuel running races. On the staff are Paul W. Foster, president and secretary; Almon P. Culver, vice-president; William Schultz, treasurer; J. D. Wright Jr., publicity; and Mrs. J. D. Wright Jr., special events.

IND., MICH., HOLD UP

Detroit Has Near 407,000

Profit likely in face of polio scare and bad weather—slump over Labor Day

DETROIT, Sept. 16.—Michigan's 90th State Fair here on September 1-10 drew about 407,000 and apparently finished slightly in the black. Attendance just exceeded the 400,000 figure which Dr. Linwood W. Snow, fair manager, based his budget upon, as disclosed in a statement to The Billboard two weeks ago. Although showing a drop of about 20 per cent from corresponding days of 1938, the fair operated under handicap of a return to the ten-day policy. With all factors against it, this was only 15,000 under (See DETROIT HAS on page 50)

Oregon Count Best In 10 Years; Race Funds for Annals

SALEM, Ore., Sept. 16.—Oregon's 78th State Fair here on September 4-10 had largest attendance in a decade, 400,610, compared to 252,500 last year. Admission was 50 cents for adults and 25 cents for children. Increase was attributed largely to the All-American Revue, a fast-moving program which played to capacity night grand stands. Weather all week was favorable. Pari-mutuel betting during six days of horse racing at Lone Oak track was split, more than \$94,000 being wagered. Two and one-half per cent will be pro-rated among State Fair and county fairs, Pacific International Exposition, Pendleton Round-Up, Eastern Oregon Live-Stock Show and Oregon Turkey Show.

Greenville Enlarges Parking

GREENVILLE, S. C., Sept. 16.—Twelve acres adjacent to grounds have been purchased for free parking space and double usual attendance is anticipated because of improved local conditions, said Secretary C. A. Herlong, Greenville County Fair. Many new departments have been added and the premium list greatly enlarged. No off-color concessions will be permitted, he said, and considerable space has been sold. Large six-night display has been contracted with Ohio Fireworks Co. World's Exposition Shows will be on the midway.

Nebraska State Given Crimps; Oppositive to Board Seen Again

LINCOLN, Neb., Sept. 16.—War jitters apparently stapped Nebraska State Fair here on September 3-8 at the front gate, stifled enthusiasm for any kind of a celebration and, coupled with a stiff, dust-laden wind for four of the six days, crimped the annual to the extent it may not be able to make ends meet for this year. Paid admissions totaled about 80,000, which is 12,500 better than 1938. However, since \$2,000 of these amounting to \$8,000 income were sold in advance at half price, the gate cash remains about the same. Payees at the gate were 59,477 against 77,419 a year ago. Paid attendance at gates by days:

Sunday	1939	1030
	6,597	9,601
Monday	19,858	15,580
Tuesday	9,117	13,000
Wednesday	9,566	14,061
Thursday	9,453	14,465
Friday	4,946	6,422
Total	59,477	77,419

*This does not account for 42,000 un-



ERNIE YOUNG, of revue production note, is seen here (left) taking fun from where the fishes seemed to be better than good. With him is Jack Myers, former secretary of Howard County Fair, Cresco, Ia., who purchased and now operates Allen's Resort, Walker, Minn., where the photo was snapped.

N. Y. Drops Long Period

SYRACUSE, Sept. 16.—New York State Fair will observe its centennial next year with abandonment of the two-week plan which, in the expo just closed, resulted in disappointing attendance and a sizable deficit. Dates were August 26-September 9, on 15 days, longest in fair's history and attendance was below expectations virtually every day. Total gate (See N. Y. DROPS on page 36)

Amherst Annual Canceled

AMHERST, N. S., Sept. 16.—Due to war conditions there will be no Maritime Winter Fair here on November 8-14, decision to cancel it having been made at a special meeting of directors of sponsoring Maritime Stockbreeders' Association and Amherst Exhibition Commission. Influencing directors in the decision was departure for army duty of Col. A. W. MacKenzie, secretary-manager. Construction work on the new arena will continue until completed in October.

HILLSVILLE, Va.—Carroll County Fair Association elected E. B. Jenkins, president; P. E. Puckett, vice-president; B. Bush Newman, secretary-treasurer.

400,000 Paid For Hoosiers

Cash gate biggest in history—Jones midway gross up 15% over last year's

INDIANAPOLIS, Sept. 16.—Topping last year's record, the 87th annual Indiana State Fair here on September 1-8 drew paid attendance of more than 400,000 for the first time in its history. In every other department the fair was bigger. Exhibits totaled 4,500. The \$154,950 premium list was several thousand dollars above last year's. Fair's prize list includes premiums for exhibits as well as purses for Grand Circuit racing. Johnny J. Jones Exposition, on the midway for the fourth consecutive year, (See 400,000 PAID on page 36)

Timonium Gets 315,000 on Its Initial 8 Days

TIMONIUM, Md., Sept. 16.—Attendance of 315,000 for the first eight days of Timonium Fair, September 4-14, was about 10 per cent higher than for the period last year. Opening day had 65,000, of which 33,000 were paid admissions, the remainder having entered before the 2 p.m. free deadline. Labor Day set an all-time high for a single day with 87,500. First two days bettered last year's figures by 5,500. Marks were made despite showers on Thursday, and Friday was the hottest day in September in 58 years. Grand stand drew about 20,000 on Labor Day for horse racing. This figure (See TIMONIUM GETS on page 36)

Year's Net for Edmonton Will Total About \$9,500

EDMONTON, Alta., Sept. 16.—Without deduction of administrative charges, Edmonton Exhibition, July 17-23, had profit of more than \$32,000, reported Managing Director Percy W. Abbott. Profit on the 1938 fair was about \$38,000. Director Abbott said profit of about \$4,500 will be realized on the race meet, held in August. First four days this year were hit by rain. Non-income shows, including fall sheep and swine show, winter poultry show, spring show and other events, accounted for loss of about \$2,500, and administration charges for the year, including interest payments and provision for bad debts, amounted to about \$18,000. After allowing depreciation charges of about \$6,500 on capital accounts, net year's profit is expected to be about \$9,500. More than \$2,000 was spent in maintenance and improvements and about \$33,000 in wages in the city.

Du Quoin Has Near 500,000

CHICAGO, Sept. 16.—Morgan Hancock, head of Music Corp. of America fair department, who handled bookings for Du Quoin (Ill.) State Fair week of September 4, reported that all attendance records were broken and estimated that nearly 500,000 attended the six-day annual. Grand-stand show played to some 70,000 and after-show dances with Clyde Lucas' Ork drew an estimated 6,000. There will be a mile track for next year's fair and seating capacity of grand stand will be increased from 4,500 to 8,000.

MINEOLA, L. I.—About 18,000 attended opening of five-day Mineola Fair on September 15. Special guest of Manager Charles Bocher was Grover Whalen, president of the New York World's Fair. More than 100 exhibits were on the new grounds.

(See NEBRASKA STATE on page 50)

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Every Second—
Is THRILL!

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Seldom
THE STRATOSPHERE
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World's Highest
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Proclaimed the greatest
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ALBANY, GEORGIA, FAIR WEEK SEPTEMBER 25

Followed by 6 other fairs, best spots in Georgia.

Have 6 Rides, 2 Big Sensational Free Acts, 4 Big Hollywood Search Lights. No shows or other acts wanted. Will book limited number Legitimate Stock Merchandise Concessions only. Positively no grift or buy-backs. No exclusive except Bingo, Cook House, Pop Corn, which are sold. Write or wire

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Consists of 8 Original Religious Oil Paintings, 10x15 Feet Each.
Over 800 life-size figures in striking original collection. Absolutely the only one in existence. Now offered at exceptional bargain. A marvelous attraction for Fair, Carnival or Exhibit. Also in new Theatre Lobby Display.
Alert Showmen, contact at once.
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Spaces for Bingo, Pictures, Bill Games and other Concessions at the

TRI-COUNTY INDOOR FAIR

HURRICANE, W. VA.
Fair begins October 20 and lasts Six Days and Nights.

THE SENSATIONAL GRETONAS

World's Finest and Most Outstanding High Wire Act is open for late Fairs and Southern Dates.

Offers kindly invited.

THE SENSATIONAL GRETONAS, 1420 South Main Street, Rochester, Indiana.

NOTICE TO SOUTHERN FAIR SECRETARIES DICK HUDDLESTON

The original Postmaster and Store Keeper from Pine Ridge, Ark., made famous by Lum and Abner, in Person is available with the entire cast of twenty people, Pine Ridge Follies, for Fair dates after October 4th. Show has played forty fairs this year. Terms: Percentage or salary. Wire VAUGHN RICHARDSON, Mgr., Paulding, Ohio, Fair, Sept. 20-21; Shawnee-ton, Ill., Sept. 23-24; or Blytheville, Ark., Sept. 25 to 30, or BOB SHAW, Sun Booking Office, Springfield, Ohio.

WANT RIDES, SHOWS, CONCESSIONS FOR Tenth Annual Offaway Greene County Fair

GREENEVILLE, TENN., OCT. 4-7
Will give exclusive on Corn Game and Rat Game. Address all mail, wires to R. G. FELMET, Amusement Mgr., Greeneville, Tenn. NOTE: Can use one good Free Act.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Midway Gains Despite a Gate Drop in London

LONDON, Ont., Sept. 16.—Showing a decrease in attendance as compared with figures for 1938, Western Fair here on September 11-16 had a total gate of 127,585, reported W. D. Jackson, secretary. Last year attendance was 148,343.

Despite this drop, the Conklin Shows showed a general increase in business of 5 per cent, which even was conditions, with a tendency to curb spending, failed to affect.

Shows on the midway ranked as follows in gross revenue: Sally, girl show; World's Fair Freaks; Back to Nature and Water Show.

Among the rides Rotoplane was tops, with the Flying Scooters, Tilt-a-Whirl, Buzz and Rocket Ride following in order of names.

Average temperature for the week was 75 degrees, and despite a shower in the early afternoon, the only day which showed an increase over last year in attendance was Saturday.

High Marks Made For Carthage Fair

CINCINNATI, Sept. 16.—Setting near-record records by 16th annual Hamilton County Fair on Carthage Fairgrounds here on September 13-16 in the face of a brutal heat wave, war talk and oppoish double-headers of the Cincinnati Reds was declared remarkable by President Myers Y. Cooper and Secretary D. R. Van Atta. It has been many years since the annual had such gate and grand-stand crowds and escaped rain.

An all-time gate and grand-stand mark was made on Saturday, usually light, and much credit for this was given to the bill presented by Bill Blomberg's Barker Bros.' Circus and Rodeo, the fair's most pretentious show in personnel and head of stock. Program was changed daily and United Fireworks Co. gave nightly displays. Show was fast moving, with Bill Blomberg as emcee, all hand-clapped in presentation by frequent appearances on the track of local horse-show classes, which close observers declare has proved not to be popular grand-stand fare. Veteran President Cooper, former governor of Ohio, has advocated to the board erection of a

permanent building for the Horse Show from which revenue might be obtained in rentals. Smittle's Band, a three-generation institution, again furnished music.

American Exposition Shows, under management of Blaine Gooding, were on the midway with Super-Rocket Ship, Whip, Ferris Wheel, Merry-Go-Round, Kiddie ride and Chairplane, and Hodges' Wonders of the World, side show; Snake Show and Glass House for this date. Showmen and concessioners reported fair spending.

Bill Blomberg was host to numerous showfolk and a generous portion of the public during inspections of Barker Bros.' Circus spread of canvas in the infield, including the big horse tour, quarters for ponies, Alaskan husky dogs, trucks, steers, extensive motor equipment, padroom and commissary. Gus Sun and Bob Shaw, of Gus Sun Exchange, which booked the attractions, were visitors, hearing praise for the grand-stand show from President Cooper, a phone-in advocate of state professional attractions in Ohio fair officials' circles. Increased receipts probably will be used for start of a needed building program.

Atlanta Lines Up Program

ATLANTA, Sept. 16.—Eight-day 26th annual Southeastern Fair and Live Stock Show will have an enlarged entertainment program if officials are successful in obtaining Gene Krupa's Orchestra for at least a two-day stand. Band has been booked for a two-day home-coming of University of Georgia, Athens, and plans to make an attempting to bring the university voice a close exhibiting Krupa from playing in a 100-mile area prior to the home-coming. Already booked are Beckmann & Gerety Shows; Lucy Tetter's Hell Drivers, who will give three shows except on two days; Ice night grand-stand shows and fireworks. Premiums amount to \$15,000.

Sun Show Sets Ohio Record

COLUMBUS, O., Sept. 16.—Gus Sun's Let's Go 1940 revue broke all grand-stand records at Ohio State Fair here on August 26-September 1, drawing more than 36,000, reports Bob Shaw, Ice Trucking Sisters, Hollywood Thrill Girls, the Lamys, the Martons, Kee and Tuck, Emyl and Evelyn, Radke Sisters, Sensational Robeys, Tex Lewis and his Lone Star Cowboys, Bonta Troupe, Panthers, Madam Palmyra, King Sisters, Cordero's Hollywood Cabines, Silvers Johnson and Comedy Austin, Roy Barrett and Christy's Circus.

Human Bullet Girl Injured

LYNCHBURG, Va., Sept. 16.—Freda Daniels, 25, human bullet girl, sustained a double fracture of her left leg here yesterday afternoon during a performance at Amherst Six-County Fair on Shradler Field. Catapulted from a cannon, Miss Daniels landed perfectly in a net, but when she attempted to rise, she fell back, unconscious. Ambulance men, who took her here to Memorial Hospital here, expressed belief that her leg was fractured between the hip and knee when the cannon spring was released.

Byers Booked for Senath

SENATH, Mo., Sept. 16.—Plans for six-day Dunklin County Community Fair here have been virtually completed by Lyle Richmond, secretary-manager. Byers Bros.' Shows have been booked for the midway and free acts will include Peerless Potters. Many special attractions have been scheduled, including several night parades, beauty contest, concerts by 10 bands from neighboring cities and speakers.

BIRMINGHAM.—About 200 business men, guests at an Alabama State Fair preview on the grounds here last week, arranged by J. Warren Leach, executive vice-president, were impressed with a fountain display which will highlight the 1939 fair. Streams of water spray high into the air while colored lights play over the pool from a tower. Visitors were given a panorama of what the fair will offer.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Slump of 18% In Sacramento

SACRAMENTO, Calif., Sept. 16.—The 85th annual California State Fair here on September 1-10 had an 18 per cent attendance drop, but Secretary-Manager Robert H. Mueckler contends it would have been even worse had it not been for the night grand-stand extravaganza which drew an average of 15,000 persons. Total attendance for the fair was 522,058 compared to last year's 637,682, the 1938 set a record for attendance.

Principal competing attraction, of course, was Golden Gate International Exposition, San Francisco, 90 miles away. War in Europe, breaking first day of fair, also hurt, fair officials said.

Night grand-stand show, State Fair-Veris of 1939, featured beautifully done ballet revue, directed by Aida Broadbent, Hollywood, with Kathryn Burns producer of the entire show. Comedy highlights were Buster West, eccentric dancer; Jack Powell, drummer and Three Chocolaters, eccentric dancers. California Varsity Eight, stinging octet, was brought back for many encores, composed of Tommy Gleason, Henry Austin, Rickey Tansel, Ollie West, Walter Anderson, Rodney Green, Glynn Eng and Joe Dennis. Louis Castellucci's Symphonic Band supplied the musical accompaniment.

Three major attractions of the fair, night revue, afternoon harness and running races and night horse show, played to large houses continually. However, concessioners and Foley & Burk Shows on the midway reported that their business fell off. Many contend that the mentioned attractions, which have been built up each year, take too many persons off the grounds proper, resulting in smaller grosses.

Fair had good weather throughout. Ninth day, Saturday, Admission Day, broke an attendance record for this day with 67,700. Fair-Veris of California's 53 counties were represented with exhibits in agriculture and mining. Manager Mueckler will start a trip around the State next month in an effort to have every county represented next year.

Page Shows Signed by Aiken

AIKEN, S. C., Sept. 16.—J. J. Page Shows were contracted this week as midway attraction for six-day Greater Aiken District Agricultural Fair under American Legion Post auspices, reports Herman J. Warnock, fair president. Other officers are B. J. King, vice-president, and R. P. Trowbridge, secretary-treasurer.

TOMAH, Wis.—City purchased a 26-acre tract which has been donated by Monroe County Fair Association for \$3,246. Program of plant improvements has been outlined.

SPENCER, Ia.—Clay County Fair opened here on September 11 with gate of 16,500, exceeding the 1938 first day by 3,000.

WANT RIDES AND SHOWS MUNCIE FREE NITE FAIR

October 4-5-6

SEWARD B. PRICE, Secy., Muncie, Ind.

Sensational Royals

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OPEN FOR CARNIVALS OR LATE DATES
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WANTED: FREE ACTS

With Complete Description and Time of Act.

EAST ALABAMA FAIR

October 17 to 21
L. B. DEAN, Secretary, Alexander City, Ala.

LAST CALL

Can place three more Rides, Plantations, Fun House and Concessions, especially Led Gallery, Bingo, Quord, Dipper and Cook House. Second fair in Kingston City, Ind. Oct. 4-7 director, Gene Rector, Rector Council, Inc. Wire Wm. McELRATH, 701 Washington St., Kingston, N. C.

Stark Co. Draws 100,000 And Closes With a Profit

CANTON, O., Sept. 16.—Altho attendance on September 4, opening day of 90th Stark County Fair here, was about 25 per cent below 1938 due to heavy rains, exhibition will close in the black, said Ed S. Wilson, secretary. Labor Day loss was about \$5,000, but business picked up later. Total attendance was 100,000. Secretary Wilson said this year's exposition was one of the most successful in history of the association. Overflow exhibits were reported in almost every department.

F. E. Gooding's Eli Wheel, Merry-Go-Round, Koolplane, Lindy Loop and two kiddie rides, in charge of Charles O'Brien, were on the midway. Shows included Bats and the Ape, Feteau Freak Animal show, Chief Clearwater's Wild West and Aker's Athletic Show. Concessions were Dick and Helen John, Playland; Ebert Brothers, Peters and Charles Ward, grab stands; Jack Mullane and Keller, juke; John Joseph, Von Black, pop corn; Peters, ball game and pony tracks; Don Druckenbrod, striker; Jim Gilchrist, photos; Pop Dine, Soss; Lester Rodgers, peanuts, and Paul Lee, novelties. Greer-Hammer Rodeo was grand-stand show.

Cracraft in Charlottesville

CHARLOTTESVILLE, Va., Sept. 16.—C. W. Cracraft, who is vice-president and manager of six-day Albemarle Agricultural and Industrial Fair here, reports that James E. Strates Shows have been booked for the midway and that free acts and fireworks are planned. Premiums have already been received. Other officers are W. F. Carter, Jr., president, and Cary L. May, secretary-treasurer.

"Duke" Denies Tulsa Report

SEDALIA, Mo., Sept. 16.—R. D. (Duke) Molewirth, who resigned on September 1 as secretary of North Iowa Fair, Mason City, Ia., where it is wishing here, denied consideration of an offer from Tulsa (Okla.) State Fair, as recently reported. "I have never had any direct negotiations with any member of the Tulsa board," he said. "I understand that the Tulsa fair is already ably represented by a competent manager, and I do not have any intention of trying to undermine any present manager. I do not blame The Billboard representative, since I am sure the story originated in Mason City, Ia. It was first published there without my knowledge, authorization or comment that I am 'considering' the Tulsa fair I consider a compliment, but it is decidedly premature."

Fair Grounds

DARLINGTON, S. C. — Darlington County Fair here has been cancelled due to failure to secure carnival attractions, officials said.

ST. CLAIRVILLE, O.—Altho attendance below expectations, 91st annual Belmont County Fair here on September 7-9 was successful, said Carter Thornberg, secretary. Midway was on a par with former years. Klein's Circus unit presented 12 acts twice daily before the grand stand.

MANCHESTER, Ga.—Barfield's Shows have been booked for six-day Tri-County Fair here under auspices of Elvans Club, reports Welby Griffith, fair secretary. Concrete buildings have been erected on new grounds.

INDIANAPOLIS—Leo (Prince) Francis, dancing and musical clown, reports he played Indiana State Fair here on September 1-8 for In. Ex. Association. He will go. Others on the bill were McCormick-Deering Haymakers; Patsy Belle, musical turn; Dorothy Hobards; Peten Kemple, emcee, and Denny Dutton's orchestra. Freds and Dickey O'Brien while playing Losantville, Ind., and August Praul in Liston, Ind.

GONZALES, Tex.—Five-day Gonzales County Fair and Pecan Exposition has booked Jess Akers & Sons' Rodeo for three days and Bill Hams' Shows for the midway, reports Tex Wilson, secretary.

DORCHESTER COLORED COUNTY FAIR

To be held Oct. 23-25, St. George, S. C., is open entries. Write L. B. BROWN, Sec., or M. J. ROBINSON, Gen. Mgr.

tary. Premiums have been increased \$500, and \$1,000 has been spent for remodeling and painting three buildings.

PLYMOUTH, Wis.—Largest crowd in history of Sheboygan County Fair here, 24,865, attended the annual closing a four-day run on September 4, said Secretary W. H. Eldridge, exceeding last year's attendance by 3,635. Entertainment included Ernie Young's Folies Internationales and Frank Williams. United American Shows were on the midway.

CANTON, Ga.—Construction of a sewer over a creek on grounds of six-day Cherokee County Fair here has made more space available for concessions and carnival attractions and sponsoring American Legion Post plans an expanded annual, reports Tom Arnold. Barfield Shows have been contracted and premiums will amount to \$1,000.

NORTH SYDNEY, N. S.—Cape Breton Fair here on September 4-9 had Bill Lynch's Shows on the midway. Grandstand acts included Flying Arleys, Kansas Farmer, LaVenia Sisters, Olympic Girls, Three Whirlwinds and Dionhus and LeBelle. Three-day race program was directed by Charles Ballard. Officers were John Barrington, president; D. R. Nicholson, vice-president; R. M. Jackson, secretary-treasurer, and Charles Munn Jr., assistant secretary-manager.

JACKSON, Mich.—Financial report on the 1939 Jackson Fair, issued by Secretary Ernest R. Hively, shows profit of \$3,150, an increase of about 15 per cent over last year.

ANTIGO, Wis.—Langlade County 4-H Club Round-Up here on August 17 and 18 had net receipts on a par with last year's, according to first report by John Omerick, county agricultural agent. Grandstand attendance totaled about 6,000. WLS National Barn Dance was here opening night, followed by WLS rodeo on closing night. Skerbeck Amusement Co. was on the midway.

DANVILLE, Va.—Danville Fair Association appointed C. L. Booth secretary-manager to succeed the late H. B. Watkins. Grounds were sold some months ago to a local concern for erection of an apartment building, but the project has been delayed, and the association is renting grounds for the exhibition. Secretary Booth has been identified with the fair for years.

MONTROSE, Pa.—New mark for paid admissions was set at 56th annual Susquehanna County Fair here on August 23-25. Merchandise and gate awards were made daily.

DAYTON, O.—Auto races, sanctioned by Central States Racing Association, will be presented at numerous Southern fair sites for the fall Southern racing season which opens in Savannah, Ga., said Norman Witte, executive secretary of the racing body. Two other Georgia cities will see speedsters at fairs. Negotiations are being made with Florida interests for speed driving, and Red Eric, midget car operator, expects to present CSRA midget racing in Florida.

UNION CITY, Ind.—Annual five-day Community Fair here under sponsorship of the Community Chest Association has booked Tom L. Baker's midway attractions. Ross Hunt is secretary.

WAVERLY, Ia.—Recent Bremer County Fair here lost \$2,112 after being rained out on both Sundays. Secretary W. P. Hayes said gate receipts were \$2,149.50, as compared to \$4,268.02 in 1938. Premiums will be prorated.

ROSHOLT, Wis.—A record 30,000 were at Rosholt Free Fair here on September 2-4, despite a storm which rained out the Sunday night show. Bill included Grand Follers, Rusty Hagen Troupe and dancing to Arch Adrian and his Men of Note.

YOUNGSTOWN, O.—Larry Larrimore, concessioner, was host to about 40 committee members at a chicken and spaghetti dinner at the grandstand here on September 3, with Barney Fiesinger in role of chef.

SHELBY, N. C.—For the 1939 Cleveland County Fair here, Dr. J. S. Dorton, manager, said the premium fair grounds are \$15,000. Twenty-five main departments of the exhibits division have been set up. Johnny J. Jones Exposition will be on the midway. Workmen are painting and repairing buildings and grounds.

NOW BOOKING 1940
Outstanding aerial attraction—125 feet in mid-air. Unique and different illumination. Adds zest to any grand-stand program.
EDDIE VIERA Care of The Billboard, Cincinnati, O.

Eddie Vieras Sensational 4 Stars
Write or Wire
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6 — DAYS AND NIGHTS — 6
WEEK OCTOBER 9, 10, 11, 12, 13, 14
WANTED: CONCESSIONS All Kinds. No X. Jewelry and Vegetable Knife Demonstrators, Cookbooks, Ice, Crab, Ice Cream. This Fair is on main highway, advertised like a circus. All County Officials and Merchants co-operating. If you are looking for a real spot on your way South stop here. Want a Live Promoter for public wedding. Two Kiddie Days. Reserve your space now. All address
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SEPTEMBER 27-30, 1939
FREE ATTRACTIONS
WANT—Merchandise Wheels and legitimate Concessions; Penny Pitch, Hoop-La, Fish Pond, Ball Game, Cat Game, High-Striker, Scale, Shooting Gallery, Mitt Camp, etc.
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GREENVILLE, S. C.
Legitimate Concessions Only. NO CRIFT. Can use a few more FREE ACTS and Band. No X sold to any Concession.
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C. A. HERLONG, Secy. - - - - GREER, S. C.

THE GREATER SPARTANBURG FAIR
FIVE DAYS—SIX NIGHTS—October 9, 10, 11, 12, 13, 14
Merchandise Wheels and Legitimate Concessions can be spotted on our Independent Midway, located between Exposition Buildings and Grandstand. Bingo and Novelties sold. Jewelry and Specialties stands to be sold indoors all next to Exhibits. Children's Days Tuesday, Wednesday and Thursday. Harness Racing four days. Hankinson's Auto Racing Saturday. Victor's Grandstand Attractions. Write or wire direct.
SPARTANBURG FAIR, Spartanburg, South Carolina.

GEORGIA-CAROLINA COASTAL FAIR
8 DAYS SAVANNAH, GEORGIA 8 NIGHTS
OCTOBER 29TH THROUGH NOVEMBER 5TH, INC.
2 Jimmy Lynch Thrill Days — Frank Wirth Revue Twice Daily — 2 Days Auto Races — Strates Shows on Midway. Each Day a Special Day. A Fair Backed by Showmanship.
WANTED: LEGITIMATE CONCESSIONS OF ALL KINDS. NO CRIFT. Custard and Bingo sold. Desirable space in buildings for Demonstrators and Blacksmiths. Grand Stand Concessions open. G. HODGES BRYANT, Show City Market Bldg., Savannah, Ga. (Pay Your Wives).

CALIFORNIA, Mo.—Halp Miller's Amusements, with five rides and concessions on the midway, aided materially in success of the 73rd annual Monticue County Fair here on August 29-September 1, reports R. H. Mueller.

MARSHFIELD, Mass.—Attendance of 88,900, nearly double that of a year ago, made the 73rd annual Marshfield Fair on August 21-26 most successful in history. Pari-mutual handle totaled \$128,000, also double that of 1938. Horace C. Keene is secretary. Gov. Leverett Saltonstall was a visitor.

LINCOLNTON, N. C.—Sam Lawrence Shows have been booked for the midway of Lincoln County Fair here, reports Dewey L. Kliser, president and secretary-treasurer. James A. Estridge is in charge of commercial exhibit and concession space, most of which has been sold.

CHARLOTTE, N. C.—Plans have been completed for six-day North Carolina Colored State Fair here on newly constructed grounds, reports J. W. Hunter, secretary. Gold Leaf Shows have been booked for the midway. Jimmy Simpson's Colored Revue will be a feature and there will be exhibits and auto giveaway.

MEDINA, O.—More than 18,000 attended four-day Medina County Fair here on September 6-8, best in recent years, said Secretary Jay V. Einhart. Midway had Secaucum Park rides and more than 30 concessions. Grand-stand show featured circus and radio turns.

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Fastest Growing Organization in Show Business.
BENEVOLENT PROTECTIVE—SOCIAL
(Hospitalization and Cemetery Fund)
Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,
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Grand-Stand Shows

AT SIAWANO County (Wis.) Fair, Shawano, on September 6 and 7, attended by more than 10,000, bill included Happy Harrison's Circus, Stuart Roberts Trio, Ganea Trio, Penwick and Cook, Senior Pedro and WLS National Barn Dance.

J. C. MICHAELS, manager of J. C. Michaels' Attractions, reports satisfactory business to date despite drought conditions in Nebraska. Buffalo County Fair, Kearney, on August 28-September 1, featured Michaels' revue and circus and reported biggest business in fair's history. Other Nebraska county fairs at which Michaels' units appeared are Custer, Broken Bow, Rock, Bassett, Dawson, Lexington, Thayer, Deshler, Johnson, Tecumseh, Milmore, Geneva, Nuckolls, Nelson; Colfax, Leigh; Knox, Bloomfield, and Richardson, Humboldt.

MRS. FRIDIA (Punny Ford) Wiswell was booked for three-day fest two days before Breese (Ill.) Fair on August 30-September 3, Vernie Scurie taking her place, reports Ernie Wiswell. She was taken to St. Joseph Hospital, where her condition is reported improved.

AMONG acts at Maryland State Fair, Timonium, on September 3-10, were Brooks' Animals, Burtin and George in '39', Brothers, comedians; Joe Lewis, clown cop; Eva May, aerialist, and Dared-Devil Oliver, high diver.

CARL ROMIG'S CIRCUS has been booked for three-day (Cal.) Fair thru the Detroit Gas Sun office.

ACTS booked for 77th Wayne County Fair, Honesdale, Pa., on September 19-22 are Eric the Great, high pole; Skating Baris and animal acts.

AT Rocky Ford (Colo.) Fair were Don LaVola and Carlotta, high wire, and Three Togeadors.

AERIAL Porcellas report they played State Fair of Rhode Island, Kingston, on August 30-September 4 and were booked for Barre, Vt., September 11-14.

EDDIE CONLISH, clown cop, who played Annapolis County Fair, Wapakoneta, O., on August 27-September 2, reports big attendance.

AMONG acts entertained by Arthur and Mrs. and Mrs. G. W. Zike, of Sidney, Neb., following close of the fair there on September 9 were Four Deloos, Jimmy, Rippy, Shingle and Bob Quigley; Buton's Dogs, Eddie and Maxine; Great Circus, magnetic boules; George and Tooty; Cavewalker, Art Zike reports a good session with his Equine Stars.

Seward, Neb., Has Winner

SEWARD, Neb., Sept. 16.—Seward County Fair here on August 31-September 2 was a financial success and exhibits in all departments were of better quality and in greater number than ever before, said Secretary Stanley A. Matzke. Extra sheds had to be erected to house overflow exhibits, and premiums amounted to \$2,500, largest ever paid by the association. W. R. West's Motorists' Show on the midway with seven rides, 10 shows and 30 concessions, did not get the gross anticipated. Grand-stand show was *Recories of 1919*, booked thru Billie J. Collins. Cast included Pat Christman's Guests, Aerial Christmans; Maxine Brothers, boules; rope; Jim Valdare and Co., cyclists; Elsie May, aerial ladder; Rodik Twins, musical turn; Eddie Lewis, harmonica; Oscar V. Babcock, loop-the-loop; Original Byfornettes, novelties, and Leo Novak's Band, Bert Byton emceed the show.

Eric Co. Sets Record Mark

HAMBURG, N. Y., Sept. 16.—New record was set by 99th annual Eric County Fair here on August 27-29, final figures showing attendance of 118,212, compared with the previous record of 101,000 made in 1936. Paid admissions were 70,712, against 68,000 last year, and gate receipts were \$31,200. Grand stand took in \$15,300, featuring George A. Hamid attractions, including Boyette Revue, Winkling Circus, Beall Troupe, Frazz, Mammoth and Company, and Two Keys. Total receipts were \$95,000, an increase of \$4,000 over 1938.

JANESVILLE, Wis.—Rock County board of supervisors approved a \$2,500 appropriation for completion of a pavilion on 4-H Club Fair grounds here.

Labor Day Is Washout At Youngstown, O., Annual

YOUNGSTOWN, O., Sept. 16.—Record attendance the first three days of 93d Canfield Fair here failed to offset the drop on Labor Day, always the big day, which was rained out. Labor Day attendance fell to 30,000, bringing the grand stand to \$3,000, 15.00 below the 1938 mark. Edwin R. Ziegler, secretary, said the fair has a chance to break even. Rain and wind struck the midway about 6:30 p.m. and blew down several concession tents. Overflow exhibits in nearby department were reported.

Midway included R. H. Wade's rides, Larry Larrimore's 11 stores, Smith's and Charlie Martin's cookhouses, Ted's salt water taffy, Barney Fiegeer's grab stand, Roger's peanuts, Gooding's Midway Speedway, Greenwald's Athletic Show and Wagner's penny arcade. Grand-stand entertainment was made up largely of radio talent.

Essex County Draws 50,000

TOPSFIELD, Mass., Sept. 16.—Essex County Fair here on September 6-10 drew more than 50,000, despite heavy rain which about ruined Friday's attendance. Fair was the most pretentious yet attempted here and attractions were more varied. Midway was largest in history of the fair. Jimmy Smith's Theatre, new grand stand, feature, automobiles and motorcycle racing displaced horse racing this year and exhibits in all departments were larger than in 1938. Concessioners reported heavy business on the three days of good weather and many children were admitted free.

Marshfield, Wis., in Black

MARSHFIELD, Wis., Sept. 16.—With estimated attendance of 62,000 at Central Wisconsin State Fair here on September 3-7, Secretary R. R. Williams estimated a \$15,000 gross with sufficient margin to defray cost of extensive improvements on grounds during the year. He also believes it possible for the association to pay another dividend of 10 to 15 per cent on obligations. Entertainment, attendance at which exceeded last year's, included Ernie Young's Exhibits in Grandstand, WJJD Radio Stars, Flash Williams and Dixon's mule derby. Sol's Liberty Shows were on the midway. Both gate and grand-stand admission was 25 cents.

Attractions Full Algona

THRU: Rain Hurts Opening ALGONA, Ia., Sept. 15.—Altho rain on opening day when Jimmie Lynch's Death Dodgers were featured, held down crowds, Kosuth County Fair here on August 19-23 drew paid attendance of about 18,000 and indications are that the fair will show a small profit, reported E. L. Vincent, secretary. Harness races on Monday and Tuesday drew fair crowds and on Wednesday Sloan's auto races attracted capacity attendance.

Grand-stand and midway were furnished by Barnes-Carruthers and included Little Johns, rolling globes; Acres Brothers, balancers; Bento Four, acrobatic, musical and juggling turn; Three Night Hawks, musical comedians; Naitto Troupe, wire; Duncan's Colles and Fleceque, aerialists; Theatre-Duffield fireworks were presented and Bloom's Gold Medal Shows were on the midway.

CHARLESTON SEES

(Continued from page 33)
Bill Blomberg's Barker Bros. Circus and Rodeo and Joe Morris and his Devil Drivers were popular grand-stand attractions.

Increased attention was paid to horse shows, sponsored by the fair association and directed by Dr. J. H. Hersey, Charleston. Fair gave away more than \$2,000 in prizes to 4-H and farm adult units. Newspapers put out special sections and the result, said Manager McGovern, is "highly gratifying in spite of decreased attendance. 'We are sure,' he added, 'that we have not finally broken up, but that a great deal more money was spent at concessions and for paid admissions.' Letter are expected to aggregate nearly \$60,000.

400,000 PAID—

(Continued from page 33)
with 23 rides and 21 shows, presented a brilliant up-to-date and colorful use of neon lighting. The striking front provided for the Aquatic Sematons, 110

feet wide and 28 feet high in gleaming white with outlining neon, was designed by Bert Miner and proved a real crowd-stopper. The fair manager, H. A. Wood, reported that his organization grossed 15 per cent more than last year. Speaking of the Jones Exposition, Harry G. Templeton, fair manager, said, "It has furnished the most beautiful show we ever had on the fair grounds."

In attendance the fair exceeded every mark of last year, except that of Monday (Labor Day). Paid attendance by days:

	1938	1939
Friday	-----	9,873
Saturday	-----	24,901
Sunday	-----	63,189
Monday	-----	106,912
Tuesday	-----	50,400
Wednesday	-----	71,294
Thursday	-----	70,565
Friday	-----	24,711
Totals	-----	385,628
		412,305

Grand Stand Grosses \$45,000

This year's fair was one day longer than previous ones, opening on Friday instead of Saturday. Hereafter it was announced, the fair will run eight days with opening day on Friday. This is being done to provide time for 4-H Club activities which are expected to increase substantially with erection of a group of three club buildings on the grounds.

Another notable improvement was the new \$10,000 Coliseum, which altho not completed, was able to house the nightly society horse shows which began on Sunday and ran thru closing night. Sunday grossed \$1,950, little more than last year, but attendance was bigger; there were more lower-priced seats available.

Grand-stand gross was \$45,000. Total attendance was 89,000. Typical attendance figures: Saturday night (WLS Barn Dance, Sunday afternoon (Luck Teter and his Hell Drivers), 10,800; Sunday night (*Belles of Liberty*), stage show, and fireworks), 9,000; Monday afternoon (Grand Circuit racing and vaudeville), 10,400; Monday night (stage show), 5,800; Tuesday night (stage show), 7,500; Wednesday night (stage show), 7,500; Thursday night (stage show), 7,400, and Friday night (stage show), 1,400.

More Publicity Used

Belles of Liberty, produced by Barnes-Carruthers and supervised by Sam J. Levy, opened with a musical comedy number featuring Lambert-Hild dancers, Eight Stars and a musical performance by Teter and his Hell Drivers. Next, Lorrain Trio, knock-about; again Lambert-Hild dancers with singing Marines in scenes from *The Great Waltz*; Serge Flash, juggler, followed; scenery was then taken by dancers in a newly composed act, *Patrol Squadron*, acted by Snow White and the Seven Dwarfs; next came a military number by Singing Marines; Captain Spiller then presented his trained sea lions and Alf Loyal put his amusing dogs thru their paces; a procreation number, *Edna Pine*, followed; a musical number, *Marines*; Alan Rogers, singing ensemble, Miss Bradley and the Alexander-Santos ballet company, whose featured artists were Doris Cloes and Leslie Davis. Show closed with a military spec. As an added attraction, Parr-Old Trio worked ladders and perch. It was pronounced one of the finest shows Barnes-Carruthers have presented in Indianapolis, going on nightly, Sunday thru Friday, on the new permanent stand in front of the grand stand. Following this year, Illinois Fireworks Co. presented displays.

Fair publicity was even more intensive than in the past, Levi P. Moore, publicity director, revealed. Greater use of movies taken at the 1938 fair was made. With an additional 389 newspapers used, publicity, nine radio stations co-operated, 62 magazines carried articles and 67,000 pieces of paper were put out. Conservative estimates as to the fair's profit range from \$20,000 to \$40,000. Concessioners reported business brisker than last year's.

TIMONIUM GETS

(Continued from page 33)
topped last year by 20 per cent, while pari-mutuels handled \$201,000 in betting on the same day, bettering last year's record by \$20,000. Grand-stand attendance on the first six days of racing there in 1939 was an increase of about 25 per cent, which stacked up more favorably than main gate increase. The \$30,000 offered by Maryland State Fair and Agricultural Society was the largest premium money, exclusive of racing purses, in history of the fair and drew the largest number of entries in its 61 years of operation. Altho additional sheds had been constructed

and tents set up, there wasn't enough space for record entries in beef and dairy cattle, horses, ponies, mice, birds, sheep, Phillips pigeons, machinery and household arts.

Increase on Midway

Midway Manager John T. McCaslin reported a night increase of 25 per cent and day increase of 20 per cent over the first eight days as against last year, as well as sale of 10,000 more concession space. O. C. Black Shows with 10 rides and seven shows were on the midway. Early top money was taken by the Ten-One, with the Monkey Show running close behind. Concessioners in the 200 feet of concession space included Carl Barlow, Truesdale's frozen custard, Eddie Jones' cookhouse and Jim Blizzard's novelties. Booked independently was Walter Budd's girl show, with Mrs. Budd, tickets; Happy Meyer, comedian, and Boots Rush, Evelyn Lee and Tiny Ruth, dancers. This year marked a midway departure from the previous two years of the 12-day fair. For the past two years the midway has remained for the 12 days; this year is moved on the eighth day of fair, after which the exhibits, leaving horse racing as sole attraction for the last four days.

Free acts were booked by Manager McCaslin, assisted by J. J. Burns, Lawrence Sandy, Dodo Douglas and Marie Judy Hoff. Afternoon and night shows were presented. Acts included Daredevil Oliver, high diver; Captain Black's Trained Animals; Joe Lewis, clown; Sunshine Dogs and Georgette Brothers, up-side-down dancers and boxers; Horace P. Brown, after-school act, on Friday, on Wednesday and Thursday nights drew 12,000 spectators.

Promotion of a beauty contest, in which Fair Secretary Matt L. Daiger was prominent, received considerable press publicity. The contest will be supervised by Manager David F. Woods. Secretary Daiger; Laban Sparks, president; H. A. Parr, treasurer, and George F. Derr, agricultural secretary, expressed satisfaction with progress on the first eight days.

N. Y. DROPS

(Continued from page 33)
was \$24,000. This fell below 1938's \$63,770 and was barely above the \$21,504 for one-way in 1937.

Concessioners took a beating in the second week, which leaned heavily on running horse races and dance bands, but both fell below par. Fences bandage, with the exception of Guy Lombardo's apparently were not heavy enough to draw. Aviation show, much ballyhooed, turned out less than half a dozen sport planes, and the Paul Dietrich-Paul Smith aerial show off on opening day. Farm machinery show was missing, because, it was said, exhibitors had refused to tie up their equipment for two weeks. Horse Show, which was held in front of the grand stand following reported friction between fair officials and the horse-show officer. Farmers, who generally make up a great bulk of the fair attendance, stayed away in droves.

George A. Hamid's World's Fair Revue was the entertainment for the first week, but instead of being staged in front of the grand stand, as usual, it was moved into the Coliseum, where it fell below last year's mark. Lucky Teter's Hell Drivers were in for the second week, doubling by plane between Syracuse and Toronto, and played nightly only. However, the Coliseum, where it fell below stand to good business. Exact figures on grand-stand and Coliseum attendance are not yet available.

Defeat of all but one concessioner by fair officials, said might be greatest in the fair's history. A further result is this tentative schedule of revisions for next year:

(1) One-week or, at the most, nine-day fair, opening probably on a Sunday and ending on Labor Day.

(2) Admission cut from \$0 to 25 cents, abolishment of the 26-cent charge for automobiles, which has been highly criticized, and drastic curtailment of passes. School children's passes to be confined to two days.

(3) Harness races only, but with possibility of a running horse meet on the grounds at some other time, possibly in July. Horsemen are opposing this latest feature, insisting that small purses and short meeting can bring only cheap nags and no big horses.

(4) Resumption of Horse Show and reinstatement of this feature in the infield before the grand stand. To overcome objections of many exhibitors who dislike the inside shows of recent years.

(5) Continuance of name bands, but only the biggest.

(6) Addition of national exhibits and extension of junior farmer and 4-H Club activities.

FIRE SWEEPS STEEPLECHASE

Ia. Riverview Wins With Big Drop in Gates

DES MOINES, Ia., Sept. 16.—Hampered by bad weather most of the season, Riverview Park here closed on Labor Day with attendance 20,000 off but showing a profit, it was reported by Manager Irving H. Grossman.

Season's attendance was estimated at 315,000 as compared to 335,000 in 1938. Manager Grossman reported the park experienced the worst weather in the last 15 years. Cold weather prevailed for five straight weeks in the beginning and heavy rains came later.

Park set-up was reorganized during the winter, with the management taking over most of the shows and rides. It was due to this that the park manager was able to turn in a profit despite drop in attendance, he said. Promotion features throughout the season which established new attendance marks several times prevented a further drop in total attendance.

Manager Grossman reported that boxing, games, arcade and the roller rink ran ahead of 1938 figures. Boxing and wrestling shows were far behind. Dance hall held up fairly well considering other competition, he said, but the season run was slightly behind last year's.

Fans in Olympic Laud Joe Basile on 50th Anniversary

IRVINGTON, N. J., Sept. 16.—Between 9,000 and 10,000 were in Olympic Park here last Sunday to help Joe Basile celebrate his 50th birthday anniversary, reports Charles Rudolf Milbauer. The genial band leader, resplendent in blue and white uniform, was made happy by the big turnout of his "fans," despite inclement weather, to repay him for 20 years of service to this territory.

Festivities began at 8 p.m. with Charlie Basile as emcee. All seats were taken around the band stand. Radio and stage stars joined with Joe's Madison Square Garden Band of 45 pieces in the program worked out by Charlie Basile. Federal Trust Co. Glee Club sang several selections; also Joe O'Toole, Newark tenor.

Among speakers were Henry A. Guenther, manager of the park, and George A. Hamid, who considered it a "must" to be there. Manager Guenther spoke of friendly relations between himself and Basile, unbroken for 20 years. George Hamid received a big hand from the crowd and spoke on the host's ever-willingness, even on short notice, to take the band to any and all institutions to play for unfortunates. Hamid, who had just returned from Atlantic City, where he had helped to judge Miss America, after looking over Joe's rotund figure, remarked, "Too bad we are not now judging a Mr. America contest; I would give Joe the prize."

Eight-net revue, put on by Hamid, was a sure-fire applause getter and had plenty of flash. Band numbers were received well, but Joe's cornet solos really scored. Ten members with Basile when he organized the band are still with him and played in the concert. The band for years was official band of Madison Square Garden. One of the highlights was presentation to Basile by the bandmen of a life membership in Salam Temple and a life membership in the Conatory. In a fine speech of acceptance, he was visibly overcome with emotion.

Numerous telegrams of congratulation from all parts of the country were read by Charlie Basile. The event closed the regular season in Olympic Park, although bingo parties, a big draw, will continue.

RACINE, Wis.—Three lion cubs, first to be born in Racine Zoo, died several days after birth, as the mother refused to nurse them. Tony Fisher, acting head keeper, said they would be mounted.



A MANAGER in his working clothes is revealed here. Irving H. Grossman ran Riverview Park, Des Moines, Ia., into the black despite a big drop in attendance resulting from bad weather most of the summer. At the season's end Manager Grossman returned to take charge of WHO Radio Enterprises, Inc.

Season Called Best In Boston District; Paragon Is Up 40%

BOSTON, Sept. 16.—Greater Boston's amusement parks have ended their biggest season. Paragon Park, Nantasket Beach; Norumbega Park and Revere Beach having boarded up their main rides and concessions. But some features will remain open at Norumbega. Totem Pole Ballroom and Normandie restaurant will operate through winter with name bands continuing.

Despite illness of Manager Dave Stone, of Paragon Park, it did excellent business and reports an increase for season of nearly 40 per cent in business of rides and concessions. Roller Coaster again proved top money taker.

Norumbega had excellent results with its new policy of name bands. Totem Pole presenting some of the leading orchestras of the nation to thousands of pleased customers.

Revere Beach, as usual, will have a few smaller amusement places and some rides open on week-ends during fall and winter, but the great majority of spots closed after a successful season, despite opposition of the near-by dog track and a month of cold weather in June.



THESE CONCESSIONERS appear to have done well for themselves at the piscatorial sport, they being Buddy and Olan Thornton, widely known in outdoor show biz. They are now located on the beach at Galveston, Tex., with their concessions and rides, reports Mrs. O. W. Thornton, who furnished the photo. They formerly were with the Royal American Shows and the Western States Shows.

Damage in Coney Island Blaze Set at About \$500,000 by Tilyou

Attractions burned include Flying Turns ride, Steeplechase track, Barrel of Fun, Cake Walk, bike ride, Glass House—adjacent Coney Incubators also are lost

NEW YORK, Sept. 16.—With only two days of Mardi Gras week remaining, fire swept thru Steeplechase Park at Coney Island Thursday afternoon and for a while threatened the entire park until fire companies brought it under control two hours later. Damage to the park and surrounding concessions and attractions was estimated at \$200,000 by the fire department and nearly \$500,000 by George C. Tilyou, co-owner of the park. Fire originated at the base of the Boardwalk and spread rapidly thru the ocean-side of the park to the walk and adjoining concessions. Fire department officials stated later that the fire would have been of much greater consequence had not a strong off-shore wind dropped.

The city's high-pressure water system, which failed to function properly seven years ago when \$5,000,000 worth of Coney construction was destroyed, and fact that the fire was discovered early also were held responsible for confining the damage to Steeplechase and immediate surroundings.

Fire was localized to the front part of the park, with major undercover attractions suffering only from water. Attractions burned included the Flying Turns ride, Steeplechase track, Barrel of Fun, Cake Walk, Bicycle ride and House of Glass. Roller Coaster was badly damaged, and the band stand, a handball court and the publicity offices were lost.

Attractions adjoining the park that were lost included Dr. Martin Cooney's Baby Incubator establishment, which was not open this year, a bar and grill, penny arcade, several refreshment stands and two dart games. Boardwalk in front of the park was demolished.

News of the fire brought one of the largest crowds of the week to the Island and concessions reported good business. Steeplechase opened at 7 p.m. after sawdust had been spread on the water-soaked floor of the undamaged parts. Fifty-two pieces of fire apparatus and two fire boats were called to the blaze, and 11 firemen and three civilians were treated for injuries by ambulance services.

Coney Island, N. Y.

By UNO

The 37th annual Mardi Gras festivities and parades began on September 11, Monday night's parade, as seen from the reviewing stand where Police Commissioner Lewis J. Valentine presided, was conspicuous for no clowns, no theme, no king, no queen and particularly no crowd. Nothing like the old Mardi Gras days. The few floats in advance of the usual advertising trucks labeled with merchants' names and police safety

warnings and rules looked like leftovers. And it was just one truck after another sectioned in between and, as that, badly inserted, by all kinds of bands and fire and drum corps.

Feltman's ball tossers beat the Luna nine 4-3 on September 5. Edward Reiner, maitre de hotel, and Henry Boschen, auditor, along with Josephine Christiansa, Malcom Johnson, Jane McKee, Mrs. J. Tolos, Dorothy Steen, Evelyn Kobitz and Louise Fornace, were invited guests to the E. W. Gottschalk second annual dinner at the Clam Bar September 6. Feast was tendered Feltman's general manager by 60 listed employees. This year was Erwin's 20th anniversary with the Feltman establishment.

Other Singing Waiters

George C. Tilyou Memorial Day, set aside every year in commemoration of the late George C. Tilyou, who founded Steeplechase Park 42 years ago, was observed on September 11. Entire receipts went to the Shrine Church of Our Lady (See CONEY ISLAND on page 55)

Coney Coney Staff in East

CINCINNATI, Sept. 16.—To look over the New York World's Fair and adjacent amusement spots for ideas that might be adopted here, nine of the staff of Coney Island Amusement Park have left for the East. They are President and General Manager Edward L. Schott; Ralph Wachs, park manager; Shirley Watkins, superintendent of rides and maintenance; A. W. Hutchinson, pool manager; Al Herman, chief electrician; Henry Schwab, head gardener; William and Ward Devore, managers of refreshment department; and Ralph Devore, refreshment manager in Moonlite Gardens.

Bob Lo Does Best in Decade

DETROIT, Sept. 16.—Officials of Bob Lo Park, situated in the Detroit River, report the season to have been best in attendance and receipts in the last 10 years. Big crowds availed themselves of boat trips as well as amusement features.

Galveston Pier Funds Sure

GALVESTON, Tex., Sept. 16.—With closing of the most successful season in years, Galveston Beach officials look forward to start of construction of a \$1,500,000 pleasure pier. War conditions will not affect the beach's chance of getting necessary federal funds, Washington advices said. City plans to issue revenue bonds which will be sold to the RFC for financing of the project.

New Series of Legal Opinions

In the next issue will appear the 20th of a new series of legal opinions. It will be titled *Legal Status of Amusement Company Employees*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Inconveniencing Swimmers

A glaring evil noted this summer at various outdoor tanks is this biz of pool managements, making repairs, painting, cleaning lockers and other jobs all during operating hours. To my mind this is the worst inconvenience a pool man can impose upon his patrons. To be sure a majority of plunges where this evil prevailed were most courteous about it. Some had signs posted every morning, apologizing for the inconvenience. Others had staffs explain to swimmers that lockers had cleaned every morning, managements probably believing this was a good advertisement.

But look at the situation from the swimmers' viewpoint. Would you like to patronize an estab that continually inconvenienced you? How would it look for a theater to have its best part of it while a performance is in progress? Then why is it necessary for a tank to have locker rooms reeking with disinfectants and men moving about with mop heads when there are customers present? At one pool I visited they actually cleaned bottom and sides of the plunge while there were patrons swimming. The operator felt it was ok because there were only about 50-odd swimmers in the place. But one must admit it did inconvenience these swimmers to have part of the pool roped off and men working there, even if there were only 50-odd in number. They paid the same as others and early morning big or late evening swimming is certainly to be cultivated as such as regular afternoon crowds; in fact, more so.

General feeling at outdoor tanks is that it is all right to do that sort of work during morning hours, for then the patrons are mostly season locker swimmers. Indoor pool owners, especially those connected with hotels or apartment houses, probably feel the same way because forenoon patronage is mostly curio trade from residents or guests. But whether they be season locker patrons or free hotel guests, pool patrons are certainly entitled to all facilities, whether they swim at 9 in the morning or 3 in the afternoon. Why injure this patronage with petty inconveniences?

Main reason pool men have this work done during operating hours is obvious. It saves some money and doesn't require overtime for help. But doesn't continual inconvenience of this nature curb box-office receipts? In the long run it is another case of "penny wise, pound foolish." Check your records and see if there has been any decrease in attendance during hours you usually have repair work done. Maybe that's the reason for a drop in receipts! Be honest about the matter to yourself and let's hear your opinions.

Dots and Dashes

That was some shindig the pool crowd at Pallasades (N. J.) Amusement Park pool thrush for Phil Smith, pop manager

there. . . . Harry E. LaBregue still has hopes of convincing George Hamid to build a big pool on his New Jersey State Fair grounds, Trenton, and to surround it with a few permanent amusements. . . . The official figures have yet to be released, New York City municipalities ran about 15 per cent behind last year's receipts. . . . A picture was sent to prove that Charlie Colombo, operator of Morningside Pool, Hurleyville, N. Y., actually went swimming, and in his own pool! . . . Ever notice that many pool men never swim in their own tanks (not because of sanitary reasons, smarty!) but because they feel their discipline will be spotted, especially if they can't swim so well. . . . Paul H. Huedepohl, of Jantzen Swimming Association, Portland, Ore., plans to come to New York to help formulate program for the forthcoming park and pool convention. . . . Miami pools and beaches look for their biggest season next winter, what with war abroad keeping big money tourists on this side of the Atlantic. . . . Clare Bee back at his post at Long Island U after clearing up duties at the Dan Manhattan Beach, Coney Island, N. Y.

American Recreational Equipment Association

By R. S. UZZELL

Most of the amusement parks will be put to bed for winter at this time. Why not look over each device now and order parts required for putting the device in commission for next year's use? There will be a runaway market and castings especially are going to be hard to get in small lots, as foundries and steel mills, so long on restricted production and give us scant consideration, and the longer you wait the higher price you are sure to pay.

Watch Fire Hazard

The ever-present fire hazard never sleeps. Being ever on the alert for these risks pays good dividends. Replacement values will far surpass present ones.

(See RECREATIONAL on page 51)

Long Island

By ALFRED FRIEDMAN

Indian summer is accounting for a reasonably large amount of post-season trade. High spot of the meeting of American Shore and Beach Preservation Association in the Lexington Hotel, New York City, insofar as Long Island is concerned, was announcement that the group will seek to have the State allocate funds to prevent Island's beaches from being subjected to further erosion. Members were led on a tour of the beaches by Park Commissioner Robert Moses. Development of beach facilities on the bay front of the north shore is next contemplated important move locally. Moses is speaking of \$40,000 expenditure for the creation of a recreation center at Little Neck Bay.

A caravan of beach concessionaires will leave for Danbury (Conn.) Fair. Employees of all Long Island State parks and beaches have formed an association, Free Choice, to have a convention. Village of Amityville will vote on September 25 at a referendum to establish a bathing beach at an outlay of about \$100,000.

ROCKAWAY BEACH: All bathing pavilions have closed for the season. Fred Clorpy led many of the boardwalkers to Mirocola (N. Y.) Fair. A Seaside summer tavern has sponsored four "farewell parties" to date and when the proprietor found that each shindig was better than the preceding one, he began giving serious thought to staying open thru winter. About 4,000,000 motorists passed over Cross Bay Toll Bridge since June.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

RECENT opening of Wooley's improved Salt Lake City roller rink was successful. Manager Gordon Woolley reported. Features include new furniture and lighting fixtures. While improvement work was in progress during August Manager Wooley visited major rinks on the West Coast and reported patronage in that area has increased and that operators are responding by improving rinks and conducting them on a higher plane. His itinerary included visits at G. L. Smalls' Rollerland, Oakland, Calif.; Young's Rink, San Francisco; Bollinger's Oaks and Sam Jeffries' Imperial rinks, Portland, Ore.; Ridge Rink, Seattle, and W. J. Betts' Redondo (Wash.) Rink.

GLENN C. HUBBARD opened his re-surfaced and repainted Monterey Roller Rink, Spokane, Wash., on September 5 to a fair crowd. Program was distributed for the opening. "Roses were given women as a part of the program offered as door prize. Rink is operating six nights weekly. Summer policy was one night a week. Roster includes Bud Lyons, Claude Nelson, Charles Wickman, floor manager; Les Brewer, skate room and Edward Allen and Elmer Starr, instructors. Manager Hubbard visited a number of rinks during the summer, including Trianon, Vancouver, B. C.; Redondo (Wash.) Rink and several Seattle rinks.

BUSINESS has boomed in A. L. Parker's Charlotte (N. C.) Roller Rink since opening on August 31. It is the only rink in the city, has a 75 by 90-foot floor and is decorated according to designs by Mrs. Parker, an interior decorator. Present design is of scholastic nature. Rink features daily matinee and operates six nights weekly. Equipment includes a first-aid room and upholstered benches. Clarence (Pee Wee) Pearson is manager. Beginners' classes are on Tuesday and Thursday mornings.

JACK W. GORDON, Gordon Entertainment Bureau, reports his representative, Gilbert Voss, placed A. Lansing Banks, organist, in Bab's Resort Rink, Congamond Lake, Mass., for the fall, and in Doyle's Rink, Springfield, Mass., for a year.

NEW SPEAKER for the Hammond organ and bands, and a public-address system are being installed in Riverside Rink, Indianapolis. Due to interest created by recently inaugurated matinee nights, the feature was continued indefinitely. Manager Tom Egan said.

BILLY MORELL, of Morell Skates and Billy, skaters, reports they are scoring at Sally Rand's Gay Paree club in Golden Gate International Exposition, San Francisco. Ark appears three times a day and is booked for duration of the fair. Baby Beverly, fancy skater, is popular.

WILLIAM CASTELLANI and son, Edmund, recently reopened their rink in Plains, Pa. New maple floor is 10 feet longer. Also last year has been laid in octagonal fashion and improvements have been made in ventilating.

L. M. DAVENPORT plans erection of an 111,000 roller rink in South Gate, Calif., building to have hardwood floor on 3/4-inch concrete base. Outside dimensions will be 80 by 200 feet, with fluted pilasters on corners of the building's front and on each side of the entrance.

OFFICIALS plan to operate Puritas Springs Park Roller Rink, near Cleveland, Ohio, long as weather is favorable. Daily matinee and night sessions. Warren Steffen is organist.

"C. B. DeFILLIPPO's article on rough skating in the *Billboard* of August 26 was interesting to me," writes Bill Salins, of Maywood, Ill., "and on a recent tour of Midwestern rinks I found much of interest. In Milwaukee I visited Bowman's Riverside Rink and was surprised at its method of operation. About 250 skaters were on the floor, but no floor managers were seen, nor was there any rough skating. Manager Bowman's rink makes an excellent appearance and he again scheduled a good winter program. Rinks in Grand Rapids, Mich., were inactive at the time of my visit but Ramona Gardens Rink Club invited me

to a meeting attended by about 150 members. They are enthusiastic skaters and in a few months will be holding contests. Kuzel's and Frey's Rink opened recently in Villa Park, Ill., and Kollerode Skate Club has been formed. They emphasize waiting and weekly parties on Fridays, when door prizes are awarded."

KNYS' Roller Rink, Follansbee, W. Va., did capacity on opening night, September 2, reports Manager Ray Keys. Open-house preview of remodeling done during summer was held the previous night. Old skate and refreshment rooms were removed, giving several hundred feet of additional floor space and rink now has a larger check room and women's lounge, which have received enthusiastic endorsement of skaters. Redecoration work has been done thruout and a heating system installed. Roster includes Marcellus Smith, cashier; Ruth Lewis, Lula McKenney, check room; Jane McFadden, concessions; William Burke, skate room; Theodore Frolow, I. Frolow, Dale Knox, floormen; Margie Scriver, Jeann Dunn, Ann Ferrence, instructors; Rocco and Bill Comisso, skate boys.

ELMO R. CALDWELL'S portable rinks in Janesville, Wis., and Galesburg, Ill., have had a successful season and will close on October 1, reports Mrs. Caldwell. Manager Caldwell plans to operate a rink in Washington, Ind., during winter and one in Danville, Ill., later having an 85 by 130-foot maple floor.

(See RINKS on opposite page)



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SPECIAL! RINK OPERATORS

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Out in the Open



Leonard Traube

ACCORDING to one indefatigable hobbyist a total of 54 circuses of every conceivable variety made the news during 1939. The total does not include fraternal shows. Note the phrase "made the news." This does not mean all of them operated. Some were announced but never saw action. It was ever thus.

At any rate, the hobbyist is George B. Hubler, of Dayton, O., and his hobbyist denotes that he is affiliated with the Circus, Big Shows and Owners' Association. Hubler says he depends "almost entirely" on this publication for his list. "Many times," he says, "the name of some small and obscure show is mentioned in the Marquee page or in the Dressing Room Gossip columns. Sometimes it is a small advertisement that gives a clue. It's quite a job to have definite dope on the actual number of circuses. Melvin D. Hildreth's estimate of about 19 active motorized shows seems a little conservative to me. Some of the outfits on my list are of the dog and pony size but can be included as they call themselves circuses."

Mr. Hubler divides his list into five parts as follows:

Railroad shows — Ringling-Barnum, Cole Bros., Braddley Bros. (Canadian) Cole Bros. (Canadian) and Great American.

Those that folded—Walter L. Main, WPA, Clark Bros., Dodge Bros., Great American, Oscar Lowande. Believed to have folded but nothing definite. Yanke-Patterson, Matville Bros.

Probably didn't go out, but nothing definite—Staats Bros., Patterson Bros., Durigh-Gilman.

Active circuses — Parker & Watts, Downie Bros. (Canada), Dakota Bill's Hays Bros., Camel Bros., Byron Spauld, Al O. Keyser, Miller Bros., Jay Gould, Atterbury Bros., J. C. Admire, Beers-Barnes, John Van Arman's, Admire-Hawn, Silver Bros., Sperry Bros., Young's Wonder, Bogert's Novelty, Davenport Society, Honest Bill's, Helen Haag, Bible Bros., Barker Bros., Bishop Bros., Marlow's, Barney Bros., Ham and Egg and McCall Bros.

Mr. Hubler adds that his 1938 summary contained 64 titles, with 75 listed for 1937 and 61 for 1936.

Close observers may find some errors in the hobbyist's array, but it should be emphasized that he obtained his material from accredited sources. False information has not been recalled. Neither is his interpretation of announcements, false or otherwise.

Not long ago Fred H. Phillips, assistant director of the New Brunswick (Can.) Bureau of Information at Prediction, was assigned to the New Brunswick section of the Canadian Pavilion at the New York World's Fair. This fact had no sooner reached print than Phillips was sent back to Fredericton to head publicity for the exhibition there. The ink was hardly on that announcement when it was learned that the fair had been canceled owing to European hostilities. After this fact became known Phillips was granted leave of absence from the post and enlisted in the Canadian Active Service Corps at St. John, N. B. Ink and things are expensive, but an additional change to the effect that Phillips (and those millions who have) has been recalled to civilian life because hostilities ceased will be mighty welcome for announcement.

Talk about your long jumps. Endy Burt went from Quebec City, Que., to Winston, N. Y. to Boston. N. C., where show appears this week ahead of North Carolina State Fair. . . . Fog Horn Clancy is back in town after nearly six months with Col. Jim Ekwew's Rodeo. Fog resumes publicity for Madelon Square, Garden's chute and corral classes. . . . Jack Nelson, of Chi's Book-Ola Co., in town chewing the calico with Windy Cityites. . . . The magazine Look for September 26 spreads out with a page and a half on Benj. Houston, aerialist, shown performing on a trapeze

suspended from the bridge spanning the Royal cove in Colorado, 1,937 feet above the Arizona Desert. R. D. Billings Jr., of Montreal's Belmont Park, was again appointed fall-winter cruise director of a steamship line out of New York, but he was thrown him out of the berth. All cruises of the line having been canceled.

Hartmann's Broadcast

THE high circus license fee law in Charlottesville, Va., has been a dismal failure if its aim was to produce greater revenue from such shows. For since this law was passed several years ago, the city has gone circusless.

The last show in Charlottesville was Hagenbeck-Wallace in 1937 on a lot beyond the city limits, but the lot beyond the city limits was the city. The Parker & Watts Circus had arranged to play the city this season, but the fee asked was more than it could pay and show a profit. Dowling Bros. Circus also passed up the city for the same reason this year.

The circus fee charged by Charlottesville is the highest in Virginia, and that means higher than that charged in Richmond. Circus men are of the belief that there is no other city in the United States that imposes such a fee.

Most city officials and Chamber of Commerce members welcome and encourage visits to the city by circuses, not Charlottesville. And Charlottesville is the ancestral home of that great liberal Democratic leader, Thomas Jefferson.

It was not so long ago that Parker & Watts exhibited in Ann Arbor, Mich., a city similar to Charlottesville. The show entertained Ann was entertained by the Circus Fans' Association of America in annual convention at the time. At the banquet and ball, closing feature of the convention, given the show by the CPA, the Mayor of Ann Arbor, Mich., welcomed the show, complimented the management on the performance and parade, commented on the happiness it gave him to see the thousands upon thousands of people who lined the streets to see the parade, and expressed delight over the fact that many poor children, unable to pay the admission price to the performance, at least saw that much of the circus. And His Honor not only welcomed the show back to Ann Arbor next year but waived payment of the license this year.

There are two main reasons for a high circus license fee. One is to bring in increased revenue and the other to shut out such shows in favor of local amusement interests. In the case of Charlottesville, the law imposing the high license has been a dismal failure, as we said above, in bringing increased revenue to the city coffers, because there has been none since it was passed. If it was the other reason that brought on the law, it is now uniting the citizens who are deprived of this form of amusement—a favorite of the majority if not all. And we will venture to say that probably the majority are wondering why Charlottesville has been going circusless. Maybe they will assert themselves some day and have city council get back to earth.

ON the day that the Western Fair at London, Ont., opened (September 11) The London Free Press published an editorial urging the board of directors for carrying on in Ontario. Ontario. "The official opening ceremony," the editorial said, "will be performed by Hon. Albert Matthews, lieutenant-governor, who is taking the place of Hon. James Gardiner, federal minister of agriculture, who has been detained at Ottawa owing to the session of Parliament and will measure."

"The fair directors have done the right thing in carrying on. To have acted otherwise would have been to show a defeated spirit." During the Great War Western Fair never closed even during the darkest days of those troubled years. The directors have spent a lot of time and money in their efforts to improve the exhibition. The citizens of London are proud of the loyalty to this institution, which is one of the oldest fairs in Canada, by generous patronage. The attitude shown by the Western Fair directors is well deserving of praise and should inspire all fair men of North America to continue with the exhibition wherever possible in 1940. Don't

forget the slogan for which showmen are noted: "The show must go on."

THE ARKANSAS GAZETTE of Little Rock, issue of September 7, carried an article about the North Little Rock Ministerial Alliance petitioning city council the day before to bar carnivals on the grounds that "no good thing can come to the citizens of our city from such amusements."

W. M. (Billy) Gear, general agent of Zimdars Greater Shows, got hot under the "gills" (as he puts it) when he read the item, especially since he makes his headquarters in Little Rock and his show holds the midway contract for the Arkansas Live Stock Show to be held soon at North Little Rock, where the show also winters. Immediately he challenged the ministerial association thru a letter to The Gazette. After explaining the merits of carnivals in the letter, which was published two days later, Gear said:

"I cannot personally see why a body of clergymen will condemn the entire business of the show, nothing of our personal habits, etc. They do not know our business and we do not know theirs. It surely takes most of their time in study and preparation for their daily work, the same as it does the amusement management to be up to the minute and in streamlined condition. As an amusement promoter, I will suggest to these gentlemen to better acquaint themselves with us. I will offer the use of a large tent at our opening stand in the spring, placed on the midway and have a real place to get together. They are so beautiful, big morocco-bound Bibles they will change their minds before the week is over and all will say we are a 'swell bunch of people,' and not half as bad as they thought we were."

Gear is to be congratulated on this fine piece of work and for his quick action in answering the unjustified attack. Other showfolk should do likewise if they happen to be in cities or towns where agitation of this sort springs up.

Notes From the Crossroads

By NAT GREEN

OUTDOOR shows in the Middle West got a break last week when anticipated equinoctial rains held off and weather hot as the proverbial "hinges o' hell" descended over the plains. Not that the excessively hot weather was any too welcome, but it did hold the circus in the sun, better, later at night, giving concessioners a better show of carnivals playing the lots around Chicago and in near-by suburbs report that their grosses on rides and concessions were upped considerably. Riverview Park, during the season, drew large crowds every night and spending money was the best September business showmen and concessioners have enjoyed in several years.

Gene Autry, unspooled by his phenomenal success abroad, is back in the States on a stopover in Chicago for a couple of days on his way to Hollywood. While here he made a couple of records of his songs at World Broadcasting Co. for Columbia (Vocalion). In England and Scotland Autry broke records on the Grandstand in Dublin, a letter from a theater manager, who stated, hundreds of thousands thronged the streets to get a glimpse of Autry, and his theater appearances drew packed houses.

Wendell J. (Butch) Goodwin, erstwhile publicity man of the WPA Circus in the East, is touring the Midwest and stopped off in Chi on his way to the fair in Springfield, Mo. Goodwin made openings on Jesse Spawte's show at the Beckman's and Greely midway in Detroit. . . . It looks as if Tom Mix will be stuck in Europe for a while. The other day Tom cabled Commander E. F. McDonald Jr.: "Send over the Mirzap. My horse, Tony, can't swim." Tom won't return to the States until he is unable to get passage for the horse. . . . Thanks to Mel Smith for passport No. 69023 to Gay Paree at Golden Gate Exposition, signed by Sally Rand. I'd like to use it, Mel, but am afraid the 'thumb wouldn't hold out for 2,500

miles' . . . Also from the West Coast (from S. L. Cronin) came a half dozen tickets to the big charity show at Treasure Island in which Sally Rand appeared, for benefit of the Pacific Coast Showmen's Association and Showmen's League of America. . . . And from A. R. Hopper—the former Professor Hopper of trained doves and dogs fame (swell stage settings and lobby displays)—came a lovely avow (and vouchered for by J. E. Brown) is the complete costume of "Miss America." Costume and letter came under 3-cent postage. . . . Harry Hertzberg, San Antonio lawyer and Circus Fan, has bought the Townsend-Walsh collection of circustiana. Burt Wilson, Chicago collector, also recently added considerable material to his already large collection. . . . From the publicity sent out by Paul Jones on the State Fair of Texas we learn that his matter has booked the Holyland show for the fair. Butter has been trouping the Holyland exhibit about the country for several years—and very profitably.

Art Corey, of the Iowa State Fair, had an unusual set-up for the tent used to house the dance floor at the fair. "We built a cradle over the tent out of cable," he says, "which made it possible to remove the inside row of 12 quarter poles, leaving the 75 by 150-foot floor entirely clear except for two center poles." This and other experiments of the last year or two have demonstrated that it is practical to do away with quarter poles in small and medium-size tops.

With the Zoos

GEORGETOWN, Mass.—Charles W. Phelan, proprietor of Hickory Tree Wild Animal Farm here, has signed Van Sheldon, formerly in charge of the Yankee Network Artists' Bureau, to take charge of booking of acts. Two acts have already been signed and talkers placed on the park front. Considerable newspaper space is being used to advertise.

FORT WORTH, Tex.—Mrs. J. Willard Price, in charge of the 300 small birds in Forest Park Zoo here as a 60-day experiment, has been named as permanent member of the zoo staff, duties include feeding, care and training of and lecturing on birds before school groups.

RINKS

(Continued from opposite page)
Both rinks have Hammond organs and are expected to open on October 15.

SMITH'S Roller Rink, Columbus, O., opened on September 5, drawing capacity crowd, reports Manager George W. Smith. New maple floor has been laid and other alterations made.

SUCCESSFUL operation by Albert Crogell and Betty DePlacido of a small rink which was opened last March near the Western R. I. Am. conjunction this summer, resulted in construction by them of a larger rink which was expected to open on September 17. Rink is equipped with a 60 by 100-foot maple floor and Hammond organ system. Sessions will be held weekly for beginners, parties and clubs.

JUNE MARSHALL, amateur acrobat and fancy skater of Tulsa, Okla., put on an exhibition in Skateland, Fort Smith, Ark., on September 12, reports W. H. Stanley, manager. Attendance was good.

DESPITE warm weather, a crowd of about 1,200, larger than anticipated, attended fall opening of Skateland, Trenton, N. J., on September 7, reports Manager M. Silvers. Rink has been repainted and redecorated and accounts have been improved by insulation of roof. Organ has been moved to another part of the rink and entrances added. Four instructors have been added to teach dance steps. Skateland Club meets twice weekly at regular sessions for teaching of fundamental dance steps and advanced dancing.

FRED E. BOKER, who opened his Elk-Horn (Ind.) Roller Rink on September 6 at the Elkhorn, was scheduled to close his portable on September 17, reports Eugene W. Book, manager of Ski-Hi Rink, South Bend, Ind., scheduled to open on September 19. Permanent rinks have been redecorated and floors reconstructed.

Latest Outlay Huge for Jones Modernization

LOUISVILLE, Sept. 16.—Greatly enlarged and beautified, the Johnny J. Jones Exposition at its fourth consecutive appearance at Indiana State Fair, Indianapolis, September 16-20, ran up a gross 15 per cent in excess of that of last year, reported Starr De Belle, director of publicity. Wednesday night prior to the opening day Owner E. Lawrence Phillips was host to some 145 guests at his annual Indiana State Fair Press Dinner. In former years the dinner had been strictly stag, but this year invitations were mailed to "Mr. Guest and Lady." Members of the fair board, visiting fair officials, press, radio and friends of the show and the fair attended the dinner and refreshment tent, and a special performance was given by the members of the *Follies* of 1939.

Much new equipment was ready with more added before the week was over. *Follies* of 1939, "talent minus nudity," gave pleasing performances, modern striking numbers being produced by Jackie Richarda. New performers augmented a talented cast and gorgeous wardrobe of latest style, designed by Jean. Recent investments of hundreds of dollars. A completely revamped front, mass of additional neon lighting effects, and new stage settings make the *Follies* an outstanding midway attraction. Another investment is noted in new equipment of Ernie-Len, two-bodied boy, single pit attraction. Thirty-by-forty.

(See LATEST OUTLAY on page 47)

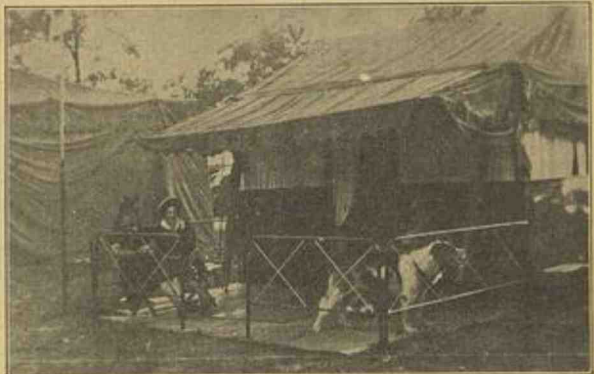
Conklin Duties Completed, Shean Returns to N. Y. Fair

LONDON, Ont., Sept. 18.—Frank D. (Doc) Shean completes his work for J. W. (Patty) Conklin here today and will return to the New York World's Fair. This made the second year that "Doc" has assisted "Patty" in the direction of Proletex and at the Canadian National Exhibition, Toronto, and the midway at the London Exhibition.

"When you are part of the CNE you certainly appreciate the value of show experience and how well it is applied to the success of the greatest annual show on earth," said "Doc."

Ruback Insures Midway

WICHITA, Kan., Sept. 16.—Jack Ruback, owner of Western States Shows, this week adopted midway insurance for his shows, reports Larry Mullins. Albert E. Haas, Kansas City, Mo., handled the policy. Insuring of the midway gives the shows full coverage, as public liability for trucks was taken out last season.



IN THIS HOSPITAL TENT on the Johnny J. Jones Exposition a physician or nurse is on duty at all times and adequate facilities are maintained to care for ill or injured performers and workmen. Photo by Nat Green.

Detroit Is Up 37% For B. & G. Shows

DETROIT, Sept. 16.—An increase of more than 37 per cent over 1938, the last year they played the date, was registered by Beckmann & Grety Shows at Michigan State Fair here on September 1-16, with final Sunday one of the best days, despite strong wind which prevailed until late afternoon.

Best days were first and final Sundays, Labor Day and last Saturday. Rain marred business on September 4 and 9, especially in the morning. Owners Fred Beckmann and Barney Grety said that had it not been for war conditions and infantile paralysis scare here they believed figures would have doubled their previous engagement.

Children's Day failed to draw as in past years because of the epidemic, and Governor's Day, Wednesday, fell off in attendance.

5,000 View Gordon Benefit Thrill Show

CHARLOTTE, N. C., Sept. 16.—Benefit thrill show here on Tuesday night for Mary Gordon, serialist with Capt. Frank Cushing's Death's Holiday Troupe, drew a capacity crowd at Hayman Baseball Park when about 5,000 paid \$1.00 to see the performance. More than 1,000 were turned away and an attempt to repeat the show on Wednesday night was rained out. Miss Gordon sustained a broken back in a 40-foot fall about six weeks ago and physicians report she will never walk again. She was brought to the show from a local hospital in an ambulance.

(See 5,000 VIEW on page 47)

Lewis Chalks Par Biz on Fair Trek

STAUNTON, Va., Sept. 16.—Altho conditions have been far below normal everywhere they have exhibited, Art Lewis Shows have been holding their own for the past several weeks, said Secretary F. Percy Morency here last week. Show's first fair in Lewistown, Pa., gave okeh results, as did new West Virginia Central Fair, Clarkburg, which was managed by R. C. McCarter. Butler (Pa.) Fair and Exposition wound up on the right side, but Great Radford (Va.) Fair was far below expectations. Gate admission was 40 cents for adults and 25 cents for children. Great Galax (Va.) Fair carried the same gate, but ended satisfactory. Fairs in this section, however, are not up to standard so far this year.

Among the many visitors were Charles Sawyer, secretary, Great Reading (Pa.) Fair; Carl Fleckenstein, Bloomsburg Fair; C. W. Cracraft, James E. Strates Shows, and James Quinn, O. C. Buck Shows. Manager Lewis has been busy arranging for 1940, purchasing rubber-tired wagon wheels for new equipment that will be built this winter.

Howard Ingram, trainmaster and general superintendent, is handling the purchase of lumber and material, which is being shipped to the army base at Norfolk, Va., which Manager Lewis obtained for permanent quarters. Designs of new fronts have already been submitted.

Eddie Madigan's Cafe continues popular. Art Gardner joined last week with his Temple of Knowledge, International Casino, under management of Colonel Thompson, continues to click, as does Ernie Slavlin's Hell Drivers.

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

By STARR DeBELLE

Soose, Tenn.
Week ended Sept. 16, 1939.

Dear Mixer:
After driving hundreds of miles, stopping only at bar rooms long enough to crack to the bartender, "That vacant lot behind your saloon would make an ideal spot to hold a fair," and "you could do a lot of business with our arrangement for the entrance to the grounds back there," Agent was successful in promoting the first 100 Proof Fair. The contract called for 25 per cent of the bar and in return the one-man fair board was to receive 15 per cent of all attractions.

A collect wire soon hit the office, informing the bosses that another great promotion had been booked. When the show arrived here we found that Len had been very modest in his declarations. It was better than he stated in his wire, he having failed to mention the bar's convention hall. The bosses were delighted with the set-up and thought

the arrangements for the saloon's front door to serve as a midway entrance quite unique as well as a great saving in labor by eliminating erection of the front arch.

Being a very co-operative chap, the bartender offered the show use of his back room as an exhibit building and thus saved the office the expense of erecting our mammoth 20-by-30 foot hall exhibit tent. Quickly word was spread around the lot that the tent wouldn't go up and that for this week all rummy, crap and poker contests would be held in the exhibit building. The office having a no-banquet policy, was delighted with the showing made by our ex-banquet man, who was successful in selling every available inch on the sides of the saloon. Contract merely called for space, the advertisers to paint their own ads and to get the shows' business in return.

At opening time the sheriff arrived and informed the office that only a

(See BALLYHOO on page 47)

Lincoln Gross Good For Fairly & Little

LINCOLN, Neb., Sept. 16.—Fairly & Little Shows at Nebraska State Fair here rolled up \$1,500 gross for the seven-day stand. Show was in on a 30 per cent agreement and a flat \$1,500 for the games.

Noble Co. Fairly laid out the lot on a "squeeze" basis, getting the customers up close and giving onlookers a jam to build up crowd appearance.

Midway was narrower than usual by 100 feet, considered a wise move. Gross was about equal to that gotten by larger shows the last few seasons.

Patrick Ends Okeh; Winters in Spokane

ODESSA, Wash., Sept. 16.—W. R. Patrick Shows wound up their 1939 tour here last Thursday with a four-day stand at annual Odessa Rodeo to better-than-fair results, said Owner W. R. Patrick. On the run from Oroville, Wash., Ferris Wheel truck, driven by Don Meredith, brother of Mrs. Patrick, overturned on a curve and caught fire. Meredith was thrown clear and not injured beyond a severe shaking up. Truck was partially destroyed, but no damage was done to the ride.

Immediately after closing shows were taken to quarters in Dishman, a suburb of Spokane, where they will be rebuilt and repainted for 1940. Mr. and Mrs. Patrick will leave soon for their annual sojourn at Montana Hot Springs, where they will entertain Mr. and Mrs. Nina, prominent restaurant owners of Spokane. They plan to follow this with a trip down the Coast to San Francisco and the Golden Gate International Exposition.

Meanwhile several of the staff will organize a winter show, which will open in about three weeks. Carl P. Holt and wife, Verma, left for their home in Southern California, where they will vacation several weeks.

Penn State Personnel Honors Mrs. Wachter

STUBQUEHANNA, Pa., Sept. 16.—Mrs. Stewart Wachter, wife of the owner-manager of Penn State Shows, which played a week here recently under North-eastern Firemen's Federation auspices, was tendered a surprise party in celebration of her birthday anniversary on September 2 in the new side-show top by members of the organization after the midway had closed for the night. A buffet supper was served and a huge birthday cake added to attractiveness of the party settings.

Mrs. Wachter was recipient of numerous gifts and well wishes. Entertainment and speeches by various members continued until early morning. Those present included Mr. and Mrs. Stewart Wachter, Mr. and Mrs. F. Eugene Sykes, Miss Walter Sam Cranko, John Mraz Edward Sobuto, Alfred Ponsori, Mr. and Mrs. William Hoffer, Mr. and Mrs. C. F. Hurton, Jack Akers, Fred Long, Guy Simpson, Irving Udowitz, Joe Lussio, Mr. and Mrs. H. A. Chase, Bernard Brown, Pauline Blidie, Mr. and Mrs. H. E. Tice, Barney Barry, Tex Winkler, Ken Oldiden, Joe Wilson, Bill Parker, Eddie Ryan, Archie Bayliss and Reed Kroor.

Route Correction

CINCINNATI, Sept. 16.—Funland Shows were listed in the carnival routes of *The Billboard* of September 16 as appearing this week in Gainesville, Ga. This information was incorrect.

Barfield's Shows have been booked to play the fair there next week.

New Series of Legal Opinions

In the next issue will appear the 26th of a new series of legal opinions. It will be titled "Legal Status of Amusement Company Employees." One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

MAX GRUBERG, owner of Gruberg's World's Exposition Shows, who was stricken ill at New York State Fair, Syracuse, entered a Norfolk, Va., hospital on September 11 for treatment of an eye infection, said to have resulted from a mastoid operation he underwent in Philadelphia last May. He expects to be released in about a week or 10 days. Despite extreme pain, Gruberg directed the business of his organization at the fair, but after the 700-mile trip to Norfolk he was forced to seek medical treatment.

Club Activities

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.



CHICAGO, Sept. 16.—Opening meeting to get for October 4, when club gets under way for the winter. Secretary Streiblich left for a visit with Beckmann & Gerety Shows at Detroit. Brother Sam Feinberg, being off for the week, accompanied him, and they returned with nine applications including those of William Salisbury, Billie Ellis, Sidney R. Marlon, Ralph A. Anderson, Ingram E. Chambers, James C. Smith, Jacques E. Gouille, M. J. Bodenschoitz, Harry V. Lewis and Paul S. Eastus. In addition, the boys collected dues and pledged to Showmen's Home from Robert H. Hickey, Billy Ellis, Guy West, Felix Charneski, R. C. Ward, C. Groelose, Ben Pardo, Charles McDougall, George Vogstad, A. J. Weiss, Zeke Shumway, Ray Belew, Alex Wilson, Sam Aldrich, Dave R. Fineman, R. Morasco, David Graham, Jesse M. Shree, J. L. Murray, Thomas Hes, Paul Flannigan, Charles J. Miles, Archie Brauer, Dave E. Miller, A. M. Ybanero and Edgar T. Neville. Dues also were received recently from Clarence W. Katz, Jack Neal, J. C. Donahue, Frank R. E. Marietta, Robert Sugar, Louis J. Berger, Phil C. Travis, William Getlich, Max Stein, Ben Gibson, David Goldfinch, John Lorman Jr., Murray Goldberg, Henry P. Thodes, Murray Zand, Walter Waldron, Jack Cooney, Walter Mathieson, Frank R. Knier, William H. Owens, John S. Bullock, George H. Harms, Mickey P. Coughlin, Bruce Chase and Eimer W. Weaver.

Additional payments on pledges were received from Bruce Chase, Fairly & Little Shows and William Getlich. Also the annual dues were received from the fund from club's loyal supporter, The Billboard. Secretary Streiblich visited the Gold Medal Shows at Calumet City, and So's Liberty Shows at Beaver Dam. Both promised to co-operate in the annual Cemetery Fund drive. Letters are being mailed to all shows asking their co-operation. League counsel, Morris A. Haf, left on a business trip and stopped for a visit with Gold Medal Shows. Mel H. Vaughn, on a trip east, visited here before leaving for Detroit. Harry Cloe, Beckmann & Gerety Shows, had a painful accident at Detroit and was brought to the American Hospital for treatment. Bob Hickey stopped en route from Detroit for the South. Bob is lending much co-operation to the Beckmann and Gerety benefit to be held at Atlanta.

Ben Beno writes he is in United Hospital, Port Chester, N. Y. He'd like to read letters from friends. Jack Duffield visited at Beaver Dam, accompanied by his mother, whom he brought up for the week-end. Members were pleased to read in The Billboard that Brother Harry W. Hennies is improving and able to be up and around. Harry is chairman of the league's annual drive for funds and has been directing the campaign from a sick bed. Why not lend him your support so he may have an encouraging report at the annual December meeting?

Sick list still includes Col. F. J. Owens and Tom Rankine, who are confined in their homes. Hospital flat shows Harry Cloe, Darlie Wander and R. P. Trevellick under care of Dr. Max Thorak. There was no late news from Jack Lydick or Tom Volner. Recent club visitors included Sam Bloom, Julius Wagner, Joe Murphy, M. J. Doolan, William Young, Fred F. Donnelly, Jack Pritchard, H. Neithich, Ray Oakes, Maurice Hanauer, Charles H. Hall, Whitley Lehrter, James Deane, Mel H. Vaughn and Robert E. Hickey. Your 1940 dues were payable September 1. Please give this year attention. Notices have been sent those who are in arrears but some have come back uncollected. If you have changed your address, drop us a card so we may have our records complete.

Ladies' Auxiliary

Club held a social on September 14, with Edith Kuch as hostess at the Sherman Hotel here. Night was dedicated to Mrs. A. J. Weiss and Mrs. Peter Kortex, Beckmann & Gerety Shows. A (See SHOWMEN'S LEAGUE on page 47)



Palace Theater Building,
New York.

NEW YORK, Sept. 16.—Now that the parks have sung their swan song for the season, a number of concessioners and park employees, members of the N. S. A., are beginning to drop into the clubrooms with regularity. This week Joe McKee, limping slightly with the burden of his load of nearly 50 new members, reported he would be at Pallasades for a few more weeks carefully tucking away his numerous rides for the winter. Adolph (Moustie) Schwartz was also a visitor this week. Doc Morris, Pallasades, is planning to spend a few weeks in and around New York, then to Florida to bask in the sun.

President George A. Hamid is all set for the Trenton Fair, and incidentally, members believe that somewhere in the Orange the fine Italian hand of the president was noticeable in the \$1,000,000 publicity article in the current issue of The Saturday Evening Post. It is a well-written article embellished with a color spread of photos. Brother Harry Schermer, the keeper of the keys and purveyor (in season) of ham and hot drippings (sandwiches and coffee), is at Mineola this week and has several other events scheduled to round out his spare time until club activities will demand his undivided attention. Executive Secretary John M. Liddy, who this was written, left for Mineola Fair to do a little hand shaking and membership rustling. Jack Lichter, book drive chairman, has a dandy letter in the mail telling members to get up in arms and show more favorable results on the coupon award books.

Sam Rothstein celebrated his return to town by taking Secretary John Liddy in tow, trekking out to the New York World's Fair and garnering a couple of new members. Preliminary campaign has been launched on the war-book reservations for advertising space and results are slowly coming in.

If the thousand membership mark is to be attained by the first of the year, club must have a trifling more acceleration on the part of members.

Another benefit jamboree for the club was held on September 14 in Reading, Pa., under auspices of the Cettin and Wilson Shows. All proceeds were donated to the NSA. Program consisted of acts from President George A. Hamid's grand-stand shows, the best from Cettin & Wilson's attractions, several guest artists and a prominent speaker. Birthday greetings to Samuel Walcott, September 16; Phil Isser, September 18; Jack Tavinsky, Sep- (See NATIONAL SHOWMEN'S on page 47)

Missouri Show Women's Club

ST. LOUIS, Sept. 16.—During Greater Exposition Shows' recent visit to East St. Louis, women members of the shows were entertained at a bridge party and luncheon in the club rooms. Mrs. Mary Francis presented to the club with the new card tables, for which she received a vote of thanks.

Prizes were awarded Millicent Navarro, Gertrude Lang, Florence Parker and Mary Francis. A delicious chop stief luncheon service of the club was presented by Mary and Ruby Francis, Margaret Maddox, Lillian Griffin, Dorothy Hayes, Irene Lechman, Peggy Smith, Elizabeth Yearout, Grace Goss, Nell Allen, French Deane, Florence Parker, Millicent Navarro, Gertrude Lang and Kathleen Hebe. A week after the party, Millicent Navarro joined the Fairly & Little Shows for an extended visit with her daughter, Mrs. Millicent Todd.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Sept. 16.—Monday was new members' night with a small but select group of general agents also on hand. Official cabinet included President Harry H. Hargrave, Vice-Presidents Pat Armstrong and John R. Ward, and Secretaries Dobbins and Johnson. Attendance totaled 60, and after routine opening formalities President Hargrave reviewed in some detail the excellent efforts of the Treasure Island committee in putting over Outdoor Showmen's Day on September 7, declaring his grateful acknowledgment to J. Ed Brown, chairman; Fred Weddleton, vice-chairman; Nate Miller; Frank Zambrino, treasurer; Mel Smith, production manager, and Walter Sibley, exploitation. General agent handle included Larry Hogan, Hennies Bros' Shows, Pierre Ouellette, Hilderbrand's United Shows; Arthur Hockwald, Frank Burke and John Alexander Pollitt, Crafts Enterprises.

By unanimous vote the following were received as new members: Carl Lee Clark, Monroe Eiseaman, Harry Matthews Jr., Howard Matthews, David Cavanaugh, Bernard M. Gohman, John Boston Rosenstein, Ralph P. Lossy, John Demick, Robert Bodkins, Thomas Henry, William O. Wilson, Arthur J. Ghontos, Zilbe Vickers Yeager and Roy F. Rutter. Reinstatement were John (Spot) Ragland, Jack Beames, C. W. Nelson, Robert M. Pavinger, Fred Solly, William G. Koehler, Louis Bissinger, John E. Pepin, Frank Henlon, Ed Smithson, Thomas G. Baldwin, Pierre Ouellette and Larry Hogan. Brother Charles Haley, of the homecoming committee, reported a healthy ticket sale condition and announced

(See PACIFIC COAST on page 47)



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Sept. 15.—Several new members were added to the club last week. Brother George Howk has had the finishing touches added to the clubrooms and all is ready for the fall meetings. Brother Frank Capp, entertainment committee chairman, says the tickets for the Annual Banquet and Ball, which will be held on New Year's Eve, are now on sale, and requests that reservations be made as early as possible. Brother George Elsar returned from Ponca City, Okla., where he attended the annual convention of the Cherokee Cowpunchers' Association. Brothers George Ross and Jack Moon returned from Minneapolis, where they had their concessions at the State Fair. Brother Jimmy Byers, of Byers Bros' Shows, visited briefly, as did Ed Ward, of the Princesses' Association. Brothers Bill Snyder and C. J. Chapman visited the Fairly & Little Shows at Lincoln, Neb., and Hennies Bros' Shows at Grand Island, Neb. Brother Milford Smith, of Baker-Lockwood Co., and family are vacationing in Galveston, Tex. Hennies Bros' Shows report they will play a benefit performance for the club during their engagement at Muskogee, Okla.

Brother Neil Walters, of the United States Printing Co., and family returned from a vacation to Havana, Cuba, and Florida. Sam Gordon, of the Rubin-

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For Particulars Write
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Fairbault, Minn.

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NEW YORK NEW BRUNSWICK BRIDGE PLAZA N.J.

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46x95 DRAMATIC END TENT, BARGAIN.
CHARLES DRIVER—BERNIE MENDELSON

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Tractors, Semi-Trailers, Passenger Cars, Used Motor Equipment

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Special Discount Financing Plan with STANDARD CHEMICAL CO., East St. Louis, Ill.

NEW USED TENTS

FOR SALE OR RENT
WRITE FOR FREE CATALOG
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2846 Emerald St., Philadelphia, Pa.

CONCESSION TENTS

BUY FROM FACTORY SAVE

POWERS & CO., Inc.
Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

Cherry Exposition, visited, coming in from Topeka, Kan. Brothers Harry Altshuler and G. C. McGinnis visited the Bud Anderson Circus at Olathe, Kan., and brought in Mr. Anderson's petition for membership. Floyd Schankel passed thru en route to the Oklahoma State Fair, and Lee Springer and Bob Ray are headed south. Harry Steinberg arrived last week from Detroit to take over the management of the B. & N. Sales Co.'s office here. With ideal weather, all shows are reported to be getting good play in this section. The "After Toronto" (See HEART OF AMERICA on page 47)

TENTS SHOW TENTS - FAIR TENTS

Full Line of High Quality Tents for All Purposes
SOLD OR RENTED
L. S. BROWN CO., 291 Ivy St., N. E., Atlanta, Ga.

INSURANCE

Carnivals, Parks, Concessioners

CLEM SCHMITZ Radio City NEW YORK

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

"WHAT 'm I giving you 60-40 for?"

"PLAYED Crossville (Tenn.) Fair with J. J. Page-Shows to good results, as did everyone with it," pens Bertha Bert.

HARRY RUBIN, with concessions, joined Marks Shows in Roanoke, Va., reports Walter D. Nealand.

FAMOUS last words: "I am only feeding until fair time."

RECENT additions to concession department on Eric B. Hyde Shows are Mr. and Mrs. Harry Schriber.

MEL H. VAUGHT, owner and manager of the State Fair Shows, intends to enter a hospital in October in Kansas City, Mo., for two corrective operations.

NO MAN is a First-of-May trouper if he is a born showman.

WALLY BANKS letters from Ruleville, Miss., that he left Rogers & Powell Shows to open his own shows in Mississippi.

JOINING Hilderbrand's United Shows No. 2 Unit in Emmett, Ida., were Mr. and Mrs. Lloyd Carlson. They replaced William Gray, who left to join White City Shows.

COOKHOUSE scandal! "Their wagons keep with last—I mean creak with rust."

PRESS AGENT for E. B. Hyde Shows, Carleton Collins, visited friends on Marks Shows in Roanoke, Va., while en route to his shows' next stand. He was with Marks several seasons.

PAYING off help on the commonwealth plan is usually so common that there ain't any wealth to it.—Cousin Peleg.

BILLY OVERFIELD has been popular with his spiral tower act on Dodson's World's Fair Shows, reports Roy B. Jones. Billy recently was recipient of a four-column piece of art and feature story in The Harrisburg (Pa.) Telegraph.

TAKING DELIVERY on new trailers during Hyde Shows' stand in Pennington Gap, Va., were Al Thomson and Jimmy York. Former immediately staged a housewarming in his Charley Crowe purchased a new car during the stand.

SOME promoters who advertise "This event is backed by brains and years of experience" fail to mention any financial backing.

JIMMIE KEATING (Jean Jeannette), who played Cairo, Ill., with Ray Marsh Brydon's Museum, and Karlene, Australian Wonder Girl, with Grove Greater Shows in Mounds, Ill., renewed acquaintance by exchanging several visits.

HAVING closed with Weyss Production Co. in Ashtabula, O., on September 10,

PROVEN MONEY MAKERS



LOOP-O-PLANE OCTOPUS ROLLO-PLANE

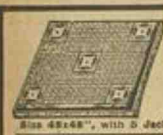
Leading All Sales for 1939

Visit the Octopus and Rollo-Plane at the New York World's Fair and Golden Gate International Exposition, San Francisco.

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PENNY PITCH GAMES

Size 48x48", Price \$25.00.
Size 48x36", Price \$20.00.
With 1 Jack Pot, Price \$30.00.
Size 48x48", with 2 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter, Beautifully Painted. We carry in stock 12-18-20-28- 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, Lamps, Aluminum Ware, Cans, etc.

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124-126 W. Lata St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

(Complete 1940 ready about Sept. 20th)
Single Sheets, 8 1/2 x 14, Typewritten, Per 50, \$5.00
Analysis, 8-p., with Blue Cover, Each, .75
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NEW DREAM BOOK

120 Page, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
PACK OF 75 TRIFLING F. T. CARDS, Answers to All Questions, Lucky Numbers, 45c, 35c
ZODIAC F. T. CARDS, Pack, 25c
Dreadfuler Omens, 24 1/2", 8-p., 1,000 \$9.00
MENTAL TELEPATHY, Booklet, 21 p., 25c
WHAT IS WRITTEN IN THE STARS? Folding Booklet, 12 p., 24c, Contains 40 1/2 Answers, Very Well Written, Per Doz. 50c; Sample 10c.
Bibliography Made to Order, Customers' Order Labels, No checks accepted, C. O. D., 25c Deposit. Our name or ads do not appear in any publications.

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WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.
State salary and all details in first letter.
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SCHORK & SCHAFFER

FOR SALE

COOKHOUSE—Fully equipped with own Truck and Transportation and booked for the balance of the season with such Fairs as Bloomsburg and York. Will be placed on Road for selling, owner has other interests which demand his personal attention. Write or wire.

George Christopher
Care The James E. Straz, Inc., Clearfield, Pa.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



THESE MEMBERS OF L. J. Neth Shows were photographed by Charlie Wren in front of the office wagon as they sought a bit of relaxation from duties while the shows furnished the midway at recent Charleston (Ill.) Fair. Standing, front to rear, are Johnny Giamporre, Eddie Hubbard and Paul Reynolds. In the chair is Joe J. Fontana, general agent and secretary. Curley Rivera, girl show manager, is at the right.

WORD from a Dr. Haskins is that Robert R. (Bob) Kline is seriously ill in Erlanger Hospital, Chattanooga, Tenn., and would like to hear from relatives and friends.

EN ROUTE to North Carolina fairs with their high striker, pop corn and peanut concessions, Mr. and Mrs. Jack Palmer card they stopped in Washington, D. C., to take delivery on a new house trailer.

PATRON in a peeing show—"That kid wouldn't look a bit bad if she wasn't chewing gum."

NEW TALENT gracing Partisan Follies on Eric B. Hyde Shows in Poochontas, Va., included Grace Allen, Mrs. Fay Ayers, Mrs. Buddy Dunn, Mrs. Charles Crowe and Mrs. M. Morris.

JACK BAILLIE recently took delivery on a new tent for his bingo on Dodson's World's Fair Shows, reports Roy B. Jones. Top is done in blue, with green and red trimmings, making a nice flash.

SOME shows that advertise "Two Acres of Canvas" should allow 40 per cent discount for the holes.—Oscar the Ham.

ROSTER of Curley Rivers' Paris After Midnight with Greater Exposition Shows includes Rivers, manager and emcee; T. A. Schaeffer, accordion; Johnny Winters, comic; Josephine Stone, Merris Jarvis, Rosalie Perry, Natacha Schaeffer, dancers; Cordell Ellison, J. Cass, tickets.

Dolly Young pens that she plans to continue working several Ohio street-festivals before closing early in October and heading for Florida, where she will winter.

AT a recent far-western fair date played by a small carnival the fire department had to be called out to help cool off the midway.

AFTER visiting several weeks on Hilderbrand's United Shows' No. 2 Unit Irene Brooks left in Payette, Idaho, and returned to her home in Los Angeles, where she will resume management of her beauty shop.

WITH departure of Mr. and Mrs. Everett Mitchell from Cambridge, Idaho, to Los Angeles on business, Harold (Saffor) Weedlin assumed management of Fred Stewart's Temple of Mystery on Hilderbrand's United Shows.

TICKET sellers and concession agents see a saving money in the till every few minutes are most apt to be too much interested in the gross.

CHARLES T. GOSS, "the match king," of Standard Chevrolet Co., East St. Louis, Ill., is visiting various shows in a sound and moving picture truck, which is causing much enthusiastic comment among show owners.

HENRY BLANK'S BAND, which has been having a successful season with Mighty Monarch Shows, has been con-

tracted to furnish music during winter in Sulphur Springs Park, Tampa, Fla.

WHAT has become of the side-show talker who felt highly insulted when the press referred to him as a speller or a barker—John Oncayear.

"WHILE attending Indiana State Fair, Indianapolis, I had a long chat with Starr DeBelle and several others on Johnny J. Jones Exposition," letters K. E. Strimmons from Crawfordsville, Ind. "The Jones layout is striking with its latest lighting effects."

JOE STREIBICH, secretary of the Showmen's League of America, with the aid of Sam Feinberg, of Beckmann & Gerety Shows, secured nine new members for the club as well as collecting many dues for this year and 1940 during Michigan State Fair.

A SHOWMAN who was on the nut and ready to blow asked the carnival manager, "If you couldn't afford luxuries, then why did you send for me?"

WHILE GETLIN & WILSON Shows were playing Garden State Fair, Bridgeton, N. J., Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. Cettin, Harry Dunkel and George Hirschberg were guests of Mr. and Mrs. Edmondo Zocchini at a spaghetti dinner.

FRANK FELLOWS, president of the Springfield Wagon and Trailer Co., celebrated his 67th birthday anniversary two weeks ago. He took over the office of president of his concern when he was 21 years old at the death of his father, and since then has held the reins continuously.

TROUBLE with some counter-sitting griddle men is that they are afflicted with indigestion. Lead should be on the griddle only.—Whitley Cooks.

MR. and MRS. ROY RHODES report their son, Roy Jr., recovering in Memorial Hospital, Lynchburg, Va., from effects of having accidentally swallowed poison. Rhodes, talker on Herman Singer's Congress of Living Wonders on John H. Marks Shows, infos that the personnel has showered Roy Jr. with kindness during his illness.

PRINCIPAL member of the Stetner Trio, bar act, Dexter Kluge, is reported in St. Joseph Hospital, Buckhannon, W. Va., with a deep flesh wound and fractured pelvis, sustained while attempting to show ride boys with the Lattin Show some horizontal-bar tricks on a Loop-o-Plane while in full motion. Paul H. Steiner, manager of the act, reports that Kluge would like to read letters from friends.

ROSTER of Blaine Young's side show on Melvin's United Shows includes Blaine Young, manager-talker; Harry Davis, inside lecturer; Howard Lawrence, Irish Pole, tickets; Frances Hartley, girl with

PLAY SAFE

ELI BRIDGE COMPANY

N. West Street, JACKSONVILLE, ILL.

THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.

The chairplane can be had in two heights with 18 ft. and 22 ft. covers, making the entire plane as long as needed. The chairplane has shorter wings, conveniently can be operated on smaller space and under most trees and overhead wires. Newly erected exit and entrance signs and improved ticket booth have been added as on other model. Please write for prices and description.

SMITH & SMITH, Springville, Erie Co., N. Y.

Bon mano; Princess Irma; Maybelle Landre, snakes; Texas Bob, one-man band; Erty Lane, tattoo girl; Florence Bradley, electric chair; Boola, fire worshiper; Dorothy Hays, sword swallower, and George Price, man turning to stone.

BEST time to publicize the fact that your show has opened up a closed town is after you have played it and within the city limits.—Colonel Patch.

AFTER two weeks in the East and visits to the Canadian National Exhibition, New York World's Fair and a number of parks, Abner K. Kline, sales manager Elyzer Alrcral Corp., stopped off in Yakobn, O., on September 10 to visit R. W. Wade, ride operator. He also visited J. W. Edwards in Wooster, O., and later went to Seccalum Park en route to his home in Salem, Ore. He was accompanied by Mrs. Kline.

"HEY! What's the hurry? Don't open the front gate. Can't you wait till the boys get thru? They haven't broken up the bridge and rummy games on the concession counters yet."

IT WAS RECENTLY reported that on a fishing trip B. S. (Barney) Gerety and Ned Torti, Wisconsin De Luxe Corp., were able to fisherman when they caught a big string of fish. It has since developed that it was T. Neville, of Beckmann & Gerety Shows, and Gean Berni, concessioner, accompanied them on the trip and that they, too, deserve mention if not for the fish but for the reason they became they were on hand to bait the experts' hooks.

HARRY (SLIM) WOLFE cards from Washington, D. C.: "Am on my way to the Carolinas to make some of the early falls there and also plan to work the Tobacco Festival in South Boston, Va. I'll have the juice stand. Saw Sam Craig, Bill Stanford and Frank Robert here. latter reported the same brother Charlie, is in a veterans' hospital in Virginia, receiving treatment for a broken leg sustained last May in Lancaster, Pa. Things look okeh in the South, according to several of the boys with whom I've talked.

TALK about being extravagant! These general agents seem to go the limit when it comes to spending money. I just had to advance him a sawbuck to buy a new gas cookstove for his home trailer.—Manager Duke, of Duke & Shilling Shows.

VIRGINIA EVANS entertained a group of friends at a basket luncheon and swimming party during Hilderbrand's United Shows No. 2 Unit's stand in Emulda, Ida. Party included Delbert O. McCarty, William Summers, Mlle. Rance, Mae Qualls, Mae Evans, Mr. and Mrs. Lloyd Carlson, Tommy Ventilla, Mr. and Mrs. Glenn Henry, Charles and Marjorie Ederberg, Harold Weaver, Albert Brown, Barker, Viola Simmons, Frank Dykes, Goldie Robertson, Tinker and Bonnie Qualls, Al Rhoades, Rose Mason, Sylvia Mason, Shirley and Betty Henry.

"I'M BACK home to look after my statement house this winter," pencils John B. Houchin from Hannibal, Mo. "Looks like it will be a hard winter, as everyone seems low on funds. Purchased five drive-yourselfers and plan to place them with my sound truck for next season. Had a card from Doc Waddell, who is in the Masonic Home. What kind of business is this show business, when it will let a man of his connections and ability remain idle for all the rest of his life for business? Do they still believe that all one has to do is to set up the rides and shows and the public will come out?"

BOSS to young ride boy—"Son, your Clark Cable tactics with young town girls must cease. Fact is, I'm now giving you a working interest in this ride. That is, if you don't take more interest in your work, you're fired."

A NUMBER of changes were effected in personnel of Eric B. Hyde Shows in Appalachee, Va., reports Carleton Collins. Jimmy Hester was made a member of the executive staff in capacity of general utility man and office assistant. Mrs. Fay Ayers switched from Parisian Polities to Jack Bennie's Posing Show and Mrs. Bertha Crowe and Mrs. Buddy Dunn left the Polities cast, former to take a vacation and the latter to visit relatives in Arkansas and the Southwest with her husband. Madams Estelle took over management of the Oddities, while Johnny Moran continues as manager of Bandana

Minstrels, with Carter Lockhart producing and Rubber Gentry and Lightning joining the Minstrel band.

PEAZY HOFFMAN, for many years special agent on the Rubin & Cherry Exposition and now a cookhouse operator, has his entry booked at some of the larger Southern State fairs. Visitors to his cookhouse at Michigan State Fair, Detroit, included J. C. McCaffery, Gean Berni, Joe Goodman, William Jahnke, W. B. Jones, Walter A. White, Dee Aldrich, Mr. and Mrs. W. D. Sullivan, Ned E. Torti, G. M. Ray, Harry Ross, Mac Leftowitz, Rubin Gruberg, Mel H. Vaught, John P. Courtney, Harry Dennis, R. O. Woody, Paul Flannigan, James Rounds, Joe L. Streibich, Moose Kalin, Charles T. Goss, Frank J. Hauss, Denny Pugh, C. E. Lusk, Whitey Weiss, Dewey and Vena Doyle, Mr. and Mrs. George Tomlinson, Mr. and Mrs. T. P. Kelly, Alce Gardner, Jimmie Cravens, Iva Crowder, Margaret Durg, Doris Belew, Henry A. Snell, Ralph J. Anderson, Morry Silberman, Frank B. Joerling and almost all of the personnel of the Beckmann & Gerety Shows. Izzy (Murphy) Firestone is managing the stand for Hoffman.

SOME showmen are like country boys in a cafeteria—their eyes are bigger than their stomachs. They will buy more equipment on easy-payments plans, making their obligations swart their profits. Once a showman was proudly showing a visitor his horse feed. Said the visitor, "Brand new, and it's a peach; but you haven't any horses." "No," replied the showman, "but ain't it a helova flash!"

AMONG visitors to Hilderbrand's United Shows No. 2 Unit in Payette, Idaho, were Mr. and Mrs. C. F. Corey.



ALYNE POTTER MORENCY, The Billboard and mail agent on Art Lewis Shows, as she appeared on the grounds in Hartford, Va., when she celebrated a birthday anniversary on August 22 while shows were playing the fair. Basket of flowers on her left is one of the many gifts she received. Mr. and Mrs. Howard Bellene, who have had their candy apple and pop corn stands on the shows for the past five years, were the donors. Mrs. Morency is the wife of F. Percy Morency, secretary of the Lewis contingent.

Fern Chaney, Mr. and Mrs. Joe Krug, Mr. and Mrs. Hunter Farmer, Mr. and Mrs. Moe Eissenman, Mr. and Mrs. Casey Taylor, Myles Nelson, Mr. and Mrs. Frank Forrest, Jean Casper, Joe White, the Matthews Brothers, Rose, Larry, Ted and Ruby Mitchell and Max Kaplan, all of White City Shows; Mr. and Mrs. Ed Lahey, Verna Seeborg, Hazel Fisher, Mr. and Mrs. George Morgan, Jack Hobday, Jimmy LeRue, Mr. and Mrs. Fred Stewart, Dorrance Summers, E. Weedin, Mr. and Mrs. H. Johnson, Mr. and Mrs. Clarence Rhinehart, Claude Barris, Bill Osler, Frank Graham, Clara Barthe, Eddie Hall, Danny Barnett, Mr. and Mrs. Earl McCann, Virginia and Don Lewis, Shorty Melton, all of Hilderbrand's No. 1 Unit; Mr. and Mrs. Al Winstein, Boise, Ida.; Thomas Miller, Margaret Lannan, Mr. and Mrs. George Wiley and Irene and Dud Wiley, Mr. and Mrs. William Lewis, all of Belleville, Ida.; A. M. Dyer, and Al Wagner, president and secretary respectively of Grangeville Border Days; Al Fletcher, secretary, Nez Perce Festival; H. E. Frittsen, secretary, Eureka (Utah) Fair; E. Sandem, secretary, Emmets 4-H Fair; Howard Cagle, Postlach Chamber of Commerce; Monty Worden, secretary, Homedale (Ida.) Fair; Ed Rising, secretary, Nampa Chamber

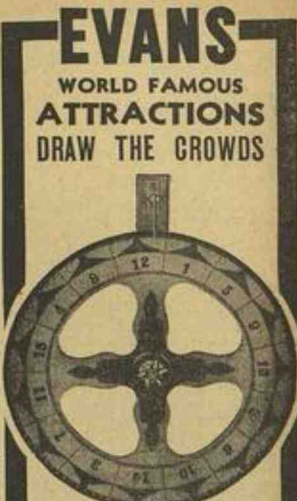
of Commerce; and Fred Ingebreten, secretary, Cambridge Fair.

REPORTED that in a town where an unlucky boy has been elected mayor, he is planning to use the only stop-and-go electric traffic signal as a feature in collecting fines. Green goes double. Red light, your money back plus (?). Yellow light, double up. White, blanked out.

American Carnivals Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., Sept. 18.—During the past week we received from Celine & Wilson Shows a copy of The Bridgeport (N. J.) Evening News, which devoted a full edition to the fair recently held there and played by Celine & Wilson Shows. Edition, gotten up in fine shape, shows and commented very favorably on activities of the association and John W. Wilson as president. We shall be pleased to receive similar items of publicity, which we feel will be of interest to our membership.

A novel idea in the field of transportation was recently advanced by Congressman William Lemke, of North Dakota, who advocates "postalization" of transportation rates. Idea involves division of continental United States into a number of districts with a flat transportation fee from one district to an adjoining district and additional rates for additional districts traversed. For example, rate being \$1.25 per district, based on the proposed district set-up, fare from New York to Pittsburgh would be \$1.25, \$3.75 to Chicago, \$5 to New Orleans, \$6.25 to Oklahoma City, \$7.50 to San Antonio, \$10 to Denver, \$11.25 to Spokane and \$12.50 to San Francisco, the idea being that with this district set-up it would be possible to travel from the farthest eastern point in Maine to the farthest western point of California for \$15. While the postalization feature is not in itself new, adaptation of it to railroad transportation is definitely novel. We are not prepared to say that the plan is feasible financially or that it will do all that its sponsors claim, but as one who does considerable traveling by rail, we certainly would welcome any economy afforded by such a plan, and we presume the industry generally would receive with open arms any arrangement to reduce its gross operating costs. The item is too long to attempt restatement but we shall be pleased to pass along details to any member requesting them.



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Flashiest wheels made! Designed for the professional concessionaire! Extra durable, perfectly balanced—uniform percentage always. \$750 Made in all standard sizes. Up and combinations.

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Leading Makers of Amusement Devices.

See Our Ad in Coin Machine Section.

ROCKET

Would like to place with Show or Park for winter season. Show must furnish all transportation. Also have 5-Car Whip for sale. Write D. BAKEMAN, West Haven, Conn., 500 Beach Street.

Henderson Co. Free Fair, Lexington, Tenn., Sept. 25-30
Middle Tenn. District Fair, Lawrenceburg, Oct. 2-7
North Alabama State Fair, Florence, Oct. 9-14

Want Concessions that work for Stock, sell Ex. Frozen Custard, Rides—Chairplane, Caterpillar, Whip, Heyday, Ride-a-Car, Kiddie Rides, Shows—Mafordrome, Illusion, Show Mechanical City, Exposed, also Girls for Revue. Salary and per cent out of office. Girls for Posing Show, Wheel Foreman, Carbondale, Ill., this week; Corinth, Greenville, Cleveland, Clarkdale, Natchez, Vicksburg Fairs, all in Mississippi.

WEST BROS.' SHOWS

ART LEWIS SHOWS, Inc.

CAN PLACE FOR WILLIAMSTON, N. C. FAIR, SEPT. 23-30, also PETERSBURG FAIR, PETERSBURG, VA., OCT. 27-31. Good ones to follow next season. Legitimate Concessions of All Kinds. Rates reasonable. Kiddie Rides excepting Auto Kiddie Ride. Any Show not conflicting with what is above. Free to all. Salary paid out of the office. Cash, Lewis wants essential Game Agents. One more Reader for our Temple of Knowledge. Rainey Myers wants capable Concession Performer, including Circus Girls. Want various Blueprints, Wagon Builders, Carpenters for winter quarters, starting around November 15th at Norfolk, Va.; also good Train Model. Address Howard Ingram, Bunt. We want to hear from capable Show People with new ideas, as this will be a twenty-car railroad show in 1940. Wire or write ART LEWIS, Gen. Mgr., Work Dept. 19, Lexington, N. C.

AT LIBERTY BLUMENTHAL'S FOUR RIDES

Roll-o-Plane, Chairplane, Ferris Wheel, Kiddie Ride. Also Concessions. Have own transportation. Will play Carolina Fairs. Promoters and Fair Secretaries, answer.

AL BLUMENTHAL, 226 First Ave., Pittsburgh, Pa.

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**FULL-DATE
CARNIVAL
SHOW LETTERS**

James E. Strates

(Rainroad)
Dunkirk, N. Y. Week ended September 9, Dunkirk Fair, weather, two nights lost to rain. Business, fair.

Because of rain, Labor Day, the big day, checked up practically a blank. Wednesday also was marred by rain, but Friday, Kids' Day, with ideal weather, made fair a break-even proposition. Jack Hamilton left here with his side show to play storerooms. Lester Mack and James A. Bagwell, with Crocodile Exhibit, replaced him. John Hannahsh, Australian Bushman, and his Zambiri Twins also joined. Professor Mason does the lecturing. On the run in here Tom Evans, trainmaster, picked up the flats with the attractions which played the State Fair, Syracuse. Attractions reported light attendance and business. Gordon Bryan intoned the shows' Southern fair dates look favorable. A new front for the Lion Motordrome, 20 foot wagons and another light tower are being constructed. Another Roll-

plane will be delivered soon. J. C. Weaver visited en route from Toronto. Bill Sirois is operating another attraction besides the Illusion Show. Fair association complimented the management on its identification card system.

DICK O'BRIEN.

John H. Marks

(Baggage cars and trucks)

Roanoke, Va. Week ended September 9, Greater Roanoke Fair. Location, Maher Field. Weather, extremely hot. Business, excellent.

Despite extremely hot weather, with the temperature hovering at 98 degrees on Thursday, Roanoke Day, business was excellent all week. Opening, Labor Day, drew some 30,000. Bob (Suicide) Hayes' Hell Drivers were popular. Hot weather caused light afternoon attendance, but night business far exceeded last year's. Shows and rides clicked and orphans from the Lutheran Home were guests of Owner John H. Marks and fair management Friday afternoon. Visitors were Art Lewis, owner, S. A. (Bill) Kest, superintendent, Art Lewis Shows; Jake Shapiro, Triangle Poster Co.; W. L. Sydney, secretary Mount Airy (N. C.) Fair, and L. H. Shrader, secretary Amherst Six-County Fair, Lynchburg, Va. Fred (Tox) Leatherman, Ride-O-Jerman, was left behind in a local hospital where he was scheduled to undergo a mastoid operation. Capt. Buster Gordon's Water Circus, and his feature, Freda Daniels, Human Bullet Girl, joined here. His huge aluminum cannon, used in the act, also will be utilized as a street ballyho. John Robinson elephants continue popular.

WALTER D. NEALAND.

West Bros.

(Motorized)

Creco, Ia. Howard County Fair. Week ended September 2. Business, fair. Although good crowds were very much in evidence thruout, little spending was done. Elements played a large part, when a light sprinkle on Friday and Sunday spoiled a good portion of those days' business. Saturday proved the big day, and ride-fair, with the Eskoter continuing best. Sunday was next best, with large crowds on the grounds, but spending was at a minimum. Among visitors were G. Barner, Bert Fraser, J. Christiansen, Charles Wiley, A. P. Nelson, Money Anderson, and R. Holman, all of Preston; E. T. Haugen and William Sevastson, Decorah; R. M. Dixon and O. Rendomek, St. Charles, Minn.; W. Connally and Mr. and Mrs. J. Grosser, of Cresco.

D. TRUBBLOOD.

Dee Lang's

(Motorized)

Jackson, Mo. Four days ended September 2. Auspices, 20th annual Home-Come'r Celebration. Weather, good. Business, excellent. Jump from Preston, Minn., was marked with much truck trouble, but all was ready for the initial day's business. First three days surpassed all previous records, with the Skooter topping the rides and Minnetal Show best among shows. Although streets were jammed and long lines waited at all rides, the expected figure was not reached because shows were forced to close promptly at midnight, thereby turning a horde of customers away. Fair Committee co-operated with all and showfolk's friends here extended warm hospitality. JOHN PABAROUS.

Gruberg's World's Expo

Syracuse, N. Y. Fifteen days, ended September 9. New York State Fair, weather, fair. Second week, third day rain; Labor Day, rain at night. Business, bad.

For the first time in shows' history business was off color from their previous years here. Whether it was due to the extension of time from a 10 to 15 day New York World's Fair, the weather or lack of spending money among patrons, date went down as a financial failure as far as shows were concerned. To make matters worse, rain spoiled night business on Labor Day. Owner Gruberg divided his time between the hospital and fairgrounds, but despite

every effort on his part and co-operation of fair officials, date was a financial blank. Press and radio were liberal with space. Most of the shows got a little money, but nothing in comparison with former years. French Casino, under management of Norman Wolf, topped the midway, and Jack Montague's Children of Satan was second. Others in the money were Rainbow Follies, Equaire and Monroe Brothers.

Charles Sutton, legal adjuster, had his troubles, but surmounted them in his inimitable way. Jack Blackney, lot superintendent, had everything ready night before opening. Louis (John L.) Firpo, trainmaster, brought shows here in good time. Whittier Hewitt, electrician, had all lights going hours before needed. Shows had been repaired.

DICK COLLINS.

Wallace Bros.

(Baggage cars and trucks)

Macon, Miss. September 4-8. Nuzobee County Fair. Weather, very hot. Business, mediocre. Move from Fulton, Ky., was another long one, but was made without mishap and shows opened on time Monday night. A high wind and rain storm which struck the fair grounds late Monday night after closing did about \$1,000 damage to canvas and the Merry-Go-Round top was carried away by the storm. Date marked shows' third consecutive time here and gross receipts were off

ture around the 40 mark. Labor Day gate was above last year by a few hundred. Bob Stevens put the Casino Français into top position among shows, and Frank Byrdak's Scooter and Helioplans tied for top ride honors. Emery Botcher, vet secretary, co-operated, as did Merrick R. Nutting, Sandy Hogan and his French interpreter kept a steady line passing into Professor Koutzler's Twin-One. Station CHRC participated in the promotion of a kids' day on Tuesday with favorable results. Owners reported the five-week tour of Quebec proved the most profitable ever experienced by the shows. Long move to Mincola (L. I.) Fair began at 6 a.m. Saturday and all vehicles were reported out of American customs at midnight, trucks having traveled to the border via Montreal under direction of Louis A. Rice and the writer. United States Customs Inspector George Scully joined Friday and officially escorted the convoy. Truckmaster Sam Murphy did yeoman service in keeping the parade moving. Trainmaster Chuck Connors swung onto the caboose later in the day. Writer drove to Ogdensburg, N. Y., to pick up his family, en route to Raleigh, N. C.

GLENN IRSTON.

Zimdars

(Motorized)

Princeton, Ind., August 27-September 2. Gibson County Fair. Weather, good. Business, excellent.

With co-operation from Mr. Rhinehart, secretary; Cliff Steele, manager, and the fair board, shows played to large crowds and good business here. Shows jumped 450 miles here and were ready to open on the first day of the fair. Some of the attractions opened to good business on Sunday. Daily attendance was good, with the grand-stand show playing to capacity nightly. Attractions were Revue, the Great Zelfgrid and other acts and fireworks were offered at night. Cliff Steele tendered Mrs. Harry Zimdars a turkey dinner in celebration of her birthday anniversary in Con and Dixie Cunningham's cookhouse. Attending were Mr. and Mrs. Rhinehart, Cliff Steele, Frieda Draper, Mrs. Clemens and Mr. and Mrs. Zimdars. Mr. and Mrs. Harry Cohen returned with diggers and R. D. Cohen joined with auction store and other concessions. Visitors were Mr. and Mrs. Bill Chaney, John R. Ward Shows; Chris Shive, L. J. Hoth Shows; Charlie Driver, O. Henry Tent and Awning Co.; Ned Turti, Wisconsin De Luxe Co. and Harry Strong, secretary Du Quoin State Fair. Recently purchased Ride-O-Jerman arrived here and Bill Saco has been named foreman.

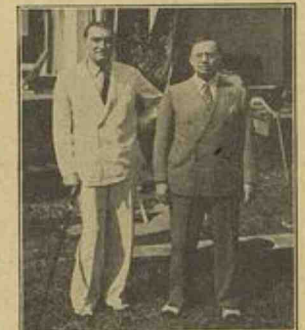
BUDDY MUNN.

Eric B. Hyde

(Baggage cars and trucks)

Appalachia, Va. Week ended September 9. Auspices, American Legion Post. Location, island showgrounds. Weather, fair. Labor Day afternoon and night. Business, fair.

Although the first shows here this year, organization played to only fair business. A large crowd was on the lot and people were pouring thru the gates after noon on Labor Day. Again that night, when the gates were being rushed and grounds well filled, a heavy shower struck and when it was over the night's business was in. Traffic shut shortly after noon on Labor Day. Again that night, when the gates were being rushed and grounds well filled, a heavy shower struck and when it was over the night's business had quite a run. Recently purchased Ride-O-Jerman arrived here and Bill Saco has been named foreman.



ART LEWIS (right), owner of the shows bearing his name, and Congressman Edmonson, Fourth West Virginia District, as they posed near one of the attractions while making a tour of the grounds at West Virginia Central Fair, Clarkburg, recently. Edmonson was one of the numerous prominent visitors to the Lewis midway, which furnished the attractions for the fair, managed by R. C. McCarter.

fully 50 per cent from last year. Contributing factors for the decline were lack of crops and unseasonable hot weather. William Pink joined with Octopus and there were many new faces on concession row, including Maurice Helman with seven concessions; Mr. and Mrs. Paul N. Varner, James Davis, Claude J. Ockerker, Mr. and Mrs. William Luther, Mr. and Mrs. Freeman and James Owens. Secretary R. K. Booth of Laurel (Miss.) Fair and son, John, spent a day here as guests of the writer. Other visitors included Hillman Taylor, Meridian, Fair; Flossie G. McDaniels, G. D. Scott Shows, and delegations from Tupelo, Miss., and Louisville fairs. Owner-manager Ernest E. Farrow Sr. is still very ill with asthma and heart trouble. WALTER B. FOX.

Endy Bros.

Quebec City, Canada. Week ended September 9. Auspices, Provincial and Regional Exposition. Weather, much rain and cold. Business, good.

Last date in shows' string of Canadian fairs resulted in the best grosses so far for departments, despite extremely unfavorable weather. Shows opened to a large crowd on Sunday, with the tempera-

NEW BANNERS NEW

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TEN ATTRACTIVE BANNERS
ONE LETTERED ENTRANCE BANNER
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All Electric for

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INDIVIDUAL BANNER ORDERS, 10x8
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BOB BURST SHOWS

For three best fairs in East Texas. Shows that don't conflict with our own. One Flat Ride. Attractive proposition to Whip or Tilt-a-Whirl with ideal transportation. All Concessions except Bingo, Cook Show, Pop Corn, Ice Cream and Snow Cones.

Address as per Route:
Jefferson, Texas, week Sept. 12th; Linden, Texas, week of Sept. 24th; New Boston, Texas, week of Oct. 2d.

CONCESSION TENTS
CARNIVAL

Our Specialty for Over 40 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$60.00 Automobiles, Ticket Buses, First night, with Ford Equine, Tuck Box and Ford. Bargain.
\$20.00 Sixteen Tons Mammoth with banner, bare, new.
\$20.00 Some Park and Ride. Positive Prospector, 35mm. Candy Fish Machine with Recipe. Write for details.
WE HAVE ALL KINDS OF RINK SKATED AND CONCESSION TENTS.
WE'LL BE CURIOUS TO SHOP.
20 South Second St., Philadelphia, Pa.

BUFF HOTLIE SHOWS

WANT FOR DOYLE, L.A. AND OTHER FAIRS. LEGITIMATE CONCESSIONS, specialty Oak House and Gumb Bins. Address: BUFF HOTLIE, care Billboard, Lodi, Cal. (Day week) Day, L.A. (Fair), Sept. 23-30. Other Fairs to follow. Oct 4th Winter.

SAVE MONEY—BUY A SCHULT TRAILER NOW!

NOW is the time to buy your new Schult Trailer. Rising material costs may soon force prices upward. An investment now, in a model to suit your needs, will pay you in luxurious comfort, every modern convenience and amazing economy. By far the most ideal way to live

on the road. 10 standard models good for years of hard usage. Many special jobs built for show people. Made and guaranteed by the world's largest trailer manufacturer. Write for FREE CATALOG and name of nearest dealer.

SCHULT TRAILERS, INC., Dept. 209, Elkhart, Indiana

WANT WANT WANT

For Worth County Fair, Sylvester, Ga., Sept. 25-30; Mitchell County Fair and Race Meet, biggest race meet in the South, Cassville, Ga., Oct. 2-7, with seven more good fairs to follow; Ride not conflicting with Ferris Wheel, Min-U-Vac, Pony Ride and Kiddie Rides. Shows with own outfit and transportation 25 per cent. Want 10-12, Circus, Monkey and any good Grand Shows, All Show booked. Concessions all open except Bingo, Bill Game, Photo, Penny Pitch, African Dip, Pop Corn, All Other open; Outcast, Cook House, Ball Games and all 10-cent Grand Shows open. No split or P. C. Want Demonstrators and Entrance for exhibit top. L. W. (Red) Bowick, Clyde Hewitt, vice Wm. C. Earle; Joe Weeks and Mr. and Mrs. Burk, get in touch. Wire, don't write; you pay yours and I pay mine.

TOM'S AMUSEMENT COMPANY

TOM E. RICH, Owner, Leary, Ga., this week; Sylvester, Ga., Sept. 25-30.

FAIRS FAIRS FAIRS

L. J. HETH SHOWS

Want to join immediately Organized Colored, Minnetel Show, including Talker salary and percentage; Talker has candy privilege, goal and Billboards. Show has all new banners. Also want Grand Pit Attractions, organized Peeping Blow. Have outfit for same. Concessions all open except Bingo and Potage. Want Lady Agents for Ball Game and Penny Pitch. Must be single. Sweeper Ride for sale, in first-class condition. Jasper, Ala. Fair now; 8 more Georgia Fairs to follow.

WANT FOR LEE COUNTY FAIR, SANFORD, N. C.

6 DAYS AND NIGHTS—6, SEPT. 25-30. Organized Minnetel Show, with furnish complete outfit for an A-1 attraction. Concessions—Cotton Store, Merchandise Wheel, String Game, Pitch-Till-U-Win, Hoop-La, Long-Range Gallery. Ride Whip in all departments.

BANTLY'S ALL AMERICAN SHOWS

THIS WEEK, BLACKSTONE, VA.

STREET FAIRS FALL FESTIVALS

GROVES GREATER SHOWS

HICKMAN, KY., SEPT. 18-23; WICKLIFFE, KY., SEPT. 25-30; EAST PRAIRIE, MO., All On the Streets, and Long Season South. Can Place Legitimate Concessions of All Kinds. Palmistry, Mouse Game, Dogers, Bingo Operator, Talker for Cook Show, Colored Musicians and Performers, Complete Girl Show With Wardrobe. Write or wire ED GROVES, as per Route.

ASHEBORO, NORTH CAROLINA

RANDOLPH COUNTY FAIR, SEPTEMBER 25TH TO 30TH, INCLUSIVE. WANT Legitimate Concessions except Bingo. Can place Long Range Gallery, Palmistry, Eat and Drink Stands for balance of Fair. Beside Traylor wants Working Acts for Side Show. All address:

Manager Kaus, Kaus Exposition Shows, Inc.

Lexington, Va., Fair this week; next week, Asheboro, N. C., Fair.

GOLD LEAF SHOWS WANT

For Benson, N. C. Tri-County Fair next week, Legitimate Concessions of All Kinds, no Ex, come on. Privilege in handling with items. Any Ride or attraction, especially want Octopus, Rideco, Silver Street, Shows with own outfit. Want three more High Acts for Charitable and Greenboro. Ride div't agents, save stamps. This show positively predates all others in Charlotte and Greensboro, both tried and proven money earners. This show out all states in Florida. Want desirable, indoor Bunk Game in all departments, Foreman for Ferris Wheel, also Superintendent Rides and transportation. All address J. E. TERHAN, Mr., Polkville, N. C.

FIDLER'S UNITED SHOWS

WANT FOR FAIRS AND CELEBRATIONS, STARTING THIS WEEK AT SHAWNTEOWN, ILL. FAIR; HANCOCK COUNTY FAIR, ELIZABETHTOWN, ILL., SEPT. 26-30; ALEXANDER COUNTY FAIR, GAIRO, ILL. OCT. 3-7; WEST PLAINS, MO., AND OTHERS TO FOLLOW. COOK GAME, PHOTOS, COOK HOUSE, LEAD GALLERY, WOODLA, PENNY PITCH, SALES, CIGARETTE GALLERY, PITCH-TILL-YOU-WIN, NOVELTIES, STRING GAME, MOUSE GAME AND JEWELRY, DRINK SHOWS, WITH OR WITHOUT OWN EQUIPMENT. Dancers Dressed and Jolly, who McDanner. Can place Banner Man who will put up poster. ADDRESS: SHAWNTEOWN, ILL. THIS WEEK; THEN PER ROUTE.

REAG'S SHOWS

Want Outcast, Novelties for Meridian County Fair at Bolivar, Tenn., next week around the Square. No. 2 Show; Want Lead Gallery, Outcast, Novelties, Ball Games and other 10-Cent Stock Concessions. Come to Rutherford, Tenn., Fair next week. No. 4 Show. Want Concession Agents. Cookhouse Help. All address: W. J. WILLIAMS, Mr., Rutherford, Tenn., Jackson, Tenn., Colored Fairly this week. Have for sale R-C Whip, now operating at Jackson, Tenn., \$750.00 cash.

ciated Trades and Labor Councils.

Weather, fair. Business, poor.

With an apathetic committee and a want-out-of-all-boom-date was run up to expectations. Business thru the week was poor and Labor Day was unseasonably hot. Business was at night only. Large crowds were out, but fireworks and ball games entertained most of them. All trucks and fronts were repaired. Charles T. Goss visited, as did members of Grove's and Hughley Bros.' shows. H. W. SMITH.

Blue Ribbon (Motorized)

Cassopolis, Mich. Week ended September 3. Cass County Fair, Weather, windy and cold. Business, poor.

This was the only fair played by the shows in Michigan and business was poor. Fair board presented good races and an abundance of free acts and fireworks, but matters did not turn out, hence fair as a whole was a flop. Midway suffered the worst week of the season as far as receipts were concerned. Only thing that hit was the cookhouse, and it had the biggest week of the season. Fair board, under George McArthur, co-operated. Owner Roth took a week's vacation in the South and reports conditions there are good. Several members of the Weer Show visited. WILLIAM R. HICKS.

Dodson's

Harrisburg, Pa. Week ended September 9. Location, Greensburg Greensburg, Auspices, Harrisburg City Grays. Weather, good. Business, fair.

Attendance was low thruout and even with several good breaks in local papers patrons did not respond. Those who did come spent liberally and Gay Paree and Obsa La Femme chalked one of their best weeks of the season. Boyette, in charge of Harold Lucas, took top ride money, with Gay Paree high among shows. Committee co-operated. Carl Barlow and a number of concessions played Maryland State Fair, Timonium. John Hoffman was in charge of concessions during Barlow's absence. Mrs. C. Guy Dodson was on the sick list here. Johnny Cousins, billposter, left for several Southern fairs. Iris Taylor, of Wall of Death, has a new wardrobe. Ray Straker's Side Show is well framed. James Jones framed a new ball game for his wife. Mrs. Snow left on a trip to Covington, Va., where her son entered a hospital. Charlie LeBoyer still announces the Thrill Circus. Charles Clarke enlarged his concert band. Cy Holliday has new concessions around the Skooter. Lee Faulkner entertained his sister and family who live here, and the writer renewed acquaintances with newspaper friends. ROY B. JONES.

Hilderbrand's (Motorized)

Cambridge, Ida. Three days ended September 9. Location, city streets. Auspices, Washington County Fair Association. Weather, cold at night. Business, good. Pay gate, 10 cents.

First night here was poor because of high winds and cold, but last two nights chalked good attendance. Thursday was the big day and committee co-operated, bringing the local high school band down at night. Band was placed on Ferris Wheel and played several marches while riding. Merry-Go-Round, under David Fontenot, and Ferris Wheel, under Daniel Barnett, chalked big business at the Prosser (Wash.) Picnic. Local showing marked the home-coming of numerous members who had been to Payette, Ida, with the No. 2 unit. They included Reggie Marlon, Tim Reavis, Alphonse, Willie, August and Pop Huettel. Capt. Charles Soderberg, high diver, and the Henry Duo returned to the No. 2 unit at close of Walla Walla (Wash.) Fair. Fred Thumberg rejoined from the No. 1 unit with his Octopus, but will leave again next week for the Homedale, Ida., stand, along with Merry-Go-Round and E. Utzke's Baby Auto ride. Ralph Balcom joined Mrs. Balcom, of photo gallery, and reported fair returns with his roll-over concession at the Payette Fair. Tommy Pierceon, of Hoop-La, also reported good business. The writer visited the No. 2 show at Payette and renewed acquaintances with numerous friends there. Marie Hanks joined Claude Burdick, of Peach Creek, No. 1 unit. Mr. and Mrs. Ed Carson, fair stand concessioners, visited and then left for Emmett, Ida. June Pickard reports growing sales of

The Billboard. Marquee pay gate was resumed this week and Mrs. Lora Rhinehart again took charge as chief ticket seller. Ed Cantrell added novelties here. Former motion picture star, Bull Montana, with wife and daughter, visited. Sammy Epple and wife returned from an engagement at Vancouver Fair and purchased a business. J. Emerson Mote, sound technician and high acts announcer, returned from Payette. Miss Nelson joined with his long-range shooting gallery. Bob Perry left for the No. 2 show at Emmett with his Wall of Death. Chuck McCray accompanied him. Tabulation of week's returns showed Merry-Go-Round topped the rides, with Stacey Johnson's Tailsip second. Temple of Mystery, under H. Weedin, topped the shows. Johnnie Caldwell left with two concessions to join with the No. 2 unit. JOHN H. HOBDAV.

Mighty Monarch

Bluesfield, W. Va. Week ended September 2. Weather, fine. Business, excellent.

Shows played a return date here in connection with the American Legion State Convention and business was far beyond expectations. Rides and concessions reported their best date so far and the legionnaires and their families jammed the midway. Four Laddies, free act, left to play a contracted date, but will return for the fairs. Caterpillar and Ferris Wheel topped the rides, with Mack Williams' Side Show best among shows. Williams is framing a girl revue for the fairs. Mr. Dize, of Dize Tent and Awning Co., visited and left with orders for new tents, marquee and side show. W. TERRY MARTIN.

Anderson-Strader (Motorized)

Norton, Kan. Week ended September 9. Auspices, Fair Association. Weather, good. Business, good.

Following the move from Stockton, Kan., the major rides and choice concessions played the Natoma (Kan.) Labor Day celebration. Business here and at Stockton was beyond expectations. Vic Allen, sponsoring the grand-stand shows, was a daily visitor at both spots. After an absence of three years Johnny and Babe Martin joined here and got top money with their girl show. Jockey Jones and Albert Martin purchased new cars last week. C. I. Levine and son visited en route to the J. L. Landes Shows. Patsy Strader reports a successful season with her baby Auto Ride and jingle-board concession. She returned to school at Concordia, Kan. ART HUTCHINSON.

Rogers & Powell (Motorized)

Carthage, Miss. Week ended September 9. Location, center of town. Weather, fair. Business, good.

Good crowds prevailed here and all reported good results. Many visits were exchanged with members of the Buckeye State Shows, which were playing near by. Doc Bass, of the Bass & Lane Shows, also visited here. Wally Banks and wife left to play contracted fairs in the West. Jake Miller added a penny pitch to his string of concessions. Bingo stand has been clicking. Joe Smith, manager-owner of the cookhouse, has returned from the Veterans' Hospital, Memphis. All ride and shows have been doing well, with the Athletic Show and Happy Ray's girl shows leading. HAPPY RAY WARE.

Los Angeles

LOS ANGELES, Sept. 16.—Outdoor amusements have taken an upward turn. United Shows did well at Riverside. Frank J. Downie played the Cucamonga Grape Festival to good results. Escocandia (Calif.) stand did well opening day, but rain hurt the last day. Harry Wooding and Dan Stover, with concessions, are back in town free lanceing. Bob Burdock's concessions clicked at Cucamonga. (See LOS ANGELES on page 55)

St. Louis

ST. LOUIS, Sept. 16.—City council's first session is set for September 29, when the Board of Aldermen plans to propose three bills affecting carnivals and circuses. If passed they will probably revoke licenses on traveling outdoor shows. I. e., \$25 per day minimum on smaller (See ST. LOUIS on page 51)

Circulating Heat Adds To Trailer Home Comfort

NEW HUDSON, Mich., Sept. 16.—Vagabond Coach Mfg. Co. has added to the comfort of the trailer home by installing a full-circulating heating system in its new Vagabond coaches.

The system, which has been in process of development for two years, consists of a modern heating system, heater, circulating ducts, built below the floor for conducting the heat to outlets located at points that give circulation to the entire trailer. The heat is forced by a small silent-operating blower. When the blower is not in operation, the heater can be used to heat in the usual way. It is claimed that tests of the new system have shown very slight variation between floor and ceiling temperature.

"All in one year," said an executive of the company, "we have pioneered with our outstanding improvements—double floor, steel turret and now circulating heat." Each feature is included in all models.

HEART OF AMERICA

(Continued from page 41)

Meet' committee is getting its program ironed out and looks forward to a large attendance. The new Vagabond Coach, club custodian, is enjoying the simple life on the farm, visiting his brother at Englewood, Mo. Brother F. M. Shortridge, of the Des Moines Poster Print Co., who was on the sick list last week, is feeling fine and able to attend the meet.

Word reached the club that Brother Frank W. Delmaine, secretary-treasurer of the J. L. Landes Shows, was severely injured while the shows were en route from Belleville, Kan., to St. Paul, Neb. It is hoped he is on the mend and that it may be necessary to amputate others.

Ladies' Auxiliary

Mrs. C. W. Parker and daughters, Lucille and Gertrude, and Mrs. Charles Nathan visited Kansas Free Fair, Topeka, on Wednesday. Day also was Lucille Parker Hemlin's birthday anniversary. Seen by them on the midway were Rose Lee Elliott, Mickey Ingersol and Ethel Turpey, who is now a Topeka resident. Acquaintance was renewed with Bob Lohmar, manager Rubin & Cherry Exposition, and Mrs. Gruberg. They reported a grand time, despite the hot weather.

Bianche Bellman lettered graciously and able to attend the meet. In applications of Jessie Lena Howe and Pearl Miller. Afghan books were received from Mrs. Parker and Ruth Ann Levin. Virginia Jones sent in dues, as did Jessie Carroll, Bird and Mr. Brainin, also sent in. The regulars, Mrs. Margaret Anshel and Elsie Eidsandine, of Hennies Bros.' Shows, visited en route to Springfield. President Virginia Kline lettered she would not arrive here until November. Mrs. C. W. Parker and son, Paul, and daughter, Linda, and Mrs. Vice-President Ruth Ann Levin in her new streamlined apartment. Mrs. Edith and Mr. Button visited while en route home to Independence, Kan. Several members plan to visit the Hennies Bros.' Shows at Springfield.

PACIFIC COAST

(Continued from page 41)

In addition to the principal award, the RCA radio, other prizes had been added. There are percentage consolation award, airplane bag, by Harry Hargrave; desk lamp, by Al Weber; ticket seller's bag, John M. Miller; \$10, Ed Walsh; cash table, wife, by the former, Decatur, Scotch, Meyer Schlom and Cherrio Creme de Kentucky, Al Onken. Financial report, covering a three-year period, not a big hand.

At the board of governors' meeting during intermediate week taken on numerous requests to hold over the special rates for reinstatements and make a more attractive figure for new members. The answer was a reduction of the reinstatement fee of \$10 to \$25.00. The membership application fee of \$15 to \$5. This, with current annual dues, would place reinstatements at \$12.50 and new members at \$15, taking care of their club dues to September 1, 1940. Arrangement will be in operation for the reinstatement application fee of \$15 to \$5. This will extend the privileges of its facilities to the personnel of the Ringling circus during its Los Angeles stand. Recent visitors: Harry L. Neid, O. M. Berrington, Larry Hogan, Capt. David J. (Doc) Barnett and O. A. (Red) Olson.

Ladies' Auxiliary

Regular meeting was held September 17. First Vice-President Morn Bagby

officiated, and other officers present were Chaplain Minnie Fisher and Secretary Edith Bullock. Thirty members were present. Letters were read from President Mario LeFors, Rita Brazier, Sis Dyer, Fern Chazner, Mrs. E. M. Fols, Rosemary Loomis, Bluth McMahon, Lalle Pepin and Clara Zeiger. Leone Barrie, fully recovered from a recent illness, was present, and Dorothy McCoy, Fay Ouellette, Mrs. Hayden, Grace De Garro, Sid Dyer, Morn and Gladys Forest were present for the first time in many weeks.

A Vice-President Bagby appointed Ann Stewart, chairman of a committee to make arrangements to obtain new braces for Tilly Palmatier. Before leaving for an extended vacation in the East, Morn Bagby gave a talk, thanking officers and members for their support during her term in the chair during the absence of President LeFors. She presented Chaplain Fisher, Secretary Edith Bullock and Esther Charley and Jenny Rawlings with a lovely gift.

Many members attended the benefit show at the Golden Gate International Exposition and President Mario LeFors planned to San Francisco to attend. Members surprised Morn Bagby with a card and handkerchief shower.

Meetings will be held every Monday night, beginning September 18, the club's birthday anniversary. Dues for 1940 are payable now. Hostesses for the night were Alfredo Barnes, Stella Linton, Alice Jones and Josephine Foley. Bingo and bridge were played the remainder of the night.

SHOWMEN'S LEAGUE

(Continued from page 41)

good time was reported by all and beautiful prizes were awarded. Dues are coming in daily and most of the members are back in Chicago again.

Telegrams were received from Mrs. A. J. Wells and Virginia Kline. Interesting letters came from Grace Cook, Mrs. John Francis and Mrs. A. J. Wells. Club will hold another social on September 21, with Ida Chase as hostess, dedicating the night to Mrs. Grace Goss and Mrs. Tom Ann. On September 28, Virginia Keller will be acting as the social in honor of Mrs. John Francis and Ruth Breckitt.

NATIONAL SHOWMEN'S

(Continued from page 41)

tember 20; Norman Bartlett, September 21; Clemens P. Schmitz and Sam Stillman, September 22.

Ladies' Auxiliary

Ethel Hamburg donated a set of books to the library. President Packman has been visiting many fairs this season and will be attending the next. Treasurer Ida Harris dropped in town for a day and inquired of Secretary Goldie about our members. She will be at Danbury Fair.

BALLYHOO

(Continued from page 40)

bons fide fair could operate in his county. This was quite a shock to the show and the committee. The officer was willing, tho, to go into a huddle with our legal adjuster behind the closed doors of the convention hall and work out a way in which to make the event legal. In less than an hour it would be all. The \$20 bill arrangements were made whereby the fair would be called a circus, the sticks to be made up as clown concession demonstrators to give the event a front. It was like that. The fair was straightened out before the sheriff left on a fishing trip up-State, otherwise the show would have been operating illegally. The midway opened full blast.

By Thursday the convention hall and exhibit room were overcrowded. Then it became necessary to separate the goats from the sheep. The goats had gone the way of all goats and room was needed to make goats out of the sheep. A club was formed with entrance fees set at a buck a show. This not only grossed the train move but let out those who should be working and not waiting for one on the house.

Friday and Saturday everybody beamed about the shavings which served hot. It was then we learned that the boss had pioneered another midway innovation by scattering the cracked ice on the lot instead of shavings. The girl show had featured the ice more than had dancers. Including the bar's 25 percent midway take, exhibit hall's rake-off and club fees, the show enjoyed one of its best weeks. No word from Truckload yet as to future bookings. But we never

worry, he will night-club the show somewhere. MAJOR PRIVILEGE.

5,000 VIEW

(Continued from page 40)

lance and thanked the crowd over the p.-a. system. General admission was 25 cents, with reserved seats going for 50 cents.

All participants performed gratis, while management of the local ball park furnished it free for the benefit. Bulk of performers came from Cushing's troupe, which presented a three-hour show. Besides Cushing they were Marjorie Bailey, Sky Lady, Captain Cannon and Pete Carsetti, aerialist; Wild Buck Bryant and Al Crisler, motorcycle riders of Charlotte; Bill Walters, midjet auto racer, Apollo; Capt. Jack O'Smondska, Escapee From Death; Grace Darling and Buddy Dunn, trapeze; Red Gunter; Flippo and Pina, clowns; Wallace and Rosella Wright, acrobats, and Bonar Lowrance, sports commentator of Station WSOQ, who emceed. Mrs. J. C. Rates, wife of the special agent of Death's Holiday, handled the microphone. Proceeds are to be used to pay Miss Gordon's hospital and medical bills and may be used in a chair so she may travel with the troupe. Mr. Rates said a second benefit is planned for this section soon.

LATEST OUTLAY

(Continued from page 40)

foot khaki top, trimmed in red and blue and new decorations that bring brightness to the interior, give this show an inviting appearance. Front, the only a few weeks old, was rebuilt with electrical effects and new color scheme.

Banners of New Type

Carl J. Lauther apparently let nothing stop his gait in keeping up with the rest of the show's spending. He opened the engagement with a new 160-foot side-show top, additional neon and other lighting, new pit cloths, new art background and all-new line of banners with new life-size blow-ups of his feature oddities supplanting old-style center banners. Rubie Nixon, stunted neither in money nor labor in his building and beautifying campaign. Opening with a new dark green top, the color alone is a flash in addition to a variety of colorful trimmings, new interior decorations, added lighting effects and side wall of yellow and blue that helped to make the show stand out in flash. Additional chromium and new banners filled his 140-foot front.

Bob Edwards and staff of his Castro spent long hours working on the all-new equipment, khaki top with black lining, new fountain pit cloths, stage settings, new pit cloths, new art background and revamped front that flashes neon from end to end. Recently-built front of modernistic design of the Midjet Revue became more decorative with added neon and indirect lighting. Now is a mass of rich color, yet not gaudy. New wardrobe and interior decorations greeted showgoers.

A massive front was finished and erected for the Aquatic Sensations. Arresting to the eye with its white glistening background, modern architecture and neon decorations, it made an outstanding flash from end to end of the midway. Showmen, other visitors and patrons commented on its beauty and modernism. Wardrobe, spectacles, talent and exhibition of water events were declared worthy of the setting massive entrance provided. Plans for the future, and generous lighting innovations, with added hundreds of feet of neon and now more than holds its place on the midway in the race for outstanding attractiveness. New wardrobe, stage settings and interior decorations, with all equipment shining with paint and newness, is backed up with a fast-stepping company of 35.

New Arch is Striking

Having been rebuilt and erected for the first time in several weeks, the Arch of Modernism, main entrance, with hundreds of feet of neon, seemed like a friendly beacon to the midway for thousands that passed that it. Harmonized with the lighting, the arch that keep the midway bright as day was well covered with red neon, flickering on and off and attracting attention from all parts of the fairgrounds.

J. Lee Cuddy, ride operator, kept pace with showmen by securing from a set of wings of his Rolloplane, flash effects forming a picture of whirling colors. New scenery was built for the Hawaiian show, uniforms provided for attendants and numerous pieces of show property were added, expenditures running into thousands of dollars.

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Address JAS. BELL CO.
36 Green Street, Newark, N. J.

FUZZELL'S UNITED SHOWS

WILL BOOK Crime Show, Mechanical Show, Monkey Show or any show not conflicting. Proceeds, money.

CAN PLACE CONCESSIONS: Frozen Custard, Candy Floss, Snow Cones (Avery, answer), Leaf Batters, Juice, Crack Novelties, Photo Gallery, Hat Rack, No. Ex. Those contracting now given preference.

CAN PLACE AGENTS: Gossip Stores, Corn Game, Selt. etc. Gook House Help. Must be capable. Reply to Fry Galdoine, Concession Manager.

UNTIL DECEMBER 1. COTTON COUNTRY, 500 HINTY FIVE FAIRS AND CELEBRATIONS. Dexter, Mo., this week. Then all starts starting in September 25. P.S.: Fair Secretaries in Arkansas, look us over before booking your 1940 Fair.

C. W. NAIL SHOWS

WANT FOR FAIRS — SHOWS

Illusion, Mechanical, Fat Show and Midjets. Any Show of merit. Dick Taylor, am. executing you at Jenneberg. Want a more Concession that work for stock. Plenty of cotton and seed in going up daily. Want few Second Men on Ride. Will be out till after Thanksgiving, later if weather permits.

Address C. W. NAIL, Lak Providence, La. First Fair, September 18-23; Johnsons, La., Week September 25.

H. P. LARGE SHOWS

Want for the best spots in the Mississippi Delta any kind of show with new attractions, legitimate Concessions. Good coming for Popcorn, Snow, Selt, etc. Mrs. D. G. Dyer, 2503 S. Main St., New Orleans. Small Concessions or Grab. Out all winter. Tyler, Mrs. Sept. 18-23; Webb, Miss, Sept. 23-30.

WANTED

Kiddie Rides and Concessions of All Kinds, Franklin Fair next week; with new Fair and others to follow. This show out all winter. Grandview, Tex., this week.

GENERAL AMUSEMENT ENTERPRISES

BYERS BROS.' SHOWS NO. 1

CAN PLACE FOR DUNKLIN CO. COM. FAIR, SEPT. 25-30, AT THE FINEST SPOTS IN THE OCEANVIEW, MOTORHOME AND FUN SHOW. MERCHANDISE CONCESSIONS that work for stock. Positively no profit. Arrangement must be made out later than Sept. 23 on account of laying out lat. Other Good Out Towns to follow. Address: Myrtle, Mo., this week.

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FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—MEN'S SUITS, 15c; PANTS, 37c; HATS, 15c; Ladies' Coats, \$1.10. Other big bargains. Catalog free. ROOSEVELT MERCANTILE, 505-R Roosevelt Road, Chicago. x

BIG MONEY SELLING OUR WONDERFUL line of Ties, latest Hollywood styles, \$1.50, \$2.00, \$3.15 dozen; Assorted Socks, dozen, \$2.75, 25% cash, balance C. O. D. FREEDLINE TEXTILE, 710 S. Los Angeles Street, Los Angeles, Calif. nov

BIG MONEY APPLYING INITIALS ON AUTO mobiles. Eastern States today. Free samples. Also sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston. nov

CHINESE INCENSE—QUICK-SELLING LARGE packs, costs 2 1/2c. Sells for 25c. Particulars free. Sample No. MISSION, 2328 W. Pico, Los Angeles, Calif. nov

DRESSES, 10c; SUITS, \$1.50; COATS, 50c; Shirts, 15c. Many low-priced bargains. Catalog free. FAIRMOUNT, 164-B Monroe St., New York. oct14

CHRISTMAS CARDS—\$ELL 50 ASSORTED folders, name imprinted, \$1.00; cost you 50c. Samples free. No investment. DUNBAR, New Brunswick, N. J. x

"HELL WITH HITLER" WINDSHIELD Stickers—Motorsists grab 'em for \$c; \$1.00, 50 delivered. Sample \$c. DANIELL, Box 2103, Beaumont, Tex. nov

HUSTLERS CLEAN UP WITH PREVENT-A-RUN —Prevents runs in silk hose. All women want it! QUEEN CITY CHEMICALS, 724 W. Trade St., Charlotte, N. C. x

LORD'S PRAYER—TEN COMMANDMENTS—Individual cards, 4c. 50 gross. Samples, 50c dozen. PERKINS, 1109 Lawrence, Chicago. nov

LORD'S PRAYER ON REAL PENNIES—\$2.50 Shirts, 15c. Many low-priced bargains. Write NOW. C. O., 3751 2nd, Detroit, Mich. x

MAKE BIG MONEY SELLING SENSATIONAL Religious Article. Enormous Profits. Send 10c for complete outfit. ROOVER'S, 305 Broadway, New York City. x

MAN IN EACH TOWN TO MAKE AND SELL North Pole Anti-Freeze; guaranteed; big profit. Free particulars. NU-WAY SALES CO., Box 51, Phoenix, Ariz. x

DRESSES, 10c; SUITS, \$1.50; COATS, 50c; Shirts, 15c. Many low-priced bargains. Catalog free. FAIRMOUNT, 162-B Monroe St., New York. oct14

SELL BY MAIL — FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargain Big profits. Particulars free. F. LFICO, 438 North 7th, St. Charles, Mo. x

SELL AUCTION — BANKRUPT CLOTHING —bargains from home, store or auto. Experience unnecessary. Shoes, 15c pair. Men's, Boys' Suits, Overcoats, 15c. Dresses, 25c. Wholesale catalog free. Bargains galore. SUPERIOR JOBBING, 1250-MI Jefferson, Chicago. x

SELL NEW AND USED CLOTHING FROM HOME, auto or store. Men's Suits, Shoes, 8 1/2c Pair; Dresses, 21c. Hundreds Big Bargains. Catalog Free. \$6N, 440-C East 31st, Chicago. oct30

SILVER LITE SIGNS SELL TO EVERY KING OF BUSINESS. Cost \$c. sells for 75c. BUTLER WORTH, 93 Charlotte, Detroit, Mich. oct30

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. nov

TWO WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. oct7x

ANIMALS, BIRDS AND PETS

A FRESH LOT MEXICAN JUMPING BEANS—Also Puma Cubs, Monkeys, Kinkajous, Kangaroos, Rats, Guinea and Parakeets. SHAW KING, Brownsville, Tex. oct21

ALLIGATORS, SNAKES, LIZARDS, TURTLES—10 Large Assorted Harmless Snakes, \$10.00. Price List. ROSS ALLEN, Silver Springs, Fla. Write via Post. nov

CHIMPANZEE—MALES AND FEMALES, LOW PRICES: Baboons, \$25.00; Magomby, \$15.00. BIDDLE'S CHICKERIES, 7571 Ridge Ave., Philadelphia, Pa. oct23

GIBBONS—JAVAS, WOOLYS, RINGTAILS, Ring-tailed Macaque Monkey, Marmoset, Sun Bear, Python, Boas, Calmans, Tortoises, Monitor and Tegu Lizards. Birds of all kinds. Write for List. BMD EXCHANGE, Box 7, Bell, Calif. nov

LIONS—NINE, 2 1/2 YEARS OLD, TRAINED, for sale. ROSS ALLEN, Silver Springs, Fla. Write via Post. nov

PLenty SNAKES, HORned TOADS, ALLIGATORS, Iguanas, Gila Monsters, Armadillos, Dragons, Apejouts, Monkeys, Coati-mundis, Prairie Dogs, Puma Cubs, Leopard Cubs, African Lion Cubs, Coonlets, Parakeets, Racing Terrapins, Dancing Mice, Guinea Pigs. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. oct30

WRITE FOR OUR REDUCED PRICE LISTS—They cover the Animal Kingdom. MEMES BROS. & WARD, Inc., OceanSide, N. Y. Direct Importers from all over the world. x

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BOOK ON JUGGLING \$1.00 POSTPAID—Rare Magic Magazines, Books, Juggling Outfits, bargain, \$1.00. CARL MARTELL, 2215 Holland St., Alton, Ill. x

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FOR SALE—ROLLERDROME, HOUSTON, building and equipment. Bargain if sold by October 1. TYLER, RollerDrome, Houston, Tex. x

FOR SALE—SKATING RINK BUSINESS, SKATES and equipment, popular in 17,000,000 households. rent: \$500, P. O. BOX 317, Portland, Ind. x

MONEY-MAKERS—PORTABLE AUTOMATIC Card Press, \$85; Stationery Embosser, \$65; Hand Press, \$15. Printing machinery bought, exchanged. REID, Box 172, Webster, Mass. x

SALESMEN, DISTRIBUTORS FOR BINGO CARDS and equipment. Merchants ad on every card. Samples 15c. MODERN PRESS, Wadsworth, O. x

\$50,000 WANTED FROM ONE OR TWO ACTIVE investors; new amusement park, carnival manufacturing equipment enterprise. BOX C-286, The Billboard, Cincinnati. x

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 COMPLETE SELECTION OF REBUILT Selective Six Candy Bar Machines; all kinds. Real Bargain! THE ADAIR CO., 733 South Euclid Ave., Oak Park, Ill. x

AT CLOSE OUT—50 EVER-READY FOUR-column Ice Nut and Confection Machines. Write for price. ROBINS CO., 11418 Dixie Ave., Brooklyn, N. Y. x oct30

AUTOMATIC — NOVELTIES — COUNTER Games—Sell cheap or trade for Phonographs, Cigarette Machines. Send for list. WESTERN AMUSEMENTS, Farley, New Mexico. x

COMPLETELY REMODELED BUCKLEY DIGGER, like new; sale \$75.00 or trade for late phonograph. J. C. ARTHUR, Mattie's Ballroom, Kilgore, Tex. x

COUNTER GAMES — CINCEES, \$11.50; Zephyrs, \$7.50; Kourter King, \$8.50; Deuces Wild, \$6.30; Old Age Pension, \$4.50; Skunk-draw, \$6.50; Penny Packs, \$6.50; Exhibits \$6. Game, \$4.50; Blue Front, \$9.00; Melon Balls, \$49.50; Hawthorne, \$59.50; Rotary Merchandisers, late models, \$44.50. Write for list. One-third deposit. BOYLE AMUSEMENT CO., Oklahoma City, Okla. x

COUNTER C A M E BARGAINS — NICKEL Crandall, Penny Clubwinder, A. B. T. Model F Targets, New Exhibit Turfline, Red- Dog, Dixie Dominoes, \$11.75 each. COLEMAN NOVELTY, Rockford, Ill. x

FORTY COUNTER GAMES—ALL RECONDITIONED and ready to place. Penny Packs, Yellow, \$7.50; Tally, \$7.00; Wagon Wheel, Mill Wheel, Races, Reel 21 and Reel Spot, \$3.00 each; Bell Slides, \$4.00. Penny Pack, reprint, \$5.00; Baby Race, \$6.00; Tickets, \$1.50; Five Jacks, \$4.00. One-half cash deposit with order, the balance C. O. D. HENEMAN'S AUTOMATIC SALES, P. O. Box 110, Schenectady, N. Y. x

FOR SALE—12 A. B. T. MODEL F CUN Target, \$12.50 each; Cottlieb Grip Testers, \$9.00 each. All reconditioned in good order. 1/2 Deposit, Balance C. O. D. A. J. MATTHIAS, Jr., Lexington, South Carolina. x

FREE PLAY GAMES—MAJOR, SPOTTEM, Circus, Bubbles, Chubbie, \$35.00 each. Lotta Fun, Buckaroo, Ocean Park, \$59.50 each. Cowboy, Pickem, Vogue, Sports, Champion, Air-liner, \$69.50 each. Variety, \$64.50; Up & Up, \$49.50; Contact, Fifth Innings, \$39.50 each; Box Score, Trio, \$25.00 each. Send 1/2 deposit with order. LEHIGH SPECIALTY, 2nd and Green, Philadelphia, Pa. x

MILLS BLUE FRONTS—25c S. J. P. OVER 36,000, \$90.00; 50c-play, 40,000, \$45.00; 10c-play, over 60,000 like new with original frame, \$75.00. Reel Spots, \$4.50; Reel Dice, \$3.50. Reel 21, \$3.00. Bell Slide, \$6.50. Crocheting, Zephyrs, cig or cherry strips, \$7.50. Deuces Wild, \$9.00; Kourter Kings, \$8.50. All orders under \$10.00 in full. 1/3 Deposit, balance C. O. D. H. G. NOVELTY, 849 S. W. 2d St., Miami, Florida. x

PARTS AND SUPPLIES FOR COIN MACHINES —We specialize in replacement parts for pin games. Free illustrated catalog. BLOCK, 4919 N. 8th, Philadelphia. x

SEBRING RAYOLITE — LIKE NEW, \$65.00 each. Wurlitzer 412, \$39.50; Wurlitzer 428, \$87.50; Counter Models, \$99.00. EAST COAST, 625 10th Ave., New York City, N. Y. oct23

SPOT CASH FOR MILLS ONE-TWO-THREES, Burekas, Vest Pockets, Wurlitzer Counter Models. Novelty Free Play Games. Give description, lowest price. MASSENGILL MFG. Co., Kingston, N. C. oct30

TRADE 30 BUMPER NOVELTY GAMES FOR Slots, Counter Machines, Grippers or Peanut Venders. For bargaining see our ad every week, opposite editorial page. MARION COMPANY, Wichita, Kan. oct20

WANTED—LATE MODEL COUNTER GAMES, Slots, Phonographs, Pay Tables and Novelty Games. State your price and quantities in first typewritten letter. GRAND NATIONAL SALES CO., 2304 W. Armitage Ave., Chicago, Ill. oct23

WILL BUY MILLS BLUE FRONTS—NICKEL, Dime and Quarter coin slot lowest price and serial numbers. BOX C-159, Billboard, Cincinnati. oct23

1/2" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Sticks, Midget Chucks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. oct7x

30 REGAL NUT-NOVELTY VENDERS—10 Mills Selective Gum Vendors. All like new; make offer. L. R. PORTER, Alexandria, Ind. x

200 LIKE NEW TWO-COLUMN 12 VENDERS, \$7.50 each, formerly \$18.50 each. BUREL & CO., Inc., 679 Orleans, Chicago, Ill. 11x

500 ICE SNACKS THREE COMPARTMENT VENDORS, like new, equipped with latest adjuster for merchandise compartment. BUREL & CO., Inc., 679 Orleans, Chicago. 11x

1938 CINCEES, PENNY AUTOMATIC PAYOUT Cigarette Machines with bases. Like new. Will sell subject to examination, \$10.00 each. M. ODOM, 8023 Weaver Ave., Baltimore, Md. x

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, \$5.00 up; Furs, Costumes, Mixed Bundles, \$1.00. Street wear. CONLEY, 310 W. 47th, New York. x

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest Catalog Free. NORMAN W. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. 11x

THAXLY FORMULAS FOR PERFECT PRODUCTIONS, Accurate analysis assured. Resultful results. Catalog free. Y. THAXLY CO., Washington, D. C. x

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—FEARLESS, ALL ELECTRICS, giant geared popping kettles, caramelcorn equipment. Get our prices free. NORTH DICE CO., 1001 N. E. St., Indianapolis, Ia. oct30

FOR SALE OR RENT—COMPLETE EQUIPMENT for Roller Skating Rink, including Chicago Skates, Hammond B-40 Speaker, Automatic Turntable, etc. A-1 condition. A. D. PIERSON, 925 E. Whitmer St., Decatur, Ill. x

FOR SALE—DUNBAR PEANUT AND POPCORN Truck. Write BOX C-282, care of The Billboard, Cincinnati, O. x

FOR SALE—PENNY ARCADE AND SHOOTING Gallery. Good condition. WM. J. DYCKES, Corry, Pa. x

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL POPCORN, Cheese Coated Popcorn Machines. LONG BAKING CO., 1976 High St., Springfield, O. oct23

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES—Bottles, Cats, Dolls, Kids, Tempins. Complete Portable outfits and Supplies. LaMANCE, 702 Marston, S. E., Atlanta, Ga. x

FOR SALE—MERRY-CO-ROUND HORSES AT Low Prices. W. S. TOTHILL, 1815 Webster Ave., Chicago, Ill. Telephone Humboldt 1317. x

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of vision. Only \$1.00 each. HURRY! CHICAGO SALVAGE, 509 So. State St., Chicago. oct23x

SACRIFICING 28-CAR DOGMEG COMPLETE; 8-Car Pretzel, Bluebird's Funhouse Devices. ROY HUFFMAN, 250 W. 38th St., Indianapolis, Ind. x

TEN NEW SINGLE HIGH STRIKERS—BRIGHT Red, 25 ft. Baking, 33 1/3 off regular list. Telegraph \$5.00. Each outfit weighs 280 lbs. Immediate shipment. HIGH STRIKER WKS., Lapeer, Mich. x

TWO TAYLOR BIG TOM OUTFITS—COMPLETE with benches; like new; sacrifice half price. FRED NEWMAN, Model Shows, Logan, W. Va. x

HELP WANTED

AGENT WITH CAR FOR MENTALIST —Theatres only. Not amateur outfit. Percentage on advances. Tell all. BOX C-285, Billboard, Cincinnati. x

ALTO MAN—DOUBLE CLARINET, TENOR. Must read, ride. Steady location. Reliable band. Join immediately. CHARLIE DEMOS, 710 Beaumont St., Alexandria, La. x

FIRST TRUMPET MAN AND TENOR SAX MAN wanted immediately; must go. TOM TEMPLE AND HIS ORCHESTRA, Appleton, Wis. x

GOOD WHITE TRUMPET FOR CARNIVAL—Starting 25th, South Georgia winter. Salary, Long term. Write VIKING BELLOMO, Western Union, Birmingham, Ala. x

HIGH-CLASS STANDARD ACTS WANTED—One-night vaudeville show, November 3, Cincinnati. State all in first. BOX C-263, care of Billboard, Cincinnati, O. x

MUSICIANS FOR BALANCE OF SEASON AND winter. Sober; good treatment. Salary sure. Write WALTER LANFORD, Rogers Greater Shows, Dresden, Tenn. x

READER—ASTROLOGER OR PALMIST. Splendid offer for high-type reliable person. Good location. State proposition, experience first letter. VICKERS, 1020 Napier Ave., Macon, Ga. x

SMALL ACTS—SUITABLE FOR KIDNIE SHOWS in New York City. Write PAUL HAMILTON, 10 Pomander Walk, New York City. x

STRIP-TEASE DANCERS, ENTERTAINERS—Steady work all winter. DOG HOUSE NIGHT CLUB, 300 N. Rampart St., New Orleans, La. x

WANT A TROMBONE MAN; STEADY JOB same band on location. Write VALENCIA BALLROOM, Rochester, Minn. x

WANTED—GIRL VOCALIST DOUBLING guitar for girls' band. If you can't sing, don't apply. GERTRUDE MORTON, Sandy Beach, Kenton, Mich. O. x

WANTED—REP PEOPLE IN ALL LINES: Musicians that double Stage, Hillbillies, for two weeks' circle. State all in first answer. TUCKER'S ROTARY PLAYERS, Augusta, Ky. x

WANTED FOR LATER DATE—HAMMOND Organ Player (male) for Roller Skating Rink. Must know skating music. Tell all in first letter. FRANK STEINBECK, Leavittsburg, Ohio. x

MAGICAL APPARATUS

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. oct23

FREE LITERATURE EXPLAINING THE MOST amazing books the every magician should have. VINE, HILL & CO., Dept. B, Swanton, O. x

CATALOGUE OF MINDREADING — MENTALISM, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Wholesale prices, World's largest stock. New 156-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. se23

STRICTLY PROFESSIONAL VENTRILOQUIST Figures—Punch-judy and Marionettes, new and used Magic, Lists free. PINXY, 1261 North Wells St., Chicago. x

WANT TO BUY USED MAGICAL APPARATUS, illusions, no junk. LUCKY STAR SERVICE STATION, No. Pine St., Corning, N. Y. x

MISCELLANEOUS

POPCORN DRESSING, CRISPETTE WRAPPERS, Waxed Popcorn and Potato Chip Bags. LONG EAKINS CO., 976 High St., Springfield, O. oc21

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department, Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms, Factory reconditioned. Film rented. Sold \$5.00, \$7.50 reel. NO. 521-E STATE THEATRE, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. ROSHON, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors repaired. Catalogue free. BUSSA FILM EXCHANGE, 1318 S. Wabash, Chicago. oc14x

FIFTY 35MM. FEATURES WITH ADVERTISING Chicago. Must sell. If you mean business, write. Curiosity seekers, save stamps. THEATRE, Chandelenville, Ill. se23

NEW SHIPMENT FILMS ARRIVED CONTAINING Roadshow Attractions, brand-new Westerns, Health Educational, Gangster, Comedies, One-Reel Subject Features. 35MM. Talkies only. BUSSA FILM EXCHANGE, Friendship, O. se23x

THEATRES AND CIRCUIT OPERATORS—SAVE on your film rentals weekly. Rent our guaranteed 35MM. Complete Program Service, Feature and Shorts. MUTUAL SUPPLY, Virginia, Ill. se30x

35MM. SOUND ON FILM—WESTERNS, ACAPOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. oc7

AT LIBERTY AGENTS AND MANAGERS

MAGICIAN'S BOOKING AGENT—With env. available immediately. Successful experience decades. Seductions, theaters, clubs, hotels, saloons, etc. Only reliable, ballroom or company employment. State all first rates. Correspondence W. P. KOCH, 204 S. 14th St., Allentown, Pa.

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE AFTER OCT. 1 —Club or Hotel Band. Six men, all essential. Write for particulars. BOX C-277, c/o Billboard, Cincinnati, O. se23

AFTER SEPTEMBER 23—TOPNOTCH Dixieland Combination. Six to eight men. All socials. No other band quite like it. Pictures to good offers. Write for particulars, fronts, P. 4. Prefer Middle West. Location only. BOX C-281, Billboard, Cincinnati. se30

AT LIBERTY AFTER DECEMBER 1, 1939. The Red Raven Orchestra of Hilbert, Wisconsin. Featured on Victor and Decca Records. Feature Victor Record Hot Clarinet Polka 716, Decca Red Raven Polka 2543. Nine men. Plenty of novelties, singing, playing modern music, all commercial war uniforms. Open for one-nighters in Central and Northern Iowa October 23, 24, 25, 27, 30, 31, November 1. Want night club after December 1st. If interested. Personal management. Write LAWRENCE DUCHOW, Hilbert, Wis. Total number of records 17. Advertising sent on request.

DUKE KAMAKUA AND HIS TROPICAL Band! Four or five-piece string combo. Entertainers extraordinary, featuring hillbilly, cowboy and Hawaiian melodies and songs, also soft sweet swing dance music. Have a unique system: two young lady dancers that will work as hostesses; half-four floor show if desired. Will locate or travel. What have you? Available on or about October 15. Write if interested. DUKE KAMAKUA, General Delivery, Council Bluffs, Ia.

Show Family Album



PORTRAIT of four principals with the Kelly-Schuster Musical Comedy Company, which toured Arkansas 32 years ago. It was a tab show owned by Frank Kelly and Milton Schuster, who were also featured comedians. Left to right: Frank Kelly, who died five years ago; Grace Kelly, his wife, now a restaurant operator in Santa Barbara, Calif.; Milton Schuster, now a Chicago burlesque hooker, and Florence Cole, soubrette, who is still living. Picture was taken in Paragould, Ark.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MUSICAL INSTRUMENTS, ACCESSORIES

ATTENTION, PHONOGRAPH OPERATORS—We buy records—any quantity. Best prices paid. How many have you and where. Write today. CHICAGO SALVAGE, 509 S. State, Chicago. se23

BARGAIN — ITALIAN STREAMLINED PIANO —Accordion; 120 Bass, with case; excellent condition; \$85.00. SAM WATSON, 711 So. 3d Ave., Pocatello, Idaho.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Photo-Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2x2. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. se30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. se30

At Liberty Advertisements
Figure TOTAL Number of Words in Copy at 5c a word—FIRST LINE in THIS STYLE TYPE
2c a Word—FIRST LINE in THIS STYLE TYPE.
to a Word—FIRST LINE in THIS STYLE TYPE.
Minimum 25c Cash With Copy

AVAILABLE OCTOBER 7TH—ENTERTAINING unit featuring many instrumental doubles, outstanding vocals and novelties. Three men and a girl. Highest type cocktail, strolling or dance work accepted. BOX C-119, The Billboard, Cincinnati, O. se30

AVAILABLE—THREE TO FOUR-PIECE ORchestras. Guaranteed attraction. Not local. Go anywhere, own transportation. Write or wire DRUMMER, Box Hotel, Shelby, Mont.

8 TO 12-PIECE DANCE BAND—New-styles; wants one-nighters, week-ends or steady job near New York. Real dance recording band; 70th Avenue, 137 JAY BAND, Room 809, East 74th Ave., New York City. oc7

AT LIBERTY CIRCUS AND CARNIVAL
AT LIBERTY—BILLER, AGENT, BANNER Man. Have sound truck, calliope; attractive, powerful. Sober. Know good territory South. AL BERESOFF, Gen. Del. Canton, O., or Billboard, Cincinnati. oc14
BABY BETTY—450 POUNDS; LOOK EVEN bigger in costume. Picture on request. Go anywhere. DANNA, 459 Tenth Ave., New York City.
AT LIBERTY—Shelton Dade for circus, carnival also shows or amusements. SHEDDOW HARRY ROBINSON, 801 S. Broad St., West Trenton, Ill.
RIDICULOUS TRIO—Three Regular Clowns, had one on stage. Four yrs. in U.S. anywhere. Address care The Billboard, Chicago, Ill. oc25

AT LIBERTY MAGICIANS
EUROPEAN MAGICIAN—A-1 SHOW FOR clubs or stages. No medicine or carnival. Write or wire THE MAGICIAN, 185 1/2 Oak St., Binghamton, N. Y. se30

SILENT DRAGSTEIN — FIFTEEN MINUTES modernistic magic. Sparkling equipment and flashy wardrobe. Car and assistant. Petersburg, Ind.

AT LIBERTY MISCELLANEOUS
DANCE DIRECTOR—SPECIALIZES IN CLASSIC, character, modern and swing ballet. Young good dancer. Theatrical agents, write. VIRGINIA EARLE, Asheville Civic Ballet, 90 N. Liberty, Asheville, N. C. se30

PROFESSIONAL ANNOUNCER—HAVE SUPER-streamlined sound car. Only one of its kind in America. Powerful amplifier. Phonograph, radio and sound effects. Ideal for circus, carnival or national advertising. WILL go anywhere; no job too large. Send for photo. GRANT, Box 658, Sandusky, O.

AT LIBERTY—Experienced popcorn, apple, donut, fried pies; also bookkeeping. Honest, reliable; don't drink; age 37. Promotions must be real. Out now apple outfit. SHOWMAN, 1316 Penn Ave., Jeannette, Pa.

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons. 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. se23x

SALESMEN WANTED
SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. WILLENS, 2130 Gladys, Dept. MD, Chicago. x

SCENERY AND BANNERS
BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. oc7

DYE DROPS—LIKE NEW; OVER 300 designs from \$10 to \$25, according to size. SCHELL SCENIC STUDIOS, Columbus, O.

TENTS—SECOND-HAND
FOR SALE—TENTS, ALL SIZES; OUR OWN make; used in rental service only and carefully handled; real bargains. Send for tent list. SOUTH BEND AWNING CO., "Kanvas Kraftsman," 1122 Mohawaka Ave., South Bend, Ind. x

SIDEWALL BARGAINS — 15,000 FEET slightly used; seven feet high, \$16.00 per 100 feet; eight ft., \$18.00; nine ft., \$20; good as new; light tan. MAIN AWNING-TENT CO., 230 Main, Cincinnati, O.

THEATRICAL PRINTING
WINDOW CARDS—14x22. ONE COLOR, 100, \$2.50. 50% deposit; balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna. x

WINDOW CARDS—100 14x22 WHITE, NON-binding, 2 colors, \$2.50; Bumper Signs, 50 6x20; \$1.50; 5x28", \$2.00; 100, \$2.00-\$2.75. SOLIDAYS, Knox, Ind.

ZINC CUTS MOUNTED—LINE or HALF-tone, 2x3, \$1.00; 3x4, \$1.75. Also printing. Cash with order. BOX 290, Danville, Ill.

WANTED TO BUY
WANTED—NOVELTIES, PICTURES, GADGETS, appealing to Bars and Taverns. Send details. FRITZEL LABORATORIES, Pittsfield Bldg., Chicago. x

WANTED—USED PHOTOMATIC MACHINES; good condition; reasonable. Picture and information by letter. THEO TARGIN, 32 Ward St., West Haven, Conn.

12 RADIO ARTISTS—Vocalist Bertel Wilkes and Actors, vocal positions. FULL MOBILE PHILA. SOCIETY OF RADIO ARTISTS, 9409 S. 15th St., Philadelphia, Pa.

AT LIBERTY M. P. OPERATORS
EXHIBITORS — Expert performers means increased business. Expert. Professional, capable in speaking, advertising and operating any sound producing and amplifying system; wants steady job in small towns. Detailed references. ALFRED WEHMAN, 1275 W. 84th St., Cleveland, O. se30

AT LIBERTY MUSICIANS
CORNET — FIRST, SECOND. Read, arrange, accompany. Union, Like East or West. Cut or else. Wire MUSICIAN, 3958-B Kennerly, St. Louis, Mo.

ACCORDION—DOUBLE 16-STRING ELECTRIC guitar. Read, take, fill-ins. Some novelty songs. Experienced large, small. Union, Single. 24 Available immediately. Prefer location. MUSICIAN, 1423 E. Mich., Jackson, Mich.

ALTO SAX-CLARINET—PLAY 1ST OR 3d. Experienced reliable, good reader and good tone, take-off. Go anywhere. ANDREW BARBERLIS, 11 Kimball St., Haverhill, Mass.

BANDMASTER — EXPERIENCED, CAPABLE, well known. Teach all instruments, Lodge, Legion, Factory, Municipal, School Bands, write. FIRE BRAY, All offers considered. BANDMASTER, Box 9, Bowdrie, S. Dak.

DANCE TRUMPET — HIGHLY EXPERIENCED. Accept anything reasonable; anywhere. Address MUSICIAN, General Delivery, Denver, Colo.

DRUMMER—SOME VOCALS; EXPERIENCED. No panics. Don't misrepresent. JOE GRAHAM, Brainerd, Minn. oc14

Additional Ads Under This Classification Will Be Found on the Next Page.

EXCELLENT TENOR, FIDDLE, CLARINET.
Fine tenor read anything; transverse. Very good jazz tenor and fiddle. Schooled musician; good voice. Name band experience. Family identify name band references. Experienced jazz and society bands. **N. D. BAILEY, 481 Hammond St., Corning, N. Y.**

GIRL ALTO SAX—DOUBLING CLARINET.
Light, young, average sized. Good reader, third chair. No panic. Join at once. **BOX C-256, care The Billboard, Cincinnati, O.**

GUITARIST—RHYTHM OR ACCOMPANIST.
Age 21, sober and ambitious. Can read and take. Orchestra and small combo experience. Non-union. **R. ELVINS, 36 West St., Springfield, O.**

MODERN MARIMBA—VOCALIST, AVAILABLE
Immediately for cocktail unit or small band. Read, fake anything. Union, Reliable. **BUD KEYS, 2250 Jefferson St., Portsmouth, O.**

SOLID, CONSCIENTIOUS DRUMMER—GOOD
voice, appearance; complete white pearl equipment; desires location reliable night club, not over 400 miles. Give full details. Call or no notice. **BERT A. OLSON, Rhineland, Wis.**

STRING BASS, DOUBLE GUITAR—SING.
Some solo on guitar. Have good car. Co-ordinator. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

LEONARD ZINCE, 2331 Leroy Ridge Road, Davenport, Ia.

TENOR AND CLARINET—PLENTY EXPERIENCE
with good bands. Sober, reliable. Desires location with good commercial band. Please arrange for interview. **K. R. STANLEY, Gen. Del., Cuyahoga Falls, O.**

TRUMPET, DOUBLING VIOLIN—FROM THE EAST.
Featured Vocalist, plenty experience in larger or Doleland bands. Will cut or else. **GEORGE VAN, 1333 Seventh Avenue, Rockford, Ill.**

TRUMPET—UNION, EXPERIENCED IN ALL
degrees. Write, don't wait. **PHIL MARACK, 106 North Fifth St., Derby, Pa.**

ACCORDIONIST—Double Bass and Sing.
Like to job into reliable act. Stage, radio experience. Write for details. **HERBERT POLK, 1627 P St., Northwest, Washington, D. C.**

ALTO SAX—CLARINET—Real Lombardo
style. Sax, clarinet, double bass, piano, vocal. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

AT LIBERTY—Immediately—Also Sax, doubling
on violin. Sober, sober, congenial, dependable. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

AT LIBERTY—Immediately—Also Sax, doubling
on violin. Sober, sober, congenial, dependable. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

GIRL DRUMMER—Experienced in all branches
of the business. **BOX C-267, The Billboard, Cincinnati, O.**

HARMONIC ORGANIST—With own organ.
Name band. Exceptionally versatile. Double bass, piano, vocal. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

LEAD ALTO—Clarinet, flutes, tenor, baritone.
Arranger and pianist. Experienced, union, reliable. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

PIANO ACCORDIONIST, Good Piano, and
Double Bass. Excellent musician. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

PIANIST—ARRANGER—Can fill in up-to-date
dance band requirements. Age 29, union, reliable. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

PIANO ORGAN CONCERTS—I have my own portable
size organ for high-grade organ music for churches, churches, dedications, hospitals, hotels, high schools and theaters. Also light double and grand organs. **Write or file BOX 268, Danville, Ill.**

STRING BASS—Solid rhythm, read, fake, appearance.
Fully experienced, all essentials. Have been with top bands for the past five years. Only well established, reliable. **Write or file BOX 268, Danville, Ill.**

STRING BASS—Doubling Banjo/piano; join or
monthly read or fake. Young, non-union, but will solo. Prefer steady work, but will consider **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

SWING GUITARIST—Solid rhythm; 11 years'
band, five experience. Have 4000 guitar. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

TROMBONE—Doubling Saxophone, some flugel.
Name band. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

TROMBONE AND VOCALIST—For Theater Fair
or dance band. Well experienced in all lines. **BOX C-263, care The Billboard, Cincinnati, O.**

TROMBONE or Flute that Alto, Baritone, Clarinet.
Prefer good act or institution band. Union. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

TROMBONE—Double Bass, Piano, Vocal, Piano
arranger. Union or non-union. **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

VIOLINIST—Doubling Banjo, Hawaiian guitar,
bass. Good for playing or teaching. Prefer **W. R. BRADY, 2115 Avila, Toledo, Ohio.**

AT LIBERTY
PARKS AND FAIRS
BALLOON ASCENSIONS
Old-time thrill in a modern manner. Observations, safety, spectacular. Authority. **THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY, Aurora, Ill. Established 1903.**

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Parachute jumping. Modern equipment for parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.**

JANE AND ZEKE—ORIGINAL SOUTH AMERICAN
Hillbillies. High-class platform free attraction. Two hit Wills of Harmony, Sock Comedy. **Address care The Billboard, Cincinnati, O.**

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CARMINE CIRCUS REVUE—FOUR COMPLETE
and distinct free acts. Price and literature sent on request. **BOX 21, Williamston, N.C.**

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Highest Aerial Contortion Act—Literature and reasonable prices sent on request. Two different acts for the same price. Three different features that have never been accomplished by any other high pole act. **BOX C-206, care The Billboard, Cincinnati, O.**

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Comedy Novelty Act. **Address care The Billboard, Cincinnati, O.**

BERT AND BILLY GEYER—Pyrant Balancing Act
"Diving" **Address care The Billboard, Cincinnati, O.**

CHARLES LA GROUX—Original outstanding
comedian. **Address care The Billboard, Cincinnati, O.**

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Ohio. **Address care The Billboard, Cincinnati, O.**

FRED AND MARIE GUTHRIE—Four separate
acts for one price. **Address care The Billboard, Cincinnati, O.**

PANAMA-KANSAS Famous Society Circus Revue
Biggest, bestest and juiciest. **Address care The Billboard, Cincinnati, O.**

THE CLAYTONS—Four Different Free Attractions.
Dancing, Tight Wire, Balancing, Trapeses. **Address care The Billboard, Cincinnati, O.**

THREE NOVELTY ACTS—Tight Wire, Balancing
Globe and Slack Wire. **Address care The Billboard, Cincinnati, O.**

TWO FIRSI-CLAS Free Attractions—High Flying
Single Trapesse Act performed by lady. **Address care The Billboard, Cincinnati, O.**

AT LIBERTY
PIANO PLAYERS
PIANIST—NAME BAND EXPERIENCE. READ,
rhythm. Cut shows, good, 2nd and arrange. **Address care The Billboard, Cincinnati, O.**

PIANO MAN—EXPERIENCED ALL LINES;
all essentials. **BOX C-231, care Billboard, Cincinnati, O.**

EXPERIENCED PIANIST (for Small Shows Only—
name band). **Address care The Billboard, Cincinnati, O.**

PIANIST—Experienced Concert and Tunes.
Union, **Address care The Billboard, Cincinnati, O.**

PLENTY RHYTHM—Modern piano—Young, ex-
perienced. **Write or file BOX 268, Danville, Ill.**

AT LIBERTY
SINGERS
TOP TROOP AVAILABLE—HIGH C. QUARTET
experience. **Address care The Billboard, Cincinnati, O.**

DUE TO EUROPEAN WAR—Not returning to
Paris. **Address care The Billboard, Cincinnati, O.**

AT LIBERTY
VAUDEVILLE ARTISTS
AT LIBERTY—BLACKFACE SINGING, TALK-
ing, dancing and producing comic. **Address care The Billboard, Cincinnati, O.**

FEMALE IMPERSONATOR—MASTER OF
ceremonies. **Address care The Billboard, Cincinnati, O.**

ROLLER SKATING TEAM—HAVE HAD EX-
perience. **Address care The Billboard, Cincinnati, O.**

AT LIBERTY October 1—Team, Singers, Double
acts, **Address care The Billboard, Cincinnati, O.**

BLACKFACE COMEDIAN—Stage, radio experi-
ence. **Address care The Billboard, Cincinnati, O.**

LADY VENTRILOQUIST—A-1. Many charac-
teristics, **Address care The Billboard, Cincinnati, O.**

WESTERN NOVELTY—Men and women
troupe. **Address care The Billboard, Cincinnati, O.**

NEBRASKA STATE
(Continued from page 33)

Juvenile riding ring: Aerial Ballet; Hento Four, acrobats; R. Carter; clown; Les Rogers; team acrobatic comedy; and Everett Johnson's Cowboy Band. Gertrude Avery's auditorium show was badly spotted in relation to crowds and was handicapped by late arrival and missing three shows. Rodeo was presented Saturday and Sunday night up to Thursday, and Friday night was allotted to midget auto races.

Bad publicity broke for the fair was the newspaper pounce on a raid on games which smacked most of the State's fair right along with the war. Around it again grew the heat which marked the last State convention of county fair managers and hauled forth old charges of mismanagement by the present fair board. Being indicted on it will provide further ammunition for the State fair opposition, which has been growing stronger year by year in out-State fair circles. Secretary Perry Reed said the board would meet shortly after October 1, when most of the members would then look over the financial picture.

DETROIT HAS
(Continued from page 33)

attendance at the 1937 fair, the last one directly comparable. Fair budget ran about \$260,000 and gross revenue was about \$200,000 up to the 10th day, after which a final slight net profit was indicated. Unexpected pick-up on Sunday, largely due to good weather, was a lucky break. War conditions obviously hurt attendance over Labor Day week-end. Policy was adopted of broadcasting war bulletins over the p.-a. system, but showmen decided to stop this, feeling that people coming to the fair wanted to get away from such news.

Children's Day attendance on Tuesday was slow, but they were admitted free, numbers of them on grounds were low at all times, chiefly because of a threatened poliomylitis epidemic, which has caused postponement of school opening to September 18. Fair got about the worst weather break in years, including a cloudburst on Labor Day. Prohibition of liquor, including beer, on grounds, following the policy of Governor Dickinson, undoubtedly caused some loss of patronage. A feature such as the Showmen's Saturday back was distinctly night club atmosphere, drawing a different type of fair patron, because an obvious impossibility.

Rodeo Is Popular
Patronage at the rodeo nightly before the grand stand indicated continued popularity of this attraction here, although to build against the handicap of no animal shows for the preceding six years. A "backlog" of rodeo fans existed to base this upon, proved by success of even indoor rodeos at the fair up to three years ago. Outstanding records of the rodeo were 10,000 houses no animal shows at Sunday, and its paid patronage of 8,500 on a rainy Labor

Day matinee which was impromptu, staged when the harness meet was called off. Bleachers, which had not been planned to be grand stands for rodeo programs in 1937, were filled into service on some nights and extra seating was put into use almost nightly. Crowds were said to be best for a rodeo here in 20 years. George Kavanaugh's Band played in the grand stand for rodeo programs. General admission for the rodeo was 50 cents, with reserves at 75 cents and \$1. Placing of branch ticket offices around grounds, use of a sound car on grounds and a nightly parade of mounted contestants were big factors in the drawing power.

Harness-race patrons came out sufficiently to prove revived interest. One unfavorable reaction commented on by showmen was that race patrons, after looking over agricultural exhibits, generally left the grounds, not patronizing the midway or other amusement attractions in any quantity. Total betting was said to be about \$35,000.

Name Bands Big Draw
Coliseum show drew about one out of four on grounds, as against about one out of three and one-half in 1938. Concentration was chiefly upon name bands, without grand stand or quarter admission, in two seasons. Name value of the big bands, plus "Rochester" and Tony Martin, was sufficient to draw nearly as large a percentage of patronage, without too strong reliance upon pure jiggerbug trade, exactly left the grounds, not patronizing the midway or other amusement attractions in any quantity. Total betting was said to be about \$35,000.

Change in admission was made from the straight 25 cents of 1938, plus 50 cents for grand stand or quarter admission, with \$1 for main floor seats this year. Result was that most patrons took to the general admission seats, banked around the arena. Prices were dropped to 50 cents for reserves after Labor Day and these were still in demand. A parade was presented with the Gretsch Cup awarded by American Guild of Teachers of Music, Tuesday night by Mayor Richard W. Reading. Program went over NBC Red network thru WWJ. All band programs during the fair were given two half-hour broadcasts nightly over the same net. Management of Coliseum show, as well as general fair publicity, was in charge of Fred Schader for the third year. Budget for the MCA part of the show was \$150,000, covering four name bands, Tony Martin and "Rochester."

"Good Stand" for B. & C.
Free acts on the mall played to an average of 5,500 per performance in three shows daily, said Clarence Henri Dusenberry, in charge, a total of 150,000. About 100 individual programs by amateur organizations, music and dramatic organizations played to about 600 apiece, a total of 300,000, in the shell adjoining the Administration Building. Gene Buck, head of ASCAP, was chief speaker at a banquet Wednesday night in the Book Cadillac Hotel to native Michigan showmen, the first "homecoming" ever staged by the State Fair. Frank Gillen's Orchestra played thruout the fair for Chevrolet, booking thru Corine Mueser office.

On the Beckmann & Gerety Shows' midway shows did better than rides, primarily because of the fact that Gerety because Detroiters have plenty of rides in amusement parks. Concessions did less favorably on the whole. Crowds were rarely great on the midway, except just after Coliseum and grand-stand shows broke up, when they were at their peak. King present at all hours, making business steady rather than spotty during earlier part of the fair. Manager Gerety called it "a good stand."

Typical of business done by some concessioners was sale of one ton of candy on Labor Day by Louis T. Vira in the Tropical Nut Pudge Shop, representing 2,500 sales at the fair's gross of \$300. Unusual feature of exploitation was use of two quarter-page ads by Beckmann & Gerety Shows in Grand Rapids papers, advertising their midway in Detroit. Late visitors noted included George A. Prescott Jr., former State Fair manager; H. L. Flinke, secretary Minto (N. D.) State Fair; Gene Buck, head of ASCAP; Howard J. Karpis, secretary of Tomlin (S. D.) State Fair; Frank B. Berling, St. Louis, of The Billboard; Charles T. O'Connell, St. Louis; M. H. (Mike) Barnes, Barnes-Carruthers, Dr. Snow carried on despite becoming a victim of hay fever, a condition aggravated by presence of live stock on the grounds.

Hamid-Morton Prep for Three Fall Circuses

TORONTO, Sept. 16.—Hamid-Morton Circus is set to play here in Maple Leaf Gardens under auspices of Shrine Business Temple.

Omer J. Kenyon came in to handle advance and ticket sales and offices were opened last week. Sale started above last year's but has fallen off some since war was declared.

Show will be presented in three rings with 30 acts, featuring Clyde Beatty and his lions and tigers; Christy Animals and Helen Reynolds' Skaters. Advance sales have been marred for Hamid-Morton Circuses in Baltimore and Philadelphia, Baltimore date being a new one.

W. Va. Fete Draws 30,000; Midway Does Good Business

POINT LEASANT, W. Va., Sept. 16.—About 30,000 attended the second annual Mason County Potato Festival here on August 24-26, somewhat below the 1938 mark, reports Tura L. Gibson, secretary. Attendance the first two days was twice as great as last year, but fell off on Saturday, attributed to failure of Hamid-Morton *Follies*, a feature attraction, to complete a 600-mile auto jump in time for Friday shows. Pryor's All-State Shows had 5 rides, 5 shows and 32 concessions on the midway. Rides did good business and concessions were busy.

Advertising was built around a queen coronation and the affair was advertised in four counties by sound truck, radio, posters and newspapers. Wide publicity was gained by Marion Wedge's attempt to break the world's endurance record for light planes, the flight ending in a crash.

Film Event Good for Games

LOS ANGELES, Sept. 16.—Annual revels of the Masquers, film people's organization fete here on September 10, was a good event for concessions, which were directed by Steve Henry, and included maze game, Bob Murdoch, Bob Lloyd, Ben Fuenatal; ball game, Harold DeGarro, Jimmie Prince; big Tom game, Joe Bruce, Eddie Hamilton; pitch, Mrs. Harold DeGarro, Nad Warren, Tom Field; dart game, Charles Sargood, Jack Bennett; pool wizard, Mike Cravitz, Nellie Keene; guess-your-age, Joe Darry; scales, Bonnie Palmer; candy wheel, Mrs. T. E. Proyerling, Margaret Somborg; lunch and drinks, George Yager, Lewis Fielding, Harry Wade, Norris Sterner, Bill Grady and Mike McDevitt.

Ind. Doings Boost Budget; Free Acts, Midway Planned

POWLER, Ind., Sept. 16.—Budget for second annual three-day Indiana Corn Festival here has been increased from \$3,000 in 1938 to \$4,500, reports Richard Stockman, executive director. Parade booker, had been signed by the sponsor, Indiana Corn Festival Association, to manage the midway of shows, rides and concessions and to contract eight free acts.

There will be a corn queen contest, winner to be crowned at a coronation ball during the festival. Other features will be industrial, auto, Purdue University, State Police, Department of Conservation and United States Soil Conservation Service exhibits. Parade and contest program has been set aside for children, and band concerts and a corn-bakers' ball have been scheduled.

Fla. Event To Have Midway

BUSHNELL, Fla., Sept. 16.—Officials of American Legion Post, sponsor of second annual six-day Sumter County Fair and Rodco here, are making plans for a midway as added attraction, reports H. E. Conroy, Executive Director. Midway will be used to purchase an iron lung for Harry Anna Crippled Children's Home, Umattilla, Fla. Other features planned are horse races, popularity contest, agricultural, commercial and stock shows, dancing and automobile giveaway.

MT. PULASKI FIESTA

WANTS CONCESSIONS. NO MONEY CAME. SEPTEMBER 25 TO 30. Contact H. J. WIBLE, Mt. Pulaski, Ill.

Sponsored Events

Veteran, Lodge and Other Organization Festivities
Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Rain Hits Concessioners At Columbiana Street Fair

COLUMBIANA, O., Sept. 16.—Rain washed out the second night of the heavily attended 54th annual street fair here on September 8 and 9 under auspices of the American Legion Post. Deluge came shortly after the midway became crowded and people were spending, giving concessioners a tough break, said Larry Larrimore, who had a number of midway stands. Other attractions were live stock, commercial houses and art exhibits and band concerts and parade.

Rides included R. H. Wade's Eli Wheel, Merry-Go-Round, Chairplains, Loop-o-Plane and Kiddie Auto ride. Other concessioners were Everett May, pop corn; Charles Martin, cookhouse and grill stand; Hoover, photos, and Wagner, penny arcade. In line-up of shows were Greenswath's Athletic Arena, Gooding's Monkey Speedway and a Betty Boop show.

Ohio Annual Has Big Draw

ANDOVER, O., Sept. 16.—The annual Street Fair on September 8 and 9 attracted large crowds despite the threat of rain on Saturday night. Fair was held in the town park and entries were reported heaviest in years. J. R. Edwards' Eli Wheel, Merry-Go-Round, Chairplains, Loop-o-Plane, Tilt-a-Whirl and Kiddie Auto ride were on the midway. Maryquerite, midgets, was the only show. Platform acts were by Klein's Attractions and directed by Mrs. Margaret Klein. Rides and concessions reported excellent business. Eddie Weekly's cookhouse was here again.

Boston Event Nets \$20,000

BOSTON, Sept. 16.—Mayor Maurice Tobin's Field Day in National League Park here on September 11 netted the City Welfare Fund more than \$20,000 and was attended by about 25,000. Parks and night clubs in the vicinity furnished talent for the event and a program of contests was staged. Circus acts completed the bill. Newspapers went for the affair in a big way. Mickey Albert was emcee.

Rain Hurts O. Celebration

AKRON, Sept. 16.—Labor Day Celebration here in Buchtel Stadium under auspices of labor organizations and directed by Paul W. Drake fared much like other district affairs when rain interrupted in late afternoon. Admission was \$1, a portion of receipts going to charity. Entertainment program was one of the most pretentious here in years and included Harry Shannon, comedian and emcee; World's Fair Follies, Alcazar Belford; Paige and Jewett, cyclists; Cortello's Hollywood Dogs; Three Wells Brothers, comedy bars, and fireworks.

Shorts

TOMMY SACCO, Chicago, will have charge of rides and concessions at Fowler (Ind.) State Corn Festival.

CURL SHOWS have been booked for annual four-day Junction City (O.) Home-Coming under auspices of merchants. There will be band concerts, flower show and contests.

ATTENDANCE estimated at 15,000 assured success for annual Shelby (O.) Community Street Fair on September 6-9, said Clark L. Beal. Midway included four Gratziano & Carlin rides and 20 concessions. Free acts were Madame Bertie's Dogs, Carmine's Circus Revue, Calaxanda, magician, and Bonney Miller troupe, skaters and slack wire.

VALENTINE'S Aerial Romas, trapeze and Spanish web, have been booked thru Barnes-Carruthers for six-day Waterloo (Ia.) Dairy Cattle Congress, reports Roy

G. Valentine, manager. They will again be with the Hamid-Morton Circus during fall and winter.

MORE than 200 musicians participated in a band rally in Perth, Ont., on September 10, reports Fred Kane. Event opened with a parade to Memorial Park. When rain fell the program was transferred by Chairman George S. James to the Arena.

JOSEPH P. SCHAD'S Congress of Dare-Devils and Chrys Lyck Fireworks Co. displays were featured at the fall Round-Up under auspices of Benzen Commercial Club in Krug Park, Omaha, on September 8 and 9. Work of Schad was handicapped as a result of running a nail in his foot and an injury to his leg by a piece of steel broken off a stake. Troupe was scheduled for Cree (Neb.) Fair on September 18-15 and for celebration under American Legion Post auspices in Omaha on September 16.

RECREATIONAL

(Continued from page 38)
aside from exasperating delays in getting material in a complete manner.
Don't wait until you arrive at the convention to formulate your questions for the able Jack Lambie. Write them out now while fresh in mind. Someone may have successfully solved your problem the last summer while you were possibly found a solution for some of it. It was an intensely interesting and instructive session last year. It's a pity some of you had so many other duties. Better date these programs first this year. American Museum of Public Recreation has been open since spring at Fifth street and Surf avenue, Coney Island, N. Y. Every park man and concessioner should see it while in New York City. Put it on your calendar now. If you have not seen it this year you have not seen it at all, as it was never displayed in the old building from lack of room.

Vote on Dinner Meeting
Another bulletin will be issued as soon as the date of the convention is definitely fixed at the Hotel New Yorker because of the proposed shift of Thanksgiving date in this State. In all probability the date will be set for the first part of December. Our meeting will be in the same week as the national parks meeting and more than likely on Monday night of that week. The voting on dinner meeting is progressing and stands at this writing against a dinner this year, but the shift may come in later votes. The guarantee of the number of dinners is a bigger hurdle than the price. Space for exhibits is still selling and there is very little left.

ST. LOUIS

(Continued from page 46)
shows up to \$500 per day on larger circuses are carrying. Shows who might be affected should come to the front in an endeavor to have the bills killed. If they are unable to be here prior to September 20 to look into the matter they are invited to get the information at hand from The Billboard's local office. L. Clifton Kelky, general agent, Amusement Corp. of America, passed thru the city this week on route south. L. S. (Larry) Hogan, general agent, Henries Bros.' Shows, left two weeks ago on an extended trip thru the South. Sam M. Gluskin, general agent, Goodman Wonder Shows, is here arranging for the show's East St. Louis stand under American Legion Post auspices. Joe Schollio, until recently general agent of Hennies Bros.' Shows, is visiting relatives here Mr.

and Mrs. William Snapp, of Snapp Circus Shows, motored in from Mt. Vernon, Ill., for a buying expedition. Muff Hotte, owner of the shows bearing his name, visited The Billboard offices before leaving for Louisiana, where he has some of the parish fairs under contract. Charles F. Watzmuff, former general agent, visited The Billboard on Tuesday. At present he's in Southern Illinois organizing branches of the National Exchange Club. George Jacobson, Larry Rohter and Henry Hempel came in after playing some State fairs in the Middle West.

Elmer Bowers left last week for Springfield, Ill., where he has a promotion under way. Jack Lorenzo, wild animal trainer, visited The Billboard and advised he had an addition to his family; it's a girl, born two weeks ago. Charles T. Goss, after spending five days in Detroit, left on Tuesday for points south, where he plans to visit many carnivals. Francis L. Deane, Fulton Bag and Cotton Mills, returned after a two-week vacation in Wisconsin. Ned Torti, of Wisconsin De Luxe Corp., and Sunny Bernet, of Globe Poster Corp., passed thru the city this week but on separate days. They will be in the city to last part of the week. Matt Dawson, of Acme Premium Supply Corp., planned to Topeka, Kan., on Tuesday, returning Wednesday morning.

Tom W. Allen, crateville carnival owner, still operates his Kiek Inn tavern here. Frank J. Lee, special agent, passed thru the city en route south. John Francis and J. Crawford Francis, of Greater Exposition Shows, motored from Cape Girardeau, Mo., and reported shows will winter in East St. Louis, Ill., again.

FALL FESTIVAL
URBANA, OHIO (Downtown)
6 DAYS—SEPT. 25-30—6 NITES
Can place Legitimate Concessions of All Kinds, including Eating and Drinking Privileges. American, British, Legitimate Concessions—Bring Gum, Hoop-La, Pitch-You-Win, etc. in real position to sell you. This will be one of Ohio's Outstanding Events this year. Help us out. All address MANAGER, FALL FESTIVAL, Gen. Del., Urbana, O.

AMHERST, OHIO
125TH ANNIVERSARY
On Main Street, Fireworks, Street Parade, Horse Show and Pageant, Can place on East End, Athletic Show, one small Animal Show, Penny Arcade, American, British, Legitimate Concessions—Bring Gum, Hoop-La, Pitch-You-Win, etc. in real position to sell you. Long and Short Range Shooting Galleries, Concessions, \$15; Stalls, Wheel, only at \$25. Dave J. Edgar, Ride booker, 825 S. RUPERT OTTERBACHER, Valley City, Ohio.

WANT
Concessions and Shows, Fall Festival and Corn Show in the Streets at Prospect, Ohio, Oct. 11-12-13-14, '39. Positively no racket. R. A. Jack's Rides booked. All address:
Jack Richards Tent Co.
743 1/2 N. High St., Columbus, Ohio

OFFICIAL NOTICE
Zindars Greater Shows, Inc. has been contracted for the ABC Streets at Prospect, Ohio, October 16-20, 1939. Concessionaires, take notice.
CLYDE E. BYRD, Sec.-Mgr., Arkansas Live Stock Show Association, North Little Rock, Ark.

WANT
CONCESSIONS AND SHOWS. NO GRIFF. FOR STATE CORN FESTIVAL. FOWLER, IND., OCTOBER 11-14. Corn Game Still Open.
TOMMY SACCO
In Charge of Concessions
162 N. State St. CHICAGO, ILL.

PHONE MEN WANTED for
SCHENECTADY ELKS INDOOR CIRCUS
TO BE HELD WEEK OF OCTOBER 30TH
No drunks and no advances. Banners, Book and tickets. Also want to hear from Circus Acts at liberty that week. Candy Floss, Prize Package, Peanuts, Popcorn and Eats and Drink Concessions open. \$100 cash given away nightly on Midway.
CIRCUS DIRECTOR, ELKS CLUB, Schenectady, N. Y.

Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Salesboard Ops Prepare For Heathy Fall Season

Comeback in popularity of larger-sized board seen as ops frame many deals around fur coats, typewriters, self-powered radios

NEW YORK, Sept. 16.—Now that the fall season is officially under way, salesboard operators are once more back on the job lining up deals for promotions. Many are taking advantage of bargains wholesalers are offering in merchandise suitable for fall and winter promotions and using them on small cards with a quick turnover in view. Others are scanning merchandise markets in search of items that to all appearances will be hot. Operators recalling the hype given their business by the Charlie McCarthy dolls and electric shavers in 1936-37 and midget radios and candid cameras in 1937-38, together with the way pick-up-and-go radios have kept takes on the upgrade this year, are out to send takes still higher this year.

On the present merchandise horizon it appears that fur coats and capes, typewriters, clocks and pick-up-and-go radios are set to get the biggest play as the season gets under way. Fur coats got off to an auspicious start late last year and many operators report that they intend to start off on them again this season. Typewriters, too, are sure to get a big play, especially at this time of the year with high schools and colleges resuming classes. Appeal of self-powered radios should extend throughout the year, and clocks are perennial favorites.

An unusual note in the numbers being prepared for boards this year is the fact that popularity of radios has brought back larger-sized boards. Years ago ops wouldn't touch a large card with a 10-foot pole, but the way self-powered radios and fur coats clicked on deals last season has caused many men to toss this large-card phobia into the ashcan. As a result, many items that are good salesboard numbers but haven't been getting a chance to show their stuff on boards are due to make their debut this season.

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG.

K. A. S., of Denver, sends this along: In *The Billboard* of September 9 I note an article from S. A. B., of Washington, requesting information on how to get into the salescard business. You gave him all necessary information that could be given, but S. A. B. will have to use his own head and not depend too much upon others to furnish information gained from years of experience.

"May I offer a few suggestions to S. A. B., speaking as a small operator who started with \$6.85 and with no assistance from anyone. If he wants to get into the salescard business he should do the following things:

"(1) Send *The Billboard* his subscription (if he is not already a subscriber) and read *Deals* every week.

"(2) Remain honest and open and aboveboard in all dealings with customers.

"(3) Handle nothing but quality merchandise. Give customers the best values at all times and do not try to hog it all. A large volume of my business comes from friends of my customers.

"(4) Conduct this business like any other legitimate business and not as a racket. Carry enough merchandise on hand to do business and avoid stalling about filling orders. Get orders back as fast as you can and by all means de-

liver merchandise advertised and not a substitute."

Operators who are working furs this year have an unusual selection of merchandise to choose from—everything from coats to jackets to chubbys—in all the latest styles and skins.

Charlie Seidel reports he is getting good action on his salescard deal.

Business must be good for Evans Novelty Co. At home in new and larger

Monkey Business Ups Balloon Sales in N. Y.

NEW YORK, Sept. 16.—A unique way of increasing sales of balloons has been devised by T. A. Loveland, general manager of the Frank Buck Jungle Camp at the New York World's Fair, Toy Balloon Co. reports.

In addition to boosting sales, the idea is also a laugh-getter. Trick is that a concession has on sale balloons with bananas attached to them by a string. Spectators who buy all the balloons among the 1,000 monkeys Frank Buck has there. Animals scamper after the balloons to get the fruit and when the inflated balloon bursts the monkeys run for dear life. The customer gets a laugh, Frank Buck gets a sale for Toy Balloon Co. and a monkey gets a banana. Result is that everybody's happy.

quarters, this firm is set to do an even bigger job.

Wisconsin De Luxe Corp. reports it has exclusive rights to distribute of the Underwood Typewriter for the salesboard and premium field for the nation. The firm reports outstanding business with this item and it looks like one of the outstanding board numbers. The board gives a typewriter out to a one-shot number and there is always one type- (See *DEALS* on page 55)

Popularity Bingo Contest

By E. S. LOWE

America's Foremost Bingo Authority.

IF YOU reflect on the past history of bingo you'll find that the popularity of the game has been conditioned to a large extent by the number of ideas and clever twists bingo counselors have injected to give added zest and interest to the game.

The counselor who has made it a practice to dip into his bag of showmanship tricks ever so often and come up with a new idea, the one who has been most successful. He not only has increased his profits by drawing more people to his game but has assured himself of a definite place in the field for the future. No new bingo operator will open in a territory where exceptionally strong competition exists. He will seek a territory which has not been intensively worked. Then that operator will begin to pull tricks out of his bag and secure business which others failed to get.

But consider the player. The vast majority of bingoers get tired of playing the game in the same old way every week. They demand and deserve something new and different once in a while. If you don't believe me, just think of the games in your neighborhood that consistently get big play. Why? Nine times out of ten it's because the counselor in charge injects a good dose of variety into his games that keep the players' interest at high pitch.

New Plan Outdaring

In my years of association with the bingo business I've suggested many new ideas to the trade, such as Treasure Chest, Wheel of Fortune, Escort Night, Lucky Seat, etc. None, however, has the merits and downright profit-making potentialities of my newest plan which for want of a better name I've termed "Popularity Bingo Contest." Nor is this solely a personal opinion. I've discussed it with some of the better-known counselors in New York who've not only put their own stamp of approval on the idea but are using the new stunt themselves.

What It Is

Popularity bingo contest is really a combination of the well-known popularity contest promotion, which has always been a topnotch fund-raising idea, plus bingo. The two sure-fire events are combined to unite the drawing power of the individual event. Bingo is the principal ingredient that's going to be held in conjunction with the popularity contest, which seeks to discover the most popular man or woman in the community. Adaptation of the contest to bingo gives it a new twist that is bound to click. Any counselor worthy of the name should certainly find it a natural.

How It Works

Briefly, here are the mechanics of the promotion: Preceding the first game of the series (or any time during a series when this promotion is to be staged) the organization sends out announcements to all prospective players telling them about the big popularity contest that's going to be held in conjunction with the bingo game. Several announcements may be sent out, each ballyhooing the prizes to the winners and details of the contest. Each announcement, however, states clearly that on the first night of the series (or the night designated) nominations will be in order. Announcement also urges all who receive notices to be sure to instruct their friends to attend the bingo game on nomination night and nominate them in the popularity contest conducted by your organization.

It is up to the counselor to decide whether he wishes to stage a contest for the most popular woman or man or both. Accordingly, he can call his contest the bingo queen, bingo king or bingo king and queen contest.

On nomination night all players receive a ballot on which they nominate their bingo queen. The counselor explains details of the contest before the final game and reveals that the 10 women who receive the highest total of votes will be candidates for the crown of bingo queen as well as the chance to win one of the three big prizes that go to winners. In addition to nominating their candidate, players must sign their names and addresses to put ballot for the ballot to be counted. These names go to make up a valuable mailing list to which the counselor may (See *POPULARITY BINGO* on page 55)

Style Decreases Aid Jewelry Men

NEW YORK, Sept. 16.—Women's fashions are decreasing more and more the use of clips, pins, brooches and bracelets, and the black and gold motif has introduced many novelty jewelry items to the market. A wide variety of design and materials is seen, but for the most part there is a definite demand for the better merchandise.

Large pins and brooches seem to be on the outstanding list. Those made of rings linked together are proving popular, as are petal designs finished in unique hammered effects. Brooches, both large and small, are being designed especially to carry out the gold scheme of midday's dress. Clusters of grapes and bead designs are reported as leading the list. To add the fair sex in living up to the demands of Dame Fashion are simulated jewels set in artistic filigree gold-plated mountings. With rhinestones and pearls seemingly perennial favorites, they are offered in both large and small mountings. The settings are reported going well in bow knots, bird designs, clips, bracelets and the conventional-style pins.

Signet rings, necklaces and attractive small pins are reported claiming attention, and much of the heavy-type costume jewelry is being shown.

In college towns jewelry workers are stocking up on numbers that will attract the co-ed. Bracelets made up to resemble emblems of various Greek letter fraternities and sororities are clicking with the trade, while bracelets with figures resembling saxophones, cornets, trombones and pianos denote the femme is musical or borders on a jitterbug complex. The musical instrument numbers are going to a large extent and are getting quite a play among the high school sets.

With jewelry more and more playing a part in midday's fashions, indications are that jewelry workers will have a banner season.



MANY operators are finding it profitable to feature top-quality merchandise and to intersperse plenty of items bearing names of nationally known manufacturers among awards on display. Players want quality in them. What's more, they've grown to know the labels and must see them on the shelves before they begin to play with enthusiasm. Bingo merchandise must be on a par with the stock found in the modern store. Operators must see to it that their prize merchandise is of definite utility and in flashy dress. Policies formed along these lines are bringing in many an extra dollar to operators by holding repeat players and attracting new ones.

THE MIKE men are again at their posts and calling off numbers along the Eastern Seaboard. The season officially opened indoors Labor Day. Altho there are still some outdoor games thriving, most of the ops are already indoors planning to come in within the next few weeks. Whether the game is indoors or outdoors, cool weather recently has done much to increase attendances.

TALK around various supply houses is that a big season is ahead and operators are looking forward to the season bringing increased takes. An indication of this outlook is that ops are intensely interested in (See *BINGO BUSINESS* on page 54)

WAR DECLARED ON PRICES!

Evans Evacuates Old Quarters! Bombarded With Orders! Prices All Shot To H--L!

Evans Novelty Company has moved to new, larger quarters. We're celebrating with a great "warm-up" sale on a group of the most sensational buys in premium history! Manufacturers are co-operating to give you values never before equaled. Here are just a few . . .

Value Bombshell No. 1 HORSE SHOE ELECTRIC CLOCK



Fine quality. Guaranteed movement. The P e n d u l u m swings. AC operated. Chrome-plated over all. Looks like a million. 9"x8" in. Has cord and plug. A knock-out item.

ONLY \$2.95 EACH

Value Bombshell No. 2 MAJESTIC "CHARLIE MCCARTHY" RADIOS



6 Tube AC, DC Sensationally LOW PRICED ONLY \$7.95 each

How's This for Value?

Here's one of the greatest Radio buys ever offered. 6-Tube Superhet. Operates on AC or DC. Has miniature "Charlie" sitting at speaker. Beautiful walnut plastic cabinet. Size 6x7x5 1/2.

Value Bombshell No. 3 Pennwood Electric Clocks



Chartwell Model! Electrically rotating numerals show "Time at a Glance." Precision movement. Smart plastic case. Walnut or Black. For 110 volt. AC. Never before priced this low!

ONLY \$2.65 each

Value Bombshell No. 4 MOVIE-MATIC CAMERAS



Here's the outstanding Camera buy of the year! Genuine MOVIE-MATIC 3 in 1. Takes movie, movie books, snapshots. 100mm. film. Automatic lens. Very compact, black case, chrome trim. Easy to use. An unbeatable value!

ONLY \$2.45 each

—and Many More! Get Our Circular! Don't pass this great opportunity! Get our Special "House-Warming" Circular. Contains 12 of the most sensational buys you've ever seen. Write or wire . . .

EVANS NOVELTY COMPANY
800 WASHINGTON BLVD. • CHICAGO

NEW ADDRESS

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.

Razorette

Requiring no electric current, the Razorette is finding great favor for woman's special shaving needs. St. Clair Mfg. Co. reports. Razorette's blade is curved to fit the hard-to-reach hollows without danger of pinching the skin, and shaves quickly without lather. It also trims callouses and shapes eyebrows. Item is so small that it will go into a woman's purse without bulging. Inclosed in attractive streamlined cases, it is offered in six two-color combinations. Item is appealing and its low price

brings it within range of the popular prize and premium field, the firm reports.

Horseshoe Clocks

The Horseshoe Clock is one of the biggest items concessioners and bingo and salesboard ops have today. Richmond Clock Co. reports. The electric pendulum clocks are triple chrome-plated and carry a year's guarantee. While clocks have always enjoyed consistent demand, installation of rural electrification projects makes the number outstanding the nation over. Clock is 9 1/2 inches high, with an 8 1/2 by 2 1/2-inch base. Weight is four pounds. Flashy and useful, prize users are finding this a top item for opening the fall season, the firm reports.

Paper Fastener

New paper fastener making great strides in the premium and prize fields is the Ajax, an offering of Ajax Tool and Die Co. The fastener is finished in green, burgundy, blue, brown or black crackle-finish baked enamel. Rubber base pad protects desk tops and the plunger cap is of soft rubber, an innovation. Non-clogging staple control. Its use of low-priced staples and flash are other features contributing to its popularity, the firm reports.

Triple-Aid

Said to be the smallest first-aid kit in the world, Triple-Aid, recently introduced by Thompson's, Ltd., is receiving a hearty welcome for many types of prize and premium uses. It is less than four inches long and only about half an inch in diameter, yet contained within its (See POPULAR ITEMS on page 57)

1939 BEST SELLERS FROM OUR BIG LINE

LEVIN BROS. TERRE HAUTE, IND.

1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG). 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.



	Per Doz.	Per Grn.		Per Doz.	Per Grn.
BB1 Flying Birds, Outside White	\$1.90		BB8 China Head Cans	40	\$ 6.75
BB2 Flying Birds, Inside White			BB9 Chesterfield Cans	45	7.50
BB3 Flying Birds, Yellow	2.75		BB10 Rubber Covered Balls	35	10.00
BB4 High Hat Monks, 6 1/2"	35	3.75	BB11 Carnival Decorated Balloons, 16"		2.25
BB5 High Hat Monks, 9"	.60	0.70	BB12 Balloon Stix, Best Grade		.25
BB6 Cat, 7" with Feather Dress, Hat and Cane	.45	7.50	BB14 Robin Hood Hats, Felt with Colored Finish	30	9.00
BB7 Swapper Bls, 28 In.	50	8.50			

FURS! FURS! FURS!

Seidel Offers BIG VALUES

In Beautifully Illustrated Catalog, Showing All the Latest Styles in CONEYS, SEALINES, COCO LETTERS, FOXES, SOULIERE EYES, MINKS, HATS, GENUINE FURS, PERIANE, Etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

SALESCARDS \$8.00 Per 100

M. SEIDEL & SON
243 West 30th St., N. Y. C.

ELGIN OR WALTHAM WATCHES

GUARANTEED LIKE NEW MEN'S WRIST AND POCKET WATCHES \$2.95

Also Complete Line of Men's and Ladies' Hamilton, Bulova and Gruen Pocket and Wrist Watches at Lowest Prices. 10% Discount. Baking S. O. D.

JOSEPH BROS., Inc.
39 E. Madison Street, CHICAGO.

TRICKY DOGS

CLEAN UP AT THESE AMAZING LOW PRICES!

FISHLOVE'S TRICKY DOGS—Lived, hottest seller in years! Super-magnetic action, they whirl, move towards or away from each other in comical fashion. Keep folks amused for hours! Handmade dogs, each pair packed in attractive 2-color box. Fishlove Quality—Fishlove Low Price!

No. 866 "BATTLING PALS," Elephant and Donkey—Same Prices!
No. 868 "MEN 'O WAR"—Soldiers in Battle—Same Prices!

TRICKY DOGS

Globe-Trotter AUTO PLATES

THEY'RE HOT

No. 733—In Bulk Per Doz. \$1.05

Per Gross, \$11.52

CLAREPS for attachment, 10¢, Pair, 15¢

TRIAL DOZEN Assorted, With Clamps, Postpaid \$1.50

Wt. Per Gross, 28 Lbs.

LIVE BABY TURTLES

ALWAYS A HIT! Ideal for County and State Fairs, etc. WALT DISNEY CHARACTERS, in Lots of 100, Each 11¢

FLOREAL DESIGNS, SCOTTIE, etc. Lots 10¢ of 100, Each

Approximate Wt. Per 100, 4 Lbs.

Sample Dozen, Postpaid, \$1.50.

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

MAGIC PUPS

Same Large Size, Fully 1 Inch Long. Good Quality Dept. 2 Samples, Postpaid, 50c.
No. 4094 DOZEN, \$1.70 Gr. \$19.50

NOW AVAILABLE!!
ELEPHANTS and MULES
No. 4014—Same Price as Above.

TRY OUR NO. 4064 LEOPARDS, Per Doz., \$1.50
Shipped by Express Only.

WIS. DE LUXE CORP.
1902 N. 3rd. MILWAUKEE, WIS.

NOTES from SUPPLY HOUSES

Charles D. Briddell, Inc., recently added a design, development and research department headed by Gale M. Spowers, the purpose of which is to improve and freshen up present items in the modern metal line of calendars, ash trays, pads, memos, thermometers and specialties. Several original creations already are under way.

The Briddell company reports a 30 per cent increase in orders for the summer period as compared with the same period of 1938. Firm expects to make available to its jobbers a 1940 line this fall that will be far superior to any line ever in-

troduced and will present many new good selling numbers.

BINGO BUSINESS

(Continued from page 52)

terested in securing a good variety of prize merchandise. They are intent on using merchandise that pleases the dyed-in-the-wool bingo player.

SOME games are scheduled to get under way indoors for a week or two, but when they do there will be some real prizes on shelves from which to choose. Operators are watching their crowds closely and report that attendance has been exceptionally good and many first-time players are out to get prizes.

ELECTRICAL appliances, household wares, dolls, toys, cocktail sets and prizes suitable for Christmas gifts are going to be featured. The trend is definitely toward better merchandise but a great deal of attention is being given also to flash.

HOUSES supplying cards, balls and card numbers, masterboards and other accessories report an upswing in demand for these lines. Many ops, they say, are starting off the season with new equipment.

BINGO is claiming top popularity in Connecticut. New Haven, Bridgeport and Waterbury recently legalized the game within their city limits, which is according to State statute. While the law requires that 5 per cent of the voters sign a petition, Waterbury parish societies of the Church of the Immaculate Conception submitted a petition bearing 1,157, which brought the figure well above the 2,300 required to get action on the permit. At New Haven the board of aldermen adopted a local ordinance permitting the game. Bridgeport's common council oked bingo within its corporate limits and even went so far as to insert in the city code a clause to the effect that children between ages of 12 and 16 may play the game if accompanied by a parent.

ON THE STRENGTH of the action at New Haven, the Riverside Fire Department and Auxiliary began plans for bingo games. The opening one had much fanfare about it, reports say, and many spectators attended the event.

ONLY last week we printed a line or two on holding bingo. We stressed the fact that it is important to see that a fair portion of the profits go to a charity sponsored by a reliable group. In this connection, it was reported that narrow-minded publicity-seeking politicians would steer clear and make no attempt to keep that game from being held.

TO SUBSTANTIATE this statement comes a news story. The first paragraph of which we quote: "Reluctant city and county officials to 'stick their necks out' with churches, parent-teachers' associations and other organizations which have sponsored bingo parties, some of them even on a weekly schedule, may prevent any action against the Band Concert and Bingo Party planned for Field Monday evening."

The news story goes on to state that bingo games have been a popular winter-time diversion in the city for three years. They have been held in numerous churches and schools and one has been sponsored regularly by a veterans' organization. Of course, merchandise prizes were used.

BINGO OPERATORS, how about that fall opening? Write us about it.

TOBACCO SALES

(Continued from page 3)

son (world's largest flue-cured sales market), Durham, Henderson, Oxford, Lumberton, Fairmont, Clarkston, Ahsokie, Warrenton, Sanford, Aberdeen, Carthage, Rocky Mount, Kingston, Goldsboro, Wendell, Smithfield, Perville, Greenville, Tarboro, Piquary-Vartina, Lousburg, Robersonville, Chadbourne and Tabor City.

Tobacco authorities point out that until the holiday season, which does not have an unusually large stock of tobacco on hand, was increasing imports of U. S. tobacco. They see a possibility of Imperial returning to the market. The U. S. State Department already has been asked to make representations to England in an effort to secure a resumption of buying.

Until the warehouses reopen, millions of dollars' worth in spot cash may be missing through the eastern half of North Carolina. Markets at Burlington, Mebane, Winston-Salem, Danville, Va., and other points in the Old Belt, which open late, obviously are not affected by the holiday, unless it is prolonged.

MAGNETIC HOTS-TOTS PUPS

Dec. Sets \$19.00 Gr. 50c

The Well-Known Mysterious Pups that Follow Each Other and Make Love. Each Set 12 Dogs to a Box. **LARGE STOCK CARRIED ON HAND FOR IMMEDIATE DELIVERY.** Send 25c for Sample Set, Postpaid.

BENGOR PRODUCTS CO.
875 BROADWAY, NEW YORK, N. Y.

CHESTERFIELD CANES

WRITE FOR OUR NEW CATALOG, featuring latest Bingo Game Merchandise, Novelties, Jam Men Items, Slum, Chinaware, etc.

B. & N. SALES

2030 Commerce, DALLAS, TEXAS.
707 PINE, HOUSTON, TEXAS.
310 W. 9th St., KANSAS CITY, MO.

FUR COATS and JACKETS

Latest 1940 Styles

Cooney, Sealine, Cooney, Lettes, Subrelette, Trimmed, Genny, etc. Mink, Rex, Caracul, plumed Seal, etc. Buy Direct from Manufacturer. Up Great bet for Salesmen and Bingo operators. **SEND FOR FREE PRICE LIST**
COHEN BROS. & SONS
145 West 28th St., New York City

Extra Value! **\$2.25 EACH**

5 for \$10.50 5 for \$10.50

No. 88 9888 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2" L. Chrome Case in 44-carat engraved design with beautiful link bracelet to match. Guaranteed jewel movement. Each in attractive gift case. An amazingly Big Value and whitening premium item. Give yours NOW by ordering five Watches for \$10.50.

DEALERS: Write for Catalog.

RONDE-SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

Fur Coats

Here is a typical example: Fox's Coat, Great Cooney, Genuine Fur Coat in latest styles; all sizes. Tremendous value in gift case. An amazing value in other furs as well. Sealine, Caracul, Cooney, etc. Great bet for Salesmen and Bingo operators. Send for Free Price List.

ROEBLING FUR SHOP 118 West 27th St., New York, N. Y.

JACKASS CIGARETTE DISPENSER

Not a Novelty that WILL sell, but THE Novelty that IS selling. Send 50c now for your sample and quantity prices.

KELLY SEARS
SILER CITY, N. C.

**THE BEST**

Say Thousands of Satisfied Operators

THE CHUTE BINGO CAGE

Made of sturdy heavy wire, maple finished stand and chute. Speeds up game 100%. Miss balls thoroughly and drops out one ball at a time from the chute.

EVERLASTING BINGO BALLS

Black Bunting balls with deeply engraved numerals. Guaranteed to outlast 10 sets of wood balls.

If your jobber cannot supply you, write us and we will recommend nearest jobber in your locality.

Manufactured by **METRO MANUFACTURING CO.**
217 East 6th St., New York City

**"JUST IN CASE"**

YOU'RE LOOKING FOR A KNOCK-OUT! Here is a miniature Pullman Case, an exact replica of a canvas traveling case, made of fibrographed-cardboard. The reverse side has a picture of the heavenly bodies with the title, "The Milky Way." Upon opening a greeting card greets you with the caption "IT'S NO BUGS!" Inside the flap hides half of a miniature rubber glove captioned "Shake." This glove serves two purposes, both very amusing. (Size 4 1/2" x 8 1/2" inches. Can be sent through the mail as is. Sample dozen, 90c. With order of 100 or more the name of town, resort or your attraction imprinted thereon without additional cost at \$6.00 per 100, F. O. B. Chicago. Weight 8 lbs. per 100.

WRITE TO YOUR JOBBER OR DIRECT TO **JACKSON PUBLISHING CO., 4021 Carroll Avenue, Chicago, Illinois.**

"LOVE PUPS"

(Made with Genuine G. E. Alnico Magnets)

DOZEN PAIRS...\$1.35 GROSS PAIRS...\$15.00

PREPAID! SEND M. O. IN FULL!

A. M. WALKER CO., Security Bldg., Minneapolis, Minn.

JUST OFF THE PRESS.
CATALOG NO 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.
MIDWEST MDSE. CO., 1010 BDW., KANSAS CITY, MO.

OUR NEW REVISED CATALOG

1939-1940 Ready for Distribution.

Complete Line for Wagon Men, Agents, Premium Workers, House-to-House Canvassers, Turkey Cards, Xmas Cards. Free Sample Case With First \$10 Order
CHAMPION SPECIALTY CO., 814-V Central Street, Kansas City, Mo.

It Has Flash! Class! UNDERWOOD

ELECTRIC SHAVER

Biggest Value as Each Price Tag (25% Deposit)

\$1.00

Street, Kansas City, Mo.

BULOVA - GRUEN - ELGIN - WALTHAM

5,000 Oiled and Positively Lowest Prices.
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New. 1940 Styles now available. Write for Free Catalogue.

NORMAN ROSEN Wholesale Jeweler PHILADELPHIA, PA.
801 SANSON ST.

POPULARITY BINGO

(Continued from page 52)
 send bulletins from time to time showing progress of the contest.

After the nomination is over ballots are counted and the highest 10 are declared eligible to go on the ballot for the election of bingo queen. These women are notified of their nominations. They are told that they've sealed the first and most important barrier and that from now on it's up to them. Every week for the duration of the contest those attending the game vote for their favorite candidate. Every week changes in standing as well as total votes each candidate has received are posted on a blackboard on the stage. Every week the counselor builds suspense and interest in the contest with his report on its progress. In a lively contest there should be many changes and a nip-and-tuck battle only adds contestants on to greater efforts.

Tips on the Contest

Obviously the value of the contest from the counselor's viewpoint lies in the fact that every nominee is a mis- sionary who will work tirelessly to get her friends to attend the game and vote for her. Especially fortunate is the counselor who stages the contest for some church or organization. They will be among its members people from various communities or suburbs. With a candidate from each of the different

localities, rivalry and interest may be built up to fever pitch.

Ideal length of time for the contest is from 8 to 12 weeks. Shorter than eight weeks hardly gives the counselor enough time to derive sufficient profit from the promotion. More than 12 weeks makes it difficult to sustain interest in the contest. Popularity contest promoters have proved the 10- to 12 weeks, and it would be well for all counselors to govern themselves accordingly. In repeating these contests, counselors should exercise care not to run them until he is certain sufficient interest can be built around the proposed competition.

Many ways of sustaining and heightening interest in the contest will suggest themselves to the alert counselor. To suggest a few: "Double Vote Nights" are sure-fire. On those nights every contestant receives counts double. Sending out mimeographed reports on standings in the race to all players also builds interest. Another plan is to give each contestant a supply of postcards which she can mail to friends asking them to help her out by attending the game and casting a vote in her favor. Each woman in the competition can name a campaign manager to push her candidacy. This gets more people involved in the contest and draws larger crowds to the game. With only these few pointers mentioned it is safe to say that every counselor who had this plan as a real attendance booster. Certainly it would be hard to find another that enables every counselor to manifest his ability as a fund raiser and a showman.

Contest May Vary

Many counselors, it seems, are considering conducting contests along the lines outlined above for the usual grand award promotion. They feel that the contest plan has more of what it takes to keep people coming back week after week. Most probably many questions will arise in the minds of all who read this article. It has been impossible due to limited space to explain each step of the procedure in detail form. For that reason we should like to state that we will be glad to answer any question about Popularity Bingo Contest that you wish. Send them to E. S. Lowe in care of The Billboards, 1364 Broadway, New York, and we shall be glad to give them prompt attention.

DEALS
 (Continued from page 52)
 writer given out for the last punch, which assures the operator of complete sale of the board. With colleges and universities opening this month, some of the alert boys are sure to take advantage of this number. While it is a natural in college towns, there is hardly a person who isn't on the lookout for a good portable typewriter. This is a good chance to cash in, boys. Let's see if you're on the alert now.

DEALS

HAPPY LANDING.
 (Continued from page 45)
 Large crowds were reported at the Otendale Fiesta. New park near Chico, Calif., is doing well and George Wier has concessions there. I. J. Miller and crew are working novelties at special events and A. E. Weber has his crew of novelty men making spots to improved business. Joe Glacy returned from Honolulu and the Islands on Wednesday. A. J. Budd (Anna-John) and Bert Anderson returned from the Islands and Joe reports they are well. Art Borella Trio, after making special events in the North, will sail soon with Eddie Fernandez for an extended tour of the Islands. Mr. and Mrs. Lou W. Johnson attended the Showmen's play at San Francisco. Extreme hot weather sent swarms of people to the beaches.

Larry Hogan, general agent, visited briefly. Charley Simpson is making special events and doing well. Leo Hagerly has booked the Colored Fiesta and 2-2-2-2-2 Merchants Show. George Jackson has his concessions covering spots in Southern California and reports a pick-up in business. Mr. and Mrs. George Jespersen motored in from the East en route to San Francisco and Mrs. G. B. Meynold came down from the North. Charley Sargood's two new concessions are clicking. George Simmonds returned and is making special events. George McCarthy is here working out promotional ideas. Bill Nelson returned from a winter and reported a fair tour of the Midwest and East. Tom Plink is located at Universal Studios. Stan Rogers handled concessions at MOM Studio's Revel Night. Paul Oirard Smith is manager of the four-day Up-

lifters Ranch, Santa Monica. Harry Bradley is doing character parts in major studios. Harry Reid, former trouper, came in from Kansas City, Mo., for Los Angeles County Fair at Panama. Frank Leiginger is in from Sacramento and will be an official at Los Angeles County Fair. John A. Pollitt, general agent Crafts' 20 Big Shows, was in town for few days. Doc Hall is convalescing slowly from a recent illness. Frank W. Babcock reports pick-up in business in recent days. John S. Lyons sustained another injury, which has confined him to his home. George Hines was downtown for one of his infrequent visits. B. M. (Doc) Cunningham is doing the announcing at the James J. Jeffries Stadium, Bur- bank, Calif. Pat West also is associated with Jefferies. Jack Robinett came in from New Orleans to look over the beaches, then to the Golden Gate International Exposition. E. N. (Dad) Workman came up from Newport, where he has a big interest. Al Anderson, up from Balboa, stated business was holding up satisfactorily. Zack Hargis, retired temporarily from show business, is located in Culver City. Capt. W. E. Amant is still making the amateur nights. Jack Greenblath, former trouper, is in business in West Hollywood. Red Wheeler came in from Venice. Virginia Barnes has her Scotties at the San Francisco Fair. Pete Gar, retired former Deputy Detective and well known to showmen, is residing here.

Newest Novelty Merchandise For Carnivals and Fairs

3725—CHESTERFIELD CARVED HANDLE CANES. Gross \$7.50
 3726—BAMBOO CROOK CANES. Per 1,000 6.50
 3732 and 3731—LITTLE VELVET HEART CANES. Per 100 4.50

The Famous **LOVE PUPS**
 Newest Mystery Magnet Novelty
 No. 4018—Free Magnet
 Put up 2 dogs in a set.
 DOZ. SETS. . . \$1.55
 GRO. SETS. . . 1.90

2024—7-INCH FEATHER DRESSED CELLULOID DOLL. With Assorted Hats and Gowns. Doll, 70c; Gown, 1.00; Total \$1.70
 2025—12-INCH WHITE FEATHER DRESSED DOLL. Doll, \$1.85; Gown, 1.00; Total \$2.85
 2108—FUR JUMPING HOKEY. Hokey, 30c; Gown, 30c
 4005—CELLULOID BUTTONS WITH COMIC SAYINGS. Per 100, 75c; Per 1,000, 7.00
 SEND FOR FREE COPY OF OUR 1939 CATALOG

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

lifers Ranch, Santa Monica. Harry Bradley is doing character parts in major studios. Harry Reid, former trouper, came in from Kansas City, Mo., for Los Angeles County Fair at Panama. Frank Leiginger is in from Sacramento and will be an official at Los Angeles County Fair. John A. Pollitt, general agent Crafts' 20 Big Shows, was in town for few days. Doc Hall is convalescing slowly from a recent illness. Frank W. Babcock reports pick-up in business in recent days. John S. Lyons sustained another injury, which has confined him to his home. George Hines was downtown for one of his infrequent visits. B. M. (Doc) Cunningham is doing the announcing at the James J. Jeffries Stadium, Bur- bank, Calif. Pat West also is associated with Jefferies. Jack Robinett came in from New Orleans to look over the beaches, then to the Golden Gate International Exposition. E. N. (Dad) Workman came up from Newport, where he has a big interest. Al Anderson, up from Balboa, stated business was holding up satisfactorily. Zack Hargis, retired temporarily from show business, is located in Culver City. Capt. W. E. Amant is still making the amateur nights. Jack Greenblath, former trouper, is in business in West Hollywood. Red Wheeler came in from Venice. Virginia Barnes has her Scotties at the San Francisco Fair. Pete Gar, retired former Deputy Detective and well known to showmen, is residing here.

CONY ISLAND
 (Continued from page 37)
 of Solace. Park employees and concessioners donated their services. Joe Kaufman, local photographer, will miss the nightly rendezvous of brother cameramen at Napoli's eat shop next winter, and Leo Kaufman, confidant, will miss the dancing waitresses. Eddie Rogers, ex-leader at Streamlined Follies, entertained sister, Mrs. Theodora Curtin, here from Buffalo, during the Mardi Gras. Plans on a few club dates in and around Manhattan before going on tour. Jerry LaRosa, (Natoma), part Navajo Indian, born near New Orleans, was a recent dancing addition to the Davenport girl show. Charles Ryan, old-time singing waiter at the Elmer House, recalls that Jimmie Durante was a piano player a few doors away and when Eddie Cantor and Irving Berlin performed at other local establishments. Ryan, for the last 18 summers at Lane's, is one of 14 other entertaining waiters. One, Johnnie Brennan, plays the drums and alto horn, and Harry Cressy, another, is a bass singer who does his stuff in a Miami night spot in winter. Freddie Tiomb, one of the youngest of the Cocks, came to the late from Manhattan's Stork Club, where he was a hat checker. Is studying voice and hopes to be a ballad warbler some day.

Sutter at Old Haunts
 A visitor to his old haunts last week was John H. Sutter, who appeared in the cast of The Kidnappers, a play he wrote and for which he painted the scenery when it was put on at Wilson & Kojan's Opera House here back in 1905. John was given a lengthy rave in The Brooklyn Eagle recently. Is now police chief of Hampton Bays, L. I., also a real estate man, sign painter and editor and publisher of The Hampton Bays News. Also editor-in-chief of the

MAGNETIC NOVELTIES

\$19.00 GROSS
 \$1.65 DOZEN

NEW LOW PRICES

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No. 3639—The magnetite toy that goes "limp" when you touch it. Packed one black and one white in a box. Size of each pup 3/4" x 1/4". Doz. \$2.00. Gross \$21.00. \$6.00 sets \$37.50. Doz. \$2.00. Gross \$21.00. SPORS CO., 9-29 Erie St., Los Center, Minn.

magazine issued by the Suffolk County Police Association. He and the misanthropic-natured Mary Burnn of the stage when she was principal "Toby" and soured; used to be topnotchers in burly, vaude, comic opera, drama, musical comedy stock and reps before coming to Hampton Bays to settle down away from the footlights. They also operated a local restaurant, and one thing Gladys Wienck, Eagle's writer, didn't include was Mary's beauty parlor and her ability to cook a duck and prepare strawberry short cakes for the bathing-beauty contests Jack used to and still is running over the summers for the local Chamber of Commerce.

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 Two Scotty Dogs mounted on bases of General Electric Light bulbs. They will work together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.
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Same as Above, But
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 Two Soldiers Fighting. Act Same as Dogs.
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Manufacturing Pharmacists
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PITCHMEN

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

by **BILL BAKER**
(Cincinnati Office)

W. D. COOPER... scribbles from Greenville, Miss.: "I'm in the land of seedless cotton. Crops are short and the price low. Gas is high. Boys coming this way, bring gas money; the leaf is on the shorts and all because the cotton has no seeds in it this year."

NOW'S THE TIME to get busy and make arrangements to demonstrate in stores for the winter.

JACK HENDRIX... shoots a lengthy one from Barnesville, O.: "This spring I pulled into my old territory—Chicago, Hammond, Ind., Gary, Ind., and outlying districts—after reading a pipe that it was n. g. I met a J. C. L. who wrote that pipe. He claimed he was the only one who could possibly work Hammond, due to the fact that he had a 14-month soldier's button. He was closed, however, unless he was on private property, the same as anyone else. There are three lots in Hammond and all good. Thursday and Saturday are \$1.50, but they are worth it. Gary is wide open on your O. M., on the streets and doorways and it has real good pay days on the 10th and 25th. They are so good that we left the city with a house trailer. Why should a fellow pitchman give misleading information on such spots? One can't get it all even by cutting the price. My polish still goes for 50 cents and despite bucking cut prices I have done well. A week after buying the trailer I sent for my old pal and partner, E. A. Pine, and wife, and we have four joints to spruce. If one doesn't click the other will." I just finished the Stark County Fair, Canton, O., to good business. I have 14 fairs lined up, then into stores, which I have booked all the way into Florida."

ABOUT THIS TIME each year discontent prevails for the pitchman who during the summer remained in one town and attempted to get by with but a couple hours' work per day, usually sleeping until noon. He finally realizes that his chance to obtain business for the year are about used up.

CARL HERRON... pipes from New York that the boys are heading back home now that the fairs are about over. Says many of them wish they had never left. "Jack King & Co., with radio plugs, horn nuts and Buddha stands, do very well in Radio City," Herron says. Ralph Pratt and Gene Prodette are asked to pipe in.

JOCKEY MISHKIN... is reported clicking with his new store at 34th and Broadway, New York.

PRIMARY REASON for the pitchman's success is the fact that he has the patience to wait for greater prosperity and the wisdom to know when it arrives.

HELANE SIEBECKER... a new contributor to Pipe, addresses a note to Doc Jerry Coates in answer to the latter's recent pipe in this column: "Business in Chicago is not so bad. I've managed to make a living there for over a year in one spot on State street. When will pitchmen ever learn to quit cutting up Jackpots about what they did last week, last month and last year? Get out and get it now. It requires a little hard work and lots of oomph."

TRIPPO OPINIONS: "How can anyone expect others to expect much of him if he cannot rely on his own reliability?"

JACK (BOTTLES) STOVER... blasts from Petersburg, W. Va., that the big Turkey Festival at Harrisonburg, Va., was okeh on the leaf. From now until Christmas, he says, he will "wheel and deal in West Virginia and Maryland." He would like to see pipes from Judge Patterson and Phil Bsebeck.

BILL SHERRICK... typewrites from Springfield, Mo.: "I am here taking my first vacation of the season after 30 weeks of steady action. I am having one of the best seasons I ever had. I worked the Des Moines Fair to a big take. Hope this pipe finds Benny Gross much improved. Vacationing with

me are my wife, Speed Hanel and wife, Little Joe Colby and Doc King. I expect to see Joe Morris, Harry Curry, Art Myers and a few other boys at the Springfield Fair. Take a tip from me, boys, stay out of Oklahoma City and save your gas, as there will be no jam pitch at the fair this year."

HUSTLER'S TIPS: "Since the school term is now definitely under way, ink stick purveyors shouldn't encounter any difficulty getting a hip as the boys and girls wind their way homeward from elementary, high school and colleges throughout the country. After all, who makes better prospects for the pen than students? Order your stock now and get to work immediately, for it might be a means of salvation."

AL SEARS... is back in Newark, N. J., after making the Pennsylvania fairs so good business, pitching radio caps. He says the Pottsville Fair was the best, and that many pitchmen were there. Ink sticks got money, and boys using cans for premiums on the leaf went big. State maps, he says, also got the dough as leaf premiums.

J. H. McCASKEY believes that world maps and similar informative items should be good sellers these days. Writing from Bedford, Pa., he says: "Such items may be distributed practically everywhere without a license due to the non-taxable educational regulations governing such items."

MEMORIES: "Remember some years ago when James Schuler, Frank Batrice, O. Z. Herman and Big Boy Sincio stopped overnight at a hotel in Arkansas where "Running Water in All Rooms" was painted over one of the windows? Some of the rooms, however, were not fitted with running-water appliances, and Hermann and Sincio drew one of them and greatly and prolongably growled about it. Schuler and Batrice tried to console them by pointing out that altho the room had no running water it had a large skylight. A door connected the two rooms and late that night a heavy rain came up and Schuler slipped in and opened the skylight—there was running water."

EDDIE (SHIFTY) LEWIS... scribes from Pekin, Ill.: "Have been working this territory the past two weeks to good business. Factories here are working full blast. Noon-hour blow-offs at the various factories have been favorable. I am sticking here until the American Legion convention in Chicago, Peoria, Ill., is open at Adams and Harrison streets at \$2 per day, and is okeh on Saturday. Saw Bobby Dale in Anderson, Ind., recently working med. Also met Joe Contt there with sharpener. I made the Des Moines Fair to home-tood good."

W. A. BRANN... info: "I worked the San Francisco world fair, which is not so hot. However, I got off the nut on two spots. Department stores out here are crying for demonstrations."

NOW'S YOUR BANK ROLL? Remember, it'll soon be overcast time.

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College Colors

1 1/4" 1000 Lots - \$16.50
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No. 500 Badge—1 1/4" Cellulose Button with Metal Football or Fireman's Helmet

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All Sizes Cellulose Buttons Made to Order.

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Send for Price List, Watch Book if Not Satisfied.

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REX HONES 3c Each

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Each Honer in Safety shifter box, priced \$1.00. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator attraction for Pitchmen. Home men are cleaning up.

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Hot, peppery, laughable designs in fancy colors. 20 new designs, fast 10c sellers. Developing profits. Start filling your pocket-book for Xmas. No expense for being late. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real profits. No stock. Expressions with each Card. 25c wholesale. \$1.50 Retail.

COMIC SHOP
2483-A Kensington Ave., Philadelphia, Pa.

ROUTES

(Continued from page 22)
Robert, Elie & Bud (Tower) Kansas City, Mo. 4
Robinson, Paul (Minnesota) Minneapolis, T.

St. Clair, June (State-Lake) Chi. t. Santos & Elvira (Queen's Terrace) Woodside, L. J., 25
Saunders, Milton (Ambassador) NYC, h.

Shimoda, Gertrude (Palmer House) Chi. h. Shinn, Eric (Earle) Washington, D. C. Smith, Earle (Ambassador West) Chi. h.

Tall, Katherine (Booster) Brooklyn, N. Tanya (Jimmy Kelly) NYC, m. Tapia, Cesar (Havana-Madrid) NYC, m.

Uncle Willie & Patsy (Happy 66 Club) Dallas, Tex.
Udowski, Micocha (Russian Kretchma) NYC, m.

Valdes & Peggy (Blue Meadow) Lexington, Ky.
Van, Betty (Blackhawk) Chi. n. Van, Gus (Belmont Place) NYC, h.

Waldren, Jack (Paradise) NYC, n. Walker, Kirby (Plantation) NYC, n. Wallace, Baba (Paradise) Hollywood, m.

Walton, Fred (Glee Club (Billy Rose's Aquacade) World's Fair, NYC.
Wayne, Ginger (Harney Gellman's) NYC, m.

White, Jack (18 NYC, h. White, Danny (Chez Ami) Buffalo, n. White, Olive (Oriental) Chi. h.

Williams, Dolores (St. George) Brooklyn, h. Williams, Gwen (Wivel) NYC, m. Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.
Willis, Mary (Versailles) NYC, n. Wilson, Charley, Trio (Le Possessionier) NYC, 20.

Ygor & Tanya (Earl Carroll's) Hollywood, n. Yost Men, Four (Diamond Horseshoe) NYC, 2.
Zandra (Maynard) Seattle, n. Zane, Nora (Greenhill) Louisville, n.

GRAND-STAND AND FREE ATTRACTIONS

(Routes are for current week when no dates are given)
Aronov, Aerial; Morton, Pa. Aralson, Tini; Hamilton, Ont., Can. Blondin-Bellini Troupe; (Pair) Hartford City, Ind.; (Pair) Warsaw 26-30.

Barrymore, Glee (Belwyn) Chi. Desert Song; (Curran) San Francisco, Calif.
Beebe, John, Rip Van Winkle Co. Hobo, N. D. 30; Stanley 21; Mohall 22; Trips 23.

MISCELLANEOUS

Arthur, Maelelan; Langston, Ala., 20-21; Section 22-23.
Bach, Magician; Billings, Mont., 20; Roseman 21; Phillipsburg 22; Missoula 23; Dillon 26; Rigby, Ida, 27; Pocatello 28; Logan, Utah, 29.
By-Gosh Tent Show; Ohio Pyle, Pa., 18-23.

Roberts, Dave & June; (Fair) Guthrie Center, Ia., 23-22.
Sedler's Own Co.; Graham, Tex., 18-23.
Sedler's Amphitheatre; Iowa, Ia., 18-23.

CARNIVAL

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

Acme Expo; Mt. Jackson, Va.; Strasburg 20-30.
All American Expo; Milan, Mo. Anderson-Grader; Concordia, Kan. Atlas; (Fair) Shalghera, Ky.
Bach, O. J.; Sturbergo, N. Y. Baker, Tom; Aitrs.; (Fair) Union City, Ind.
Baker's All-American; (Fair) Blackstone, Va.; (Fair) Sanford, N. C. 25-30.

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ENDY BROS.' SHOWS Raleigh, N. C., this week.

OUTSTANDING COMEDY HIT OF NEW YORK WORLD'S FAIR WALTER DARE WAHL BILLY ROSE'S AQUACADE

Waldren, Jack (Paradise) NYC, n. Walker, Kirby (Plantation) NYC, n. Wallace, Baba (Paradise) Hollywood, m.

Jones, Johnny J. Expo: (Fair) Chattanooga, Tenn. (Fair) Shelby, N. C. 23-29.
 Joyland (Fair) Woodland, Calif.
 Kass Expo: (Fair) Lexington, Va.; (Fair) Ashboro, N. C. 23-29.
 Keystone Modern: Waynesville, N. C.
 Ladden, J. L.: (Fair) McCook, Neb.; (Fair) Abbeville, S. C. 23-29.
 Lang's, Ben, Famous: Nacogdoches, Tex.; McKinney, 25-30.
 Larr, H. E.: Tinsler, Miss.; Webb 25-30.
 Lattie's Home State: (Fair) Clay, W. Va.
 Lawrence, Sam: (Fair) Lincolnton, N. C.
 Lee Am. Co.: West Point, Ga.
 Lewis, Art: (Fair) Lexington, N. C.; (Fair) Williamson, 25-30.

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JOHN B. DAVIS, Southern States Shows, Rochelle, Ga., this week.

MILLER BROS.' SHOWS

Want for balance of season and Florida Fairs in the spring. Can use several shows not conflicting. Can also use good Girl Show. Want Colored Performers and Musicians on all instruments. Can place Concessions of All Kinds. Write or wire **MORRIS MILLER**, Sevierville, Tenn., this week; Bristol, Va., week of Sept. 25th.

Wanted Girls

Experienced Chorus and Specialties. Feature Dancer. Must be youthful and attractive. Salary office guaranteed. Wire

KARL J. WALKER
 The Gay New Yorkers
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 This week Allentown, Pa.; next week, Richmond, Va.

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Want Brass that can double Stage; Chorus Girls, Bright, that can do Specialties. Long season open stands now. Florida theaters this winter. Sept. 22 and 23, Columbus; Sept. 26, Buena Vista; Sept. 28, Tallahassee; all Georgia. No advances.

DYER'S LOTTA HOEY

Want Shows with own outfits. Big Snake, Mirror, Model City, Silo Circus or what else you. Will be increased number Stock Concessions. No gift or by-back. Granada, Miss., now; Fulton; all fairs.

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WANT

Athletic Show, Penny Arcade. Will furnish outfits for Honey-Getting Shows, Legitimate Concessions, Watermelon, Cdn., Sept. 19-21; Albuquerque, New Mexico, State Fair, Sept. 24 to Oct. 1. Season ends Nov. 21.

C. F. ZEIGER UNITED SHOWS

Liberty National: (Fair) Hardinsburg, Ky.; (Fair) Marion, 25-30.
 Liberty United: Van Horn, Tex.
 McMahon: Council Bluffs, Ia.
 Marler: (Fair) Mt. Airy, N. C.; (Fair) Statesville, 25-30.
 Mighty Monarch: (Fair) Mayodan, N. C.; (Fair) Windsor 25-30.
 Miller Amusements: Waterproof, La.
 Miller Bros.: Sevierville, Tenn.; Bristol, Va., 25-30.
 Miller, Flying: Brownwood, Tex.; (Fair) Teague 25-30.
 Minnie World: Grandville, La.; Arcadia 25-30.
 Minor: (Fair) Midway: (Fair) Grate, Pa.; (Fair) Manahala, 25-30.
 Miser Rides: Bala Cynwyd, Pa.
 Model: (Fair) Logan, W. Va.
 Motor City: Grandville, Mich.; Manchester, 25-30.
 Nail, C. W.: (Fair) Lake Providence, La.; (Fair) Jonesboro 25-30.
 Northern Expo: Tappan, N. D. 20; Valley City, 21-23; Stanton, 28-30; Beulah, 27-28.
 Ohio Valley: Guthrie, Ky.
 Oklahoma Ranch: Leedey, Okla.
 Oriskany Am. Co.: Oriskany, Tenn. 25-30.
 Page, J. J.: (Fair) Albem, Tenn.; (Fair) Morrisotown, 25-30.
 Park Am. Co.: Okland, La.
 Pearson: St. Louis, Ill.
 Pioneer: (Fair) Grate, Pa.
 Proctor: (Fair) Philadelphia, Pa.
 Prater's All-State: Stamping Ground, Ky.
 Rea, John T., Attr.: (Fair) Honesdale, Pa. 18-22.
 Reading: (Fair) Jackson, Tenn.
 Reynolds & Wells: Jefferson, Ia., 25-27.
 Rogers Greater: Dresden, Tenn.
 Rosen & Powell: (Fair) Waynesboro, 25-30.
 (Fair) Collins, 25-30.
 Royal American: (Fair) Nashville, Tenn.; (Fair) Knoxville, 25-30.
 Royal Midway: Newport, Ark.
 Rubin & Cherry: Tulsa, Okla.
 Scotch: (Fair) Grate, Pa.
 Scott Bros.: (Fair) Newton, Miss.; (Fair) Clarkdale, 25-30.
 Sheedley Midway: (Fair) Amarillo, Tex.; (Fair) Lubbock 25-30.
 Shupart, Doc: (Fair) Stigler, Okla., 21-23.
 Sims: Harris, Ont. Can.
 Smith Bros.: Middleburg, Va.
 Smith's Greater Atlantic: (Fair) Roxboro, N. C.; (Fair) Selma, 25-30.
 Snapp: (Fair) Belleville, 25-30.
 Sun Am. Co.: (Fair) Hale, Mo.; (Fair) Ocala, 25-30.
 Texas: Bay City, Tex.
 Texas Kidd: (Fair) Rising Star, Tex.; (Fair) Clinton, 25-30.
 Texas Longhorn: Leonard, Tex.
 Thomas Am.: Green Camp, O.
 Tidwell, T. J.: (Fair) Chickasha, Okla.; (Fair) Graham, Tex., 25-30.
 Tilley: Sligo, Ill.
 Tom's Am. Co.: Leary, Ga.; (Fair) Sylvester, 25-30.
 United American: Mt. Pleasant, Ia.
 Virginia Am. Co.: Manterey, Va.
 Wade, R. H. Ride Unit: Smithfield, O. 19-22.
 Wade, W. O.: Sharpville, Ind. 20-23.
 Wallace Bros. of Cassin: Strawn, Ont. Can. 18-20; Oak, 21-23; Aylmer, 23-27; Strathroy, 28-30; all fairs.
 Wallace Bros. (Fair) Winona, Miss.; (Fair) Helicon, 25-30.
 Ward, John R.: Newbern, Tenn.; (Fair) Paris, Tenn., 25-30.
 West Bros.: Carbondale, Ill.; (Fair) Lexington, Tenn., 25-30.
 West, W. E. Motorized: (Fair) Clyde, Kan.
 Western States: Pampa, Tex.
 West's World's Wonder: (Fair) Mehane, N. C.
 West Am. Co.: (Fair) Virgoqua, Wis., 19-22.
 White City: Neph, Utah.
 World of Mirch: Altetown Pa.; Richmond, Va., 25-30.
 World of Pleasure: Springfield, O.
 Yellowstone: Farmington, N. M. 20-22.
 Young, Monte: (State Fair) Salt Lake City, Utah.
 Zaccchini Bros.: Fairmont, W. Va.; Beckley, W. Va., 25-30.
 Zeiger, C. F., United: Walsburg, Colo., 19-21; (State Fair) Albuquerque, N. M., 24-Oct. 1.
 Zimdars: (Fair) Jonesboro, Ark.

CIRCUS AND WILD WEST

Anderson, Bud: Salem, Mo. 20; Richland 21.
 Barker Bros.: Troy, O., 26-27.
 Cole Bros.: Johnson City, Tenn., 19; Greenville 20; Asheville, N. C. 21; Hickory 22; Shelby 23; Charlotte 25; Greensboro 26; Raleigh 27; Psychology 28; Wilmington 29; New Bern 30.
 Kelley, Al O., & Miller Bros.: Laverne, Okla., 19; Cape 20; Arnett, Okla., 21; Vici 22; Taloga 23; Leedey 25; Hammon 26; Cheyenne 27; Butler 28; Custer 29; Thomas 30.
 Polak: (Fair) Salt Lake City, Utah, 18-23.
 Ringling Bros. and Barnum & Bailey: San Diego, Calif., 19; El Centro 20; Phoenix, Ariz., 21; Tucson 22; El Paso, Tex., 23.
 Pecos 24; Fort Wain 25; Lubbock 26; Ardmore 27; Fort Worth 28; Dallas 29-30.
 Russell Bros.: St. Augustine, Fla., 19; Palatka, Fla., 20; Ocala 21; Lake City 22; Valdosta, Ga., 23.

ZACCHINI BROS.' SHOWS WANT

For Beckley, W. Va., and all winter in South, Shows with own outfits and transportation. Octopus, Rolloplane and Ride-O. Can place Concessions of all kinds. Have opening for Penny Arcade. We present as free attraction every night the world's greatest one-ring circus, featuring the Royal Rieffenachs Horses and Manual and Mario Zaccchini, one and only repeating cannon. We guarantee you people to work to. You can't miss with Zaccchini. Write or wire **BRUNO ZACCHINI**, Manager, Fairmont, W. Va., this week; Beckley, W. Va., next week.



CANDY GIVE AWAY PACKAGES AND INTERMEDIATES

ORIENTAL SWEETS SMILES

LARGE SIZE PACKAGE	200 To Carton
100 To Carton	200 Pkg. \$2.00
100 Pkg. \$1.00	200 Pkg. \$2.00
1,000 Pkg. \$10.00	1,000 Pkg. \$10.00

These packages contain Assorted Caramel Kisses. Send for FREE Illustrated Catalog. 20% Discount with Order. Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St. New York City

FEATURE TOP MONEY GETTERS AT YOUR FAIRS

You Can't Miss with our NEW CORN GAME Items. Introductory Offer: 24 Flash Items \$8.50
 Hundreds of New HOOPLA, FISH POND and BALL GAME ITEMS.
LAST MINUTE PLASTER WINNERS, CANES, DOLLS, BEACON BLANKETS, CLOCKS, LAMPS, CHINAWARE, FANCY BOXED SUMMER CANDIES, SLUM, GLASS AND CHINA.

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INSURANCE

RIDES PARKS TRUCKS TRAILERS CARNIVALS

"The Showman's Insurance Man"
A738 Insurance Exchange Bldg., Chicago, Ill.
 (Easy Weekly and Monthly Payments)
CHARLES A. LENZ

LITTLEJOHN FAIR CIRCUIT

BOOKING INDEPENDENT

CHILTON COUNTY FAIR, CLANTON, ALA., Sept. 26-30; then the following: Elmore County Fair, Wetumpka, Ala., Oct. 3-7; Conecuh County Fair, Evergreen, Ala., Oct. 10-14; Covington County Fair, Andalusia, Ala., Oct. 17-21; Crenshaw County Fair, Luverne, Ala., Oct. 24-28; Pike County Fair, Troy, Ala., Oct. 31-Nov. 4.

WANT ONE FLAT RIDE, Motordrome (never been one over this Circuit), Side Show Mechanical Show or any Show of merit. Major John, wire. Jack King, wire. **SHOWS AND RIDES BOOKED FOR 20 per cent.** WANT Concessions: Hoop-La, Scales, Ball Games, Cook House, American Palmist, Candy Fairs, High Striker, Crabs, Novelties, Bowling Alley, Jingle Board, Bumper. Free Acts and Band booked. Address **THOS. P. LITTLEJOHN**, Manager, Clanton, Ala.

DIXON, TENN., FAIR WEEK SEPT. 25

One of Tennessee's Best County Fairs

A wonderful Stock Concession Fair. Frozen Custard wanted. Grab Joint wanted. Many other Stock Concessions open. Here is a chance to play a real fair. Address

F. H. BEE SHOWS, INC.
 ALAMO, TENN., FAIR THIS WEEK, or come on to Dixon and play this big fair.

DAVIS & PARROTT SHOWS

Want Corn Game and Legitimate Concessions of All Kinds. Shows: Can use entire Minstrel Show, also Colored Band. Have complete outfit for Snake Show. Want Chalroplane. Wire this week Gretna, Va.; next Appomattox, Va., Fair.

Acme Exposition Shows

Want for Orange County Fair, Outeppor, Va.; Rockingham County Fair, Harrisonburg, Va., any Ride not conflicting with Chairlaine, Tilt, Ferris Wheel and Kiddie Auto Ride. Want experienced Ride Help. Want organized Plant Show, High-Class Troup, any Grand Shows not conflicting. Want Concessions of All Kinds. Jimmie Burke wants Wheel Man and Agents for Grand Shows. Wire **MR. JACKSON**, Va., this week; Strasburg, Outeppor, Harrisonburg following. Have Southern Fairs Into November. Out all winter. Can use any capable Concessionaire or Showman. Want Free Act. The Great Escape, wire. Cliff Patten wants Freaks and Novelty Acts for Side Show.

V. F. W. FALL V. F. W. FESTIVAL

HARRISON, N. Y.
20 Miles Out of N. Y. C. Entire Week
SEPTEMBER 25 TO 30

200,000 Money To Draw From. White Plains, Port Chester, Nanuet and Arden. Best Money Spent in County. Center Location. Advertised for Miles.
CAN PLACE CONCESSIONS—RIDES—SHOWS—ACTS
ACT NOW—LIMITED SPACE.
Eddie Elkins, Chairman
1658 Broadway, Room 512, New York City.
Phone: Columbus 8-9877 From 3 to 7 P. M.

CRANE COMMUNITY STREET FAIR

CRANE, MO., SEPTEMBER 26 TO 30

Biggest Premiums and Largest Fair ever held in Crane. Space for a few good Concessions.
CARL HILTON, Crane, Mo.

NOW BOOKING FOR 7 WEEKS OF REAL MONEY FAIRS—7

MADISON COUNTY AND TENN. VALLEY FAIR, WEEK SEPT. 25, HUNTSVILLE, ALA.
CENTRAL ALABAMA STATE FAIR, 11 DAYS, OCT. 4-14, MONTGOMERY, ALA.
East Alabama Fair, week Oct. 16; Dothan, Ala. Fair, week Oct. 23; Coffee County Fair, week Oct. 30; Alabama and Georgia State Line Fair, week Nov. 6.

CONCESSIONS ALL OPEN EXCEPT BINGO AND COOKHOUSE. Wheels and Grid Stoves open. No X. A real opportunity for Scales, Novelties, Photo Gallery, Palmistry, Fish Pond, Hoop-La, Pitch-Tilt-U-Win.
ALWAYS INTERESTED IN WORTH-WHILE ATTRACTIONS.
Will Book Illusion Show, Crime Show, Fat Show, Big Snake Show and any New Ride.
ALL ADDRESS: FRANK WEST.

WEST'S WORLD'S WONDER SHOWS

Week SEPTEMBER 18, MEBANE, N. C.

MILLER AMUSEMENTS

Can place Wheel, Loop the Loop, Chairplane Foremen, salary \$20 week. Use other help all departments. Report Tyrone, Miss., Sept. 24. All Concessions open except Diggers, Bingo, Need Ball Camera, Cigarette Galleries, Fish Ponds, Pitch Tilt, U-Win, Scales, Penny Pitch, Stock Wheels. No Buy-Backs or Flat joints; you waste money wiring me. Mickey Shaw, advise if joining McComb. All wires Water Proof, La., week Sept. 18. RALPH R. MILLER.

WANT CONCESSIONS

Of All Kinds, no exclusives. Plantation People, Girl, Baby Grand, Sol Spade, Musicians, also Side Show People. Have concession order for real Hawaiian People. Can use Ferris Wheel Foreman, Following Fair: This week, Warsaw, Va.; then Enfield, Roanoke Rapids, Weldon, Carhagan, Franklinton, N. C.; shows pending; then Wichita show. Want Octopus and hoop-La. All address in per route.

HELLER'S ACME SHOWS, Inc.

James E. Strates Shows, Inc.

Want Manager, Talker, Riders for Motordrome; have car and motorcycles, but prefer riders to own machines. Want Trainer for our three lions. Seven of the best fairs to show yet, including Bloomsburg and York, Pa. Clearfield, Pa., this week.

WANT—HARRY BURKE SHOWS—WANT

For the following Lehigh Free Fairs: Port Allen, week Sept. 18th; New Roads, Sept. 25th; Groton, Oct. 2; Marksville, Oct. 9th; Greenburg, Oct. 16th; Independence, Oct. 23rd, with good will sale to follow. Out until Christmas. Concessions of All Kind that work for Stock. Will book out all kind. Exclusive deal on Corn Game, Diggers, Big Gun. Address: week of Sept. 18th Port Allen, La.; New Roads week of Sept. 25th. HARRY BURKE SHOWS, Harry Burke, Mgr.

GREAT SUPERIOR SHOWS WANT

For Ten Southern Fairs, Huntington, Tenn., Tri-County Fair, week Sept. 17th; Lewis County Fair, Howardville, week Sept. 24th; Limestone County Agriculture Fair, Athens, Ala., week Oct. 1st; North Alabama Colored Fair, Athens, week Oct. 8th; Legion Fair and Stock Show, Lake Hill, week Oct. 15th; Legion Fair and Stock Show, Ripley, Miss., week Oct. 22nd; Legion Fair and Stock Show, Lexington, Miss., week Oct. 29th. WANT Shows with or without their own outfits. Special proposition to Ten-O-One. Gabbage Head of Blahly, week. WANT Shows with or without their own outfits. Concessions that can work for 10 cents. All Concessions open except Bingo and Cook House. Bob Ruth wants Coupon Agents. This show is booked till Dec. 1st.

W. C. KAUS SHOWS, INC.

WANT FOR BEDFORD, VA., AND SHELBY, N. C., FAIR

Want Octopus, Shows with own equipment. Van House or Station, Trombone Player and Clarinet for George Baldwin's Jitterbug Revue, Two Acts for Side Show, Legitimate Concessions of All Kinds. Good prices. Would like to have Long or Short Range Gallery, Palmistry.

Write or Wire W. C. KAUS, Manager.

BETTER LATE—

(Continued from page 28)
calls and incentive from the entire amusement strip.

Thursday and Friday \$1 combo tickets good for gate entry and a choice of six attractions from a list of 33 divided into six groups proved successful and drew customers much earlier than has been the case. Pastboards also lured better post-undown trade and most of the shops were busy taking care of the bargain customers, who brought cash customers along with them. Harry O. Traver, president of the Concessioners' Association, said that 34,000 of the cut-rates were purchased on Thursday, plus 3,000 kid combos, which cost 50 cents. Figures for yesterday were not available. Thursday and Friday were holy days in the Jewish calendar—Rosh Hashana—these holidays from work and school proving a pull at the gates. Unused tickets were honored today.

As a result of its success an extra day—Wednesday—will be added to the plan beginning next week.

Beginning September 22 every Friday will be Children's Day with no restrictions as to time of entry. Admission will be 10 cents, same fee as for the Wednesday kid days, which were charged 10 schools opened. Kid admission of 10 cents on Saturdays up to 1 p.m. still prevails.

Second week-end in October (14 and 15) has been set aside as Newspaper Week-end, with public prints in the metro area invited to print coupons good for admission with 35 cents. It is reported that between 40 and 50 newspapers in New York, New Jersey and Connecticut (Philly may be included) are being sought for cooperation. It was reported that on Sunday, August 27, Daily Mirror day drew the best Sunday gate up to that time, 306,400 paid. Looking at the cold figures, The Billboard stated that "it brought up the question of why similar newspaper tie-ups have not been made on an extended scale."

W. S. McHenry has severed his connection with the Amusement Control Committee and is now hooked up with Merric England Village.

Knickerbocker Restaurant in Old New York Village is scheduled to go into a new show and food policy over the week-end following weeks of lagging patronage. There will be dancing for the public and management will be the same, according to Almon R. Shaffer, managing director of village.

FLUSHING FRONT—

(Continued from page 29)
amusement area shell yesterday for afternoons and evenings until next Wednesday. Jitterbug Night will be presented tomorrow at 7 o'clock with cash prizes on.

Beginning Monday a new theme in fireworks will be presented over Fountain Lake when fiery wagners, palm leaf comets, pillow stars and spider bombs will be offered. Joseph World's Fair rector of Tyrone, Pa., World's Fair has arranged special musical effects for the new pyro-fountain spec.

GLEANINGS

(Continued from page 29)
thanks to indefatigable work of committees. Thanks must also be given to the various kind-hearted persons and companies that contributed so much in many ways to success of the benefit. Mel Smith's stentorian voice could be heard in every nook and cranny of the vast building. Alex Oumansky's ability as a show putforward never was better evidenced. Hilton Sisters, the grown-together girls, were guests of Ed Brown and took in the Calvalcade with him. Fred Weddleton, ex-chief of concessions, was very much in evidence. S. L. Cronin, formerly of the Al. C. Barnes Circus, formerly of From L. A. with a party. Many of the "brass hats" took a shy look at this fine show of Miss Rand and probably felt sorry they did not assist in financing a big production of two in early days of the fair. In Gay Paree early days of the fair, in Gay Paree to the last degree, every employee being in some kind of an authentic French costume. Just when the bar was doing its best business the law says "close up." Somebody overtook securing an all-night permit. Paris Peggy, operating 22 Rue Blan Detl, helped to get many a dollar for the show organization by her salesmanship. Hundreds of well-wishing telegrams were received from one of his places and after the show flew right out again. Elmer Bose, president of the Concessioners' Association, entertained a party in the big cafe. Johnnie Shuman, around the ticket office, Eddie Brown made a fine speech and received rapturous applause. Harry Hargrave orated, telling of the great things his organization had done and is doing and was applauded liberally. At 3 a.m. in the building, all with their hair down and having a great time.

Carl (Whitey) Lindmark, ex-concessioner formerly of Frank Perry Show, visited from Chicago with his family. He well supplied with this world's goods and is in semi-retirement. Pro-and-on talk is being heard all over regarding operation of the OGBE in 1940. Those favoring reopening point to the thickest, around the Bay area, tourist movement from the Middle West over 100 per cent. Records show visitors have spent more than \$100,000,000 in the bay area because of the fair; \$4,000,000 was spent during construction. It called it a day, with the Bay area; 88,000 out-of-State autos entered California; 35 per cent entering open gates. Communities on highway routes to the expo report 35 to 40 per cent increase in business. Out-of-State autos entering California this year were 16.3 per cent greater than last year. In July increase over 1938 in autos entering the State was 40 per cent and August overplus was 50 per cent, an all-time record. Railroad

passenger-ticket validation increased 100 per cent over last year's and railroads had best passenger riders since 1922. Air transport companies report exceptional increases in travel, as do steamship companies. It is thought that the fair can be successfully operated if opened on May 15 and closed on September 15. Of course, there is quite an obstacle. Not would be \$4,500,000, it is said. It is estimated that 7,000,000 paid customers would come thru the gates in the four-month period.

Calls to the colors are coming in fast for most of the foreign participants. Among the first was John Steele, who has been talking on the front of Tom Wolfe's Glass Show, a reserve officer in the British air force. Many attractions are clipping salaries and cutting expenses to take care of the lean time that is expected from now till closing. Deductions are the order of the day with the exposition, first one for fire patrol and inspections. Next will come demolition and then a holdback to guarantee that concessioners will leave no unpaid bills. Unless one is taking in a lot of money, from now on he will have to live on his nerve. Gay Paree, new Rand show, has almost ruined Miss America, another Rand attraction close by. Paree is too powerful. It is said the new show has also hurt the Nude Ranch.

Original policy of the expo was no stand-up bars, but there are now more drinking spots on Treasure Island than the Bowery or Barbary Coast had in their palmist days. Tom Lamont, who had charge of the bar in the Scotch Village, left for Scotland to join his regiment. Mr. and Mrs. Barry Gray had pleasant visits with many old friends with the Ringling-Barnum show while it played San Francisco. As fairs in California and adjacent States are about over, it is expected there will be an influx of fair followers. It has been decided not to sell any more space for games and similar concessions so they will have to be just visitors. Ed Breckenridge, who tendered his resignation to Better Babies, Inc., operator of the Incubator Show here, did the most outstanding job on the Gayway. When he took the show over it was in the doldrums. Now it is among leading money makers of the expo. While he has given no reason for quitting, rumor has it that a promised bonus has not been forthcoming.

Mimic World Shows Want

SHOWS AND CONCESSIONS

For five weeks of Fairs and Celebrations, starting Arcadia Fair, Sept. 26th; then Haystackville, Oct. 2; then, Week Ten-O-One, Seak Hills, Monkey, Deep Sea or any good Money-Getting Show of merit; also Bowling Alley, Pitch Tilt, U-Win, Fishing Game, Golf Land Game, Candy Floss, Country Store, Steam Spinners, Motor Show, etc. Address: 1000 West 10th St., Seattle, Wash. Don't let this go by. Address: Arcadia, La., until Sept. 23rd; then Arcadia.

TRI-COUNTY FAIR

SOUTHWEST MISSOURI'S GREATEST FAIR

On the Streets

AURORA, MO., OCTOBER 2-3-4

Want Independent Shows and Concessions All Kinds.

Address E. L. WADE, Aurora, Mo.

WANT

ORIENTAL DANCERS

JACK LASK

120 EAST 14TH ST., NEW YORK CITY

Largest Unborn Show on Road

With Top and Banner.
Over 100 Rides, Shows, including Red Working Headed Baby, Dr. Garfield Show can be seen working at Trenton, N. J. Address: 1000 Philadelphia, Pa.
WELL'S GURIOUSITY SHOP
20 S. 24th St., Philadelphia, Pa.

RIDES

New Ferris Wheel and Kiddie Auto Rides. Open dates now for Virginia and North Carolina. WFL

D. J. VAN BILLIARD

NORTH WALES, PA.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

MORONS

When all is said, it is not easy to understand or to explain human nature. The games operator tries to understand human nature in order to place games that click with the public. The music operator tries to understand human nature so that he can supply the proper music. Even the vending machine operator tries to understand human beings enough so that he can sell more goods.

There is a business called psychology or psychiatry which tries to explain human nature so that we can understand ourselves. All of which is good if we do not take the stuff too seriously. Most every line of business is trying to capitalize in some way on human psychology and every salesman is supposed to know a smattering about how people react.

This growing emphasis on psychology has led to a wider use of the word moron. Taken out of its criminal sphere, the moron appeal is widely used in advertising, in the movies, in music and entertainment and in many other fields today. Business began to stress its appeal to morons when the World War was said to have revealed that so many adults had the mentality of 12-year-olds.

As a working basis, let's say that the normal, average human being has about 75 per cent of the moron in his make-up; then he is probably about 20 per cent human being and maybe 5 per cent of intelligence. That is a good analysis of the average, the normal person. That is you and me. There is an abundance of the moron in all of us and we might as well admit it.

But it does not follow that because the normal person is about 75 per cent moron that he will respond best to the moronic appeal. The moronic appeal is about the poorest that can be made to the mass of human beings. I could write a book of my own personal observations of how much better it is to use some other appeal to human beings than the moronic appeal.

Advertising has long overworked the moronic appeal. It shows up so often in advertising that one wonders how business keeps going. It shows up so often in direct mail letters; perhaps the most glaring use of the moron appeal is in the field of direct selling. But there are some who have learned better. One of the miracles of modern advertising is that of the Ford Motor Co. If the moron appeal would work in selling cars, one would have expected it to be used in selling Fords. But much of the Ford advertising has been a model of intelligence and human appeal.

The movies overwork the moron appeal, so that it is no wonder they are hard put to keep up attendance. As a movie patron (and a good moron) I would call movie advertising so moronic as to be disgusting even to a moron like myself. Big-name stuff as used in the movies is so moronic as to be a simple waste of good advertising money.

The same overworking of the moronic appeal appears in the world of music. The phonograph operator needs to sit down and study his morons a little more carefully. Even if most music is written and is played either to appeal to the moron or the "intelligent" eccentric, it is the shortest road to losses to follow that trend. Music probably has the widest list or variety of appeals of anything in the world, because

it can appeal to every human mood, and it is a shame to see so many people in the music business with no better understanding of its possibilities than to always be playing the moron appeal.

Let's get this moron stuff straight. It has been stated as a working policy that every normal person has about 75 per cent of the moron in him. But the average normal person does not like to have that fact rubbed in his face all the time. He gets tired of seeing the moron appeal staring him in the face from so many advertisements, to see it rubbed in his face in the movies, to get nothing else but moron stuff in places of entertainment, and worst of all to have the moron appeal in all his music.

Every normal human being likes to give his moron self full play at times, to cater to the moron in him and even satiate it. He likes a certain degree of the moron appeal in many things he comes in contact with. But just because he is 75 per cent moron himself, that does not mean that he wants 75 per cent of the moron appeal in his advertising, in his movies, in his amusements, or in his music. He wants the moron appeal there all right, but he soon gets filled up, even disgusted, with so much and such constant streams of the moron appeal. It would be much better to reverse the order of appeal and make it 5 per cent moron, 20 per cent intelligence and 75 per cent human interest.

Just because the moron appeal gets results is no reason to imagine that human beings like to have it rubbed into their pores. We morons have to suffer a lot and react as best we can to what is given us. If those who write advertising, or make movies, or provide amusements, or furnish music still insist on giving us the super-moron diet, we will have to take it and like it until we can get something better. But the moron appeal is still the poorest and the most useless way to appeal to us.

When I came into the coin machine trade I was told on all sides that operators are a great army of morons. At least two campaigns have been made against my editorial work as being too high-brow for the coin machine trade. All of my personal critics have emphasized the idea that I was too high-brow for the business.

But for ten years I have written for the coin machine operators of this country and abroad as I would write for any group of business men. My attitude has been that the operator is a man like other business men—75 per cent moron, 20 per cent human and about 5 per cent intelligent, but that he doesn't like to have the moron rubbed in his face all the time. I have always respected the operator as knowing far more about his business than I can ever know. My editorial aim has been to bring to every operator the best, the most complete and the most intelligent business information that can be had. I have never used the moron appeal and think it is a poor way to appeal to any human being.

The response which the operators in America and abroad have given me is more than any editorial writer could ever wish for. The response has been genuine and human. It is one more proof that if you treat people as normal human beings, they will appreciate it far more than they appreciate any moronic appeals that can ever be made.

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DAYS OF FULL CASH BOXES

THRILLER

*Should be put on all locations
and receipts taken out daily - cash
boxes will be full - Have this
prescription refilled for all such
locations - Quick recovery assured
Doctor Jack*

FREE
GAME
\$99.50

FREE GAME INSTANTLY
CONVERTIBLE TO STRAIGHT
NOVELTY PLAY

FILL THIS PRESCRIPTION AT YOUR JOBBER OR..

J. H. KEENEY & CO.

"The House that Jack Built"
2001 CALUMET AVE. CHICAGO, ILL.

Manufacturers Meet To Plan for 1940 Exhibits

Enthusiasm marks all discussions at the meeting—committees are appointed to begin on work—27 new members are received into CMI

CHICAGO, Sept. 16.—The Coin Machine Industries, Inc., national manufacturers' association, held a directors' meeting at the Sherman Hotel on September 12. The session was the first held since the heat of summer started the vacation season. The spirit of the meeting was enthusiastic and the discussions of many ideas and plans mentioned indicate that the organization will have a very busy year ahead of it. The enthusiasm of manufacturers in discussing association matters was also taken to indicate that the manufacturing business is now in an optimistic mood as the fall season begins.

27 New Members

One of the highlights of the session was the acting upon 27 new applications for membership in the CMI. To receive 27 new members in one evening in a manufacturers' group, is said to be something to crow about.

Leo J. Kelly, of Exhibit Supply Co. of Chicago, was elected as first vice-president of the organization to fill the vacancy left by J. G. Kerner, resigned. Kelly is widely known as a public-spirited member of the trade and it is expected he will be quite active in the future plans.

The meeting completed and approved

the tentative by-laws under which the group had been working since its first organization.

Show Committees

The meeting was chiefly called to tackle the job of planning the next annual convention. Real enthusiasm was manifested as to the prospects for the next convention. It was stated that there is no question but what all available space will be sold earlier than usual. Contract blanks for exhibit space are to be mailed to the trade on or about October 2.

A lot of convention details were discussed and ideas proposed. Two chief criticisms of the 1939 convention, it was said, were that the exhibition hours were too long and that too many "guest" tickets had been issued. It was decided that both of these matters will be corrected as far as possible. Plans are now being considered for arranging a program that will have matters of interest to distributors and the operating trade. An exchange of convention courtesies with the tobacco distributors' convention and the refrigeration convention has already been arranged, it was announced. This exchange of courtesies during the 1939 conventions served to acquaint new people with the industry, and it also had good publicity value. The executive committee for the 1940



IDEAL OPERATOR'S
TOOL & PARTS KIT
It looks professional; is strong and durable; opens in a jiffy.
Price \$12.50 Delivered



A PLACE FOR EVERYTHING—EVERYTHING IN ITS PLACE
BLOCK MARBLE CO.
4919 N. 8th Street, PHILADELPHIA, PA. | Send for FREE Parts and Supplies CATALOG.

GET KIRK'S
GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature

GREATEST
MONEY MAKER
EVER BUILT

C. R. KIRK & CO. ALL-
2626 W. WASHINGTON MECHANICAL
BOULEVARD CHICAGO, ILLINOIS OPERATION



HENRY J. WINDT, secretary-treasurer of the Indiana State Operators' Association, speaking at the district meeting in South Bend September 19.

AROUND THE CORNER OR AROUND THE WORLD..

People are pretty much the same, basically. They laugh and work and love to have their pictures taken. PHOTOMATIC'S steady earnings, year after year, throughout the world, come from this basic human variety.

INVESTIGATE
International Microscope Reel Co., Inc.
44-01 11th St.,
Long Island City, N. Y.

Send your correspondence to advertisers by mentioning The Billboard.

BARGAINS FROM DAVE MARION

FREE PLAY — BETTER HURRY	
3 Buckaroo .. \$47.50	15 Majors .. \$39.50
3 Bang .. 22.50	10 Spotted .. 42.50
3 Alas .. 22.50	3 Chubbie .. 39.50
3 Risk .. 27.50	3 Step & Go .. 34.50
3 Alas-Bee .. 19.50	5 Fifth Ending .. 35.50
3 Multi Races .. 21.50	5 Bounty .. 22.50
3 Shocks .. 24.50	5 Free Race .. 17.50
3 Chubbie, Reg. .. 24.50	3 Babbarates .. 22.50
WRITE FOR COMPLETE F. P. LIST. OVER 100 COUNTER GAMES, \$1.50 UP. FREE	
PLAY — 1 BALL AND CONSOLE MODELS.	
UNIT — RECONDITIONED.	
3 Arlington .. \$17.50	2 Hot Wind .. \$35.00
3 Frankness .. 17.50	3 Hot Moon .. 32.50
3 Fluke .. 18.00	3 Tansford .. 32.50

Write for Complete Bargain List
MARION COMPANY, Wichita, Kansas.

Novelty Release Hits Trade Right

CHICAGO, Sept. 16.—"From the orders we've already received and from the letters, telegrams and long-distance phone calls that have been pouring in to our offices here, it certainly looks as tho the interest of coinmen all over the country is centered on our latest release, Lucky," stated officials of the Chicago Coin Machine Mfg. Co. here today.

"Yes, sir, we've been literally swamped by the tremendous response to our announcement of this new 5-ball novelty game," they said. "Of course we expected to have a heavy rush of business, for we were quite confident that Lucky is the kind of a coin game that operators want. Location testing prior to Lucky's introduction proved its tremendous earning power and its dependability from a mechanical standpoint. Lucky has what it takes to produce steady, big earnings for operators everywhere. As to our policy, the various features of Lucky are the kind that have made Chicago Coin games in the past hits on whatever locations they were placed. Coinmen all know that when we offer a game it is as much as a full player appeal as is possible to incorporate in a coin game," they concluded.

Rock-Ola Affirms Record Importance

CHICAGO, Sept. 16.—"From what we've heard of it, the special section in this issue of *The Billboard* is certain to create plenty of interest on the part of the professional music world," comment officials of the Rock-Ola Mfg. Corp. In their opinion the very name of the section "Talent and Tunes on the Music Machines" makes it "must" reading for everyone interested in the success of coin-operated phonographs.

"The *Billboard* is to be congratulated," they continue, "for its foresight in bringing to the attention of the leading factors in the recording field—orchestra and band leaders, disc makers, phonograph operators—the important place the coin-operated machines hold in the hearts of the general public. This increasing popularity for recorded music calls for constant alertness on the part of the producers, and anything that helps keep all the factors on their toes, as the special section bids fair to do, deserves co-operation."

"Not only does the public demand good recorded music," say the Rock-Ola people. "It also wants to hear that music faithfully reproduced. In this respect Rock-Ola's Luxury Lightup phonograph has been far in front ever since it was introduced. This remarkable instrument re-

produces music the way folks like to hear it—just as it was played when the disk was made—with all of the clarity and tone fidelity of the original recording, without any tendency to falsify or distort any part of a favorite selection.

"Another important feature that operators say has made it easy to get top locations for the Luxury Lightup is its sensational animated lighting effects. The brilliant and colorful display that floats continuously across the translucent parts of the cabinet has an irresistible appeal for customers who show a distinct preference for the locations which feature this beautiful modern phonograph."

Big Plans Made For Grand Opening

MILWAUKEE, Sept. 16.—Known to his friends as one of the busiest men in the coin machine business, Sam London, head of the Milwaukee Coin Machine Co., is even busier than ever these days. The coming gala grand opening of the company's new show-rooms at 1435 W. Fond du Lac avenue, Milwaukee, is the reason. The event will take place on Tuesday, October 3, and London expects to make it one of the outstanding events of the industry, "second only to the Annual Coin Machine Show."

"We are planning a big time, with everything in the way of refreshments and fun that you can think of," said London between jumps. "Everybody is invited—operators, jobbers, distributors, manufacturers and everybody else, not alone from Wisconsin but from everywhere."

Keep Stocks Up At Monarch Firm

CHICAGO, Sept. 16.—"We are proud to announce at this time that Monarch now has one of the largest stocks and largest varieties of coin games in its history. We've been trying for some time to increase our stocks so that we could fill the needs of coinmen and offer games in larger quantities so they could take advantage of low prices. Our stock includes all kinds of novelty games, free-play games, payout games, counter games, phonographs—in fact, every type of coin-operated equipment that an operator would want," said Al Stern, director of Monarch's domestic game sales.

"Operators have found that when we offer a machine of any kind that it is in top mechanical condition, after all the name Monarch stands for not only quality but value as well. Thus when operators buy from us they know that they are getting as low prices as they can get," Stern declared.

Ops Pleased by Keen-a-Ball Take

CHICAGO, Sept. 16.—D. Gottlieb and Co. have "launched" the greatest game hit in years in Keen-a-Ball, successor to their Lot-o-Fun. "Many seasoned operators got the surprise of their life when they tried this peppy new number," said Dave O'Connell, and that's really amazing, considering an amazing profit opportunity for ops. The game is intrinsically Lot-o-Fun, but with brand-new refinements that send its appeal and earning capacity soaring. The results of our many location tests not only proved the splendid performance of this new hit, but conclusively show that its money-making capacity is as much as double that of Lot-o-Fun, and that's really amazing. Don't consider the profits operators made with Lot-o-Fun.

"Among the principal new features of the new game are the three ways to win. In many cases, complete wins are made and its keep-life in one game, by scoring 12 or more points in one game, or by scoring a total of 30 skill points in three points. The game has our new counting and scoring feature whereby the three gamblers of a game may be retained by the player in his next game for up to three games in a row... an idea that players really go for. This feature encourages playing three games instead of one and the players secure much better chances of winning. Skill points are registered when the red-lighted bumpers are struck. The board is not only the most attractive we've seen in a long time, but the play is extremely simple. It looks so easy and inviting, players simply must have a try.

"From the phenomenal records made by Lot-o-Fun, we predict that Keen-a-Ball, with the same play value combined with those enticing new ideas will startle the industry," Gottlieb declared.

Boom Reported on Evans' Ten Strike

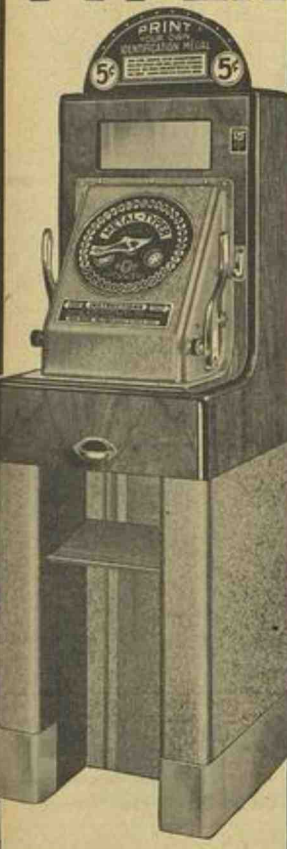
CHICAGO, Sept. 16.—"The coin machine industry is taking to Evans' revolutionary bowling game, Ten Strike, as quick as a flash to water," said Dick Hood. "Comments, endorsements, high praise and approval, as well as a veritable avalanche of orders, keep flowing in by mail, telegraph and telephone from all branches of the industry. We know we had a phenomenal success in this game and that operators would quickly see how much it means to them in producing profits without grief, but we never expected the boom of business that overwhelmed us here at the factory during the last few days. Operators enthrall over the instant acceptance this game is gaining from the playing public, how it removed operation difficulties, takes up territory, and makes coin machine operation profitable once more. Many hail it as the long-awaited 'way out' of their difficulties. They report how the public favors this 100 per cent legitimate sport and how players respond to it even more enthusiastically than to games of chance. The result is that operators, as well as to locations, Evans' Ten Strike is proving a business life-saver and they want to operate it as quickly as possible. Our production facilities are heavily strained to keep up with the demand, but a schedule of continuous large scale production is in force to help speed up delivery in every way help," Hood declared.

Massive Cabinet Is Complimented

NEW YORK, Sept. 16.—"History seems to be repeating itself with the Exhibit Supply Co.," reports George Ponsler here. "Because when it brought out 1933 Exhibit, a name that made coin machine history several years ago, no one really expected the 1939 model to equal the original, but equal and better it did. Same with Golden Gate. This old name certainly makes the operators anxious to operate it as quickly as possible. In a few years ago, and again the 1940 Golden Gate exceeds, by far, the money-making ability of the original.

"Exhibit's new massive cabinet and the genuine amusement built in to this new Golden Gate make this game terrific. Deliveries—that's the thing that's turning my hair gray now. We can't seem to get enough," Ponsler stated.

METAL TYPER



Join the hundreds of operators who are getting a wonderful income every week from their Metal Typers. You will tap entirely new sources of profit with this unique service machine.

Metal Typers look "swell" in the finest Hotel Lobby; they will attract crowds in Theater Lobbies, Railroad Stations, Bus Terminals, Night Clubs, Dance Halls, Office Buildings, Amusement Parks, Tourist Camps, etc.

Metal Typers render a definite service to every community by putting within reach of the public a coin operated device which will emboss up to 32 letters upon a beautiful metal disc which is vendored for only five cents.

Operating Profits from Metal Typers are surprising to owners; they increase week after week, as these Typers become known in their territory. One Man can service a number of these Machines. Complete Legality protects your investment.

Never an shut-down, when all other equipment is handicapped. Metal Typers continue to operate and earn profits day after day. Built to last twenty years; no yearly models always in style and good taste. See your Distributor at once!

GROETCHEN
TOOL COMPANY
130 N. UNION CHICAGO

Good Neighbor Request to Advertisers

The September 30 issue of *The Billboard* will be dedicated to an expression of fraternal and good neighbor accord to members of the coin machine trade in all countries the world over. Plans are that it will be an annual custom in which members of the trade in other lands are invited to write a message for the American trade.

Accordingly, our advertisers and the American trade are requested to yield their publicity privileges in this one issue so that all possible space may be given to our friends in other countries.

We cannot possibly use in the one issue all the letters and pictures that have come to us from other nations. We will use all of them later as space permits, however. Consular agents of the U. S. Department of Commerce and the head office in Washington have co-operated marvelously in supplying contacts and information. Space will not permit the use of all this material but it is being tabulated and filed for future use of the industry.

The September 30 issue will reach an unusual number of members of the coin machine trade in many lands, truly a fraternal move that will prove worth repeating each year.

Good Word for Games

Los Angeles Newspaper Gives Games Good Play

Human-interest story and good pictures should help cause—says no doubt about legality for amusement only—stresses benefits to locations

LOS ANGELES, Sept. 16.—Apparently as an aftermath of the long '\$25 pinball bribery trial' pinball games have recently been given some good publicity in Los Angeles newspapers. One edition of the Sunday, September 3, issue of The Los Angeles Times (part 2) devoted considerable space to a reader-interest story about how the "pellet games gulp nickels." The story was well illustrated with two pictures covering about 100 square inches of space. The most favorable picture portrayed a group of men about a game, using the caption, "Marble Games Attract Thousands of Fans." It was an illustration of a group of fans watching a player on one of the 6,100 licensed pinball games in Los Angeles, the explanation said. The second picture showed an official breaking up a type of game not allowed in Los Angeles. "Legality of machines used strictly for amusement is not doubted," the explanation said.

First Pinball Game

The newspaper story contributes another idea on when and where the first pinball game originated—which will attract wide attention in the amusement game industry. Says The Times writer:

"Two hundred years ago, a small Italian merchant with a keen sense of whimsy and yea for the courtship of Lady Luck, shot 'knucks down' a brown berry on a flat plank bored with nine holes, and inadvertently became the forerunner of a business which in Los Angeles every year serves as a lodestone for nearly 40,000,000 nickels."

That is a new and apparently very original version of how the pinball game came to be.

Merchants' Viewpoint

In Los Angeles, where the licensed pinball games pay about \$25,000 revenue annually, the merchants' point of view of the games is duly stressed in The Times article.

"Collectively they (the merchants) will confess that the games help pay

their rent, in some cases their rent and utility bills, and in certain locations not only pay their rent and utility bills, but buy them a new suit and a 50-cent cigar.

"The merchant's take on each machine is between 40 and 50 per cent of the gross in the machine—less his payoffs to winners, which, according to the regulations of marble game associations, must come out of his pocket, if he chooses to do so, and face the wrath of authorities."

Operator's Profits

On the touchy point of how much money the operator himself makes, the article makes the following interesting comment:

"In the face of an original cost of something like \$90 or \$95 the marble game would not appear to be a profitable investment. Even when a game is shifted from one location to another, brought in ostensibly as a new board and repainted, the keen veteran player will refrain from playing.

"The luck has been pounded out of it, they say.

"But Uncle Sam, however, has benevolently permitted the operator to write off the original cost from his income tax at the end of four months' play. For the skeptical reader, it may be explained that the game has been paid for by this time, and the operator has no doubt profited several-fold over the original cost."

Much Ado About Pinball Bulletin Draws Wide Comment From Trade

The September Market and Legal News Bulletin issued by The Billboard was devoted to a special treatise entitled "Much Ado About Pinball." It was a summary of the logical arguments in favor of legalized pinball games. Criticisms and constructive suggestions that have been made:

Music Group Will Help Games Men

"To the Editor: We are in receipt of your special bulletin, Much Ado About Pinball. The writer has been trying to license these pinball machines in the city of Canton for the past two years. And much discussion was made on the idea of licensing pinball machines, and we also found so few fanatics on the council that rejected our efforts that we have not given up hope.

"This bulletin of yours is the most sensible item I have read. Upon receipt of my letter kindly be good enough and send us about 15 of these special bulletins and we are going to have our attorney distribute them among the council members of the city. And in my own judgment if the councilmen will read this bulletin they will grant us a license.

"Thanking you very kindly for keeping us on your mailing list and I hope we can be benefited by your help. We have a phonograph association in our city and have a very fine group of men and we

are going to work together."
C. A. P.,
"Ohio, September 7, 1939."

Asks a Leading Question on Games

"To the Editor: In your special bulletin, 'Much Ado About Pinball,' you refer to four States that license pinball games, permitting the token payout sys-

tem of awards at an average annual fee of \$18.50 per machine. Fifteen cities in various States license such games with token awards at an average fee of \$17 per machine.

"We would greatly appreciate it if you would let us know in detail just which are the four States and 15 cities referred to. In addition, if your time permits we would like a general summary of the conditions incident to the licensing of these payout machines in the various States and cities you refer to.

"If the bulletin, which is the brain-child of The Billboard, does not swell your mailbox considerably I miss my guess.

"I also expect an early and comprehensive reply because a piece of literature as your bulletin should anticipate just such a letter like this one.

"M. R. N.,
"Baltimore, September 11, 1939."

Attorney Praises Scope of Bulletin

"To the Editor: I want to congratulate you on your splendid summarization in your special bulletin entitled 'Much Ado About Pinball.' I believe that this is the most comprehensive and intelligent discussion of pinball and its relation to society and law enforcement authorities. We have been faced with the prejudices you speak of in the various pin-game prosecutions and have fully appreciate the matters you discuss.

"There are, however, two phases of the pinball situation which I believe should be given further attention. One is, the actual and practical amusement and entertainment value of pin games to the public at large, and the other is the type of people who distribute and place the pinball machines.

"We have wound in our contact with the courts that there is a definite misconception and misunderstanding as to both of these phases. For one thing, the courts do not believe that pinball games are played for anything but gambling, and that the people who distribute the games are racketeers who are trying to make easy money. You are probably in possession of statistical information with respect to both of these questions.

"BENJAMIN H. HASKELL,
"New York City."

Michigan Operator Visits in Chicago

CHICAGO, Sept. 18.—When R. J. Emmett, prominent operator of Battle Creek, Mich., was in Chicago recently he visited the Atlas Novelty Co. and was surprised to see all the activity attendant to the shipping of coin machines.

Mr. Emmett operates a route of phonographs and other coin machines and makes Atlas his headquarters when in Chicago. Said Emmett, "It is very convenient and satisfactory to be able to come to the Atlas showrooms and know that they can be depended on to have in stock machines that I am in need of."

Beech-Nut Extra Dividend

CHICAGO, Sept. 18.—Directors of the Beech-Nut Packing Co. have declared an extra dividend of \$1 on the common stock. A similar extra dividend was paid July 1.

Coming Events

- National Tobacco Tax Conference (State tax officials), Hotel Henry Grady, Atlanta, Ga., October 3 to 7.
- International Assn. of Ice Cream Mfrs., 39th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.
- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, November 30 to 24, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- National Apple Week, October 15 to October 21.

NEW LOW PRICE
\$40.00 40.00



A FEW MORE LEFT
GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel. COolumbus 8770.
Cable address "WATLINGITE," Chicago.

REMOVAL SALE

Write for Complete Price on New Pin Games

	Each
Mills Blue Fronts S.J. Balls, 100 play, serial numbers all over 400,000	\$57.90
Mills Blue Fronts S.J. Balls, 5c play, serial numbers over 400,000	35.00
Mills Blue Fronts S.J. Balls, 25c play	45.00
Mills War Eagle Bell, 5c play, mystery payouts	24.50
Mills War Eagle Bell, 1c play, mystery payouts	25.90
Mills Kayakers D.J. Balls, 5c play	15.00
Mills Lion's Head D.J.	15.00
Mills War Eagle Bell 25c play	17.50
Mills Dial Machine, 5c play	12.50
Peac Bankam, 1c play	10.00
Mills Blue Fronts S.J., 1c play, used 3 weeks	15.00
Ad-Lee 3-Columbus Risk Machines, 1c play	25.90
Bally's Paramount F.P.	20.00
Genco's Airport F.P.	47.50
Bally's Scotman F.P.	45.00
Genco's Fair F.P.	32.50

We will accept trade-ins on Rock-Ola Phonographs. Send 1/3 Deposit With Order and Balance C. O. D.

D. & S. NOVELTY CO.
1005 BROADWAY, ROCKFORD, ILL.

Free Play Novelty Game SPECIALS

Bally Chevron	\$47.50
Bally Double Feature	42.50
Bally Spoutem	45.50
Bally Rucke (Four-Coin Multiple)	59.50
Chicago Coin Major	47.50
Doyal Sidewalk	34.50
Erhardt Skyrocket	42.50
Erhardt Contact	45.50
Exhibit Bounty	29.50
Genco Big Score	39.50
Genco Stop and Go	37.50
Genco Wagon	39.50
Genco Haytime	24.50

*Write for "Tipster" Bulletin just off the press.

1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO.
1731 Belmont Ave., CHICAGO, ILL.

INTRODUCING the NEW SPECIAL



- ★ Vends Everything — Almonds, Candies, Peanuts, Pistachios, Chews, etc.
- ★ Two-tone Porcelain finish trimmed in Chrome.
- ★ DeLuxe Streamlined Globe (5 lb. capacity).
- ★ Smooth, easy lever type action. Automatic return.
- ★ Adjustable to any portion desired without removing globe.
- ★ Automatic Agitation.
- ★ Interior and Merchandise Chute also finished in porcelain.

★ Priced at only **\$6.95** ea.

1/2 Cash With Order, Balance C. O. D.
Write for Free Catalog, full details.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

NEW LOW PRICES— Buy a Burel 5 VISION TRIPLE COMPARTMENT BULK VENDING MACHINE



ASK THE
OPERATOR
WHO KNOWS
•
ONLY
\$12.50
Each Lots of
25 or More
Sample \$18.50
This Offer for
Limited Time.
Because of the
War Prices May
Be Recalled.

Order Today

BUREL & CO., Inc. 875 Orleans St., CHICAGO, ILL.

A REAL BARGAIN! ROWE ARISTOCRAT

6-COLUMN — 8-LUG
PROOF 15c CIG-
ARETTA MACHINES,
Reconditioned 11 1/2
new!
CAPACITY
100 Packs, \$16.00
5 or More,
Each....
Sample Machine,
\$18.00. Plus Stand,
\$2.00. Equipped with
20c Coin Slot, \$2.00
Extra.



TERMS: 1/3 De-
posit, Bal. C. O. D.

D. ROBBINS & CO. 1141-B DEKALB AVE., BROOKLYN, N.Y.



Chewing Gum May Get Big Boost

BOSTON, Sept. 16.—Chewing gum may take on much greater importance than ever in mouth health, according to recent chemical announcements here. Germ-arresting chewing gum which would prevent and control tooth decay was proposed by two New York chemists who reported to the American Chemical Society the belief they finally had identified the immunity principle which prevents decay.

Declaring science long has known that teeth of certain individuals are decay-free because of something in their saliva which inhibits the growth of acid bacteria, V. R. Kokatnur and Murray Jelling said their research strongly indicated that "something" is an organic peroxide.

"The work suggests," they said, "that for individuals who are susceptible to caries (tooth decay) due to low concentration of the peroxide, it should be possible to maintain the immunizing concentration by the introduction of synthetic peroxides thru chewing gum."

Energetic Boost For Candy Bars

CHICAGO, Sept. 16.—At the recent convention of the National Foods Association here examples of health advertising of candy were displayed.

An unsulphured molasses bar was described as follows: "Man in the magnificence of his world of science and invention has robbed the natural sugars of their valuable mineral elements. . . Briefly, molasses in the refinery has all these elements."

Of a coconut-whip candy bar: "Marble-like in staturesque beauty, this candy bar embodies a simple formula—coconut, dates, honey, cleaned raw sugar and fresh egg whites. This is heaven in sweets."

Michigan Apples To Be Promoted

LANSING, Mich., Sept. 16.—Following the example of Washington and Oregon in promoting sales of apples, Michigan has inaugurated a \$50,000 campaign to promote the sale of apples in seven Mid-west states—Michigan, Wisconsin, Minnesota, Indiana, Illinois, Iowa and Eastern Ohio.

The program is being financed by a fee of 1 cent per bushel collected from growers of apples.



COLD DRINKS from a Bally Beverage Venter on platform of a West Coast forwarding company starts truckers on their way refreshed and alert.

Merchandise Machines \$30 Is Average Family Cig Bill In Year's Time

PHILADELPHIA, Sept. 16.—The average urban family spends a little less than \$40 a year on tobacco products, and \$30 of this is spent for cigarettes, the commercial research division of Curtis Publishing Co. declared recently, basing its figures on an analysis of the Consumer Purchase Survey made by the government.

In New York City, according to Curtis, 678 of each 1,000 families are cigaret consumers; in Chicago the figure is 607, in six other large cities the average is 455, in 14 middle-sized cities it is 405 and in 29 smaller cities it is 455. The average purchase is reported as approximately a pack a day for those above the median income, and between four and five packs a week in the lower income groups.

Cigar Smokers

Cigar-smoking families total 109 per thousand in Chicago and 177 in New York, with the average for 29 small cities being 113, and average weekly purchases in Chicago 9.3 cigars per family of users, compared with 10.1 in New York and 8.5 in the smaller cities.

According to Curtis, the tobacco products expenditure is almost equal to that for all toilet preparations and other personal care, is twice that for reading material, and more than half that for amusements and recreation.

Candy Vending Co. Is Incorporated

DETROIT, Sept. 16.—Mechanical Candy Sales Corp. has been organized under the laws of Michigan, with capital stock 2,100 shares non-par value. Incorporators are R. J. McGargle, Wilbur E. Landis and Henry J. Roesch. Company will supply vending machines operated by them in industrial plants.

Ohioans Install Meters

WARREN, O., Sept. 16.—Parking meters for Warren have arrived and marking of the streets preparatory to installing the machines is under way. Ninety-six meters will be installed at the start and others may be added. Merchants are watching the move with interest.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory.
ONLY **\$2.40** AND UP
Over 60,000 Sold.
MAKE MONEY NIGHT AND DAY
Without Selling

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. No extra work. gum, peanuts. Start small, full or part time. Best locations. See "Silver King." Get FREE facts today.

ONE SAMPLE MACHINE ONLY... \$6.50
SPECIAL—One Vender, 10 lbs. Candy, 1 Gross Churns... \$9.45
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

TORR 2047-A-50. 68 PHILA.,

EXTRA PROFITS Get your share with TOM THUMB VENDORS

Thousands of operators are taking advantage of Tom Thumb's compactness. Place them on locations where larger machines are objectionable and get that extra profit. It's a fact . . . there are places of business on YOUR route where you can place this new money maker without one penny's extra operating expense.



- Compact.
- Neat in appearance.
- Attractive.
- Die Cast.
- Precision built.
- 1 1/2 lbs. and 3 lbs. capacity.
- Adjustable.
- Magic Coin Selector and many other features.

Lowest price high-grade vendor on the market. Just right for tables, bars, etc., or alongside your candy and cigarette machines. Write Dept. 37 at once for full particulars free.

FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

MOHAWK AS GOOD AS NEW!

604 10th Ave., N. Y. C.
BALL GUM VENDORS
Advance Model D, 1c..... 4.50
Blondie, 1c..... 3.50
CANDY VENDORS
Advance Single Column, 8c..... 7.50
De Gresham, Selection, 51 Bar..... 15.90
CIGARETTE VENDORS
Advance 4-Column..... 7.50
National, No. 622, 6 Column, Base..... 23.00
Stewart-McGuire, Model G, with Stand..... 15.50
Cigar Vendor, Garcia Grande, 5c..... 5.00
PEANUT VENDORS
Ever-Ready, 4-Column, 1c..... 4.50
Stewart-McGuire, 1c & 5c..... 5.00
F. O. B. New York City
Terminal 1/3 Cash, Balance C. O. D.
Call or Write for Free Illustrated Catalog B.

ROUTES BOUGHT AND SOLD

A SQUARE DEAL

THE YEAR 'ROUND
Satisfied Customers Mean Bigger Profits
for You!

CALCO DRILLED BALL GUM

In your vendors give you the edge on competition.

Write NOW for Details
TOWNSEND MFG. CO.
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ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS

New 1939 Model "E" SELMOR
\$6.25 SAMPLE
(Over 100 Quantities)

GUARANTEED FOR 5 YEARS

Vends all CANDIES
TOYS and BALL
GUM Brings
BIGGER PROFITS

New Streamlined
Design, Chromium and
Baked Enamel

Ask the Smart Operators
GREAT STATES MFG. CO.
Dept. E, 1601-09 E. 39th St., Kansas City, Mo.



Used Cigarette Machines
Low Prices—Exceptional Values

National No. 9-30—Enlosed Stand	858.75
National No. 9-30—Enlosed Stand	37.50
National No. 8-26—Enlosed Stand	27.50
Goretta Candy—Six Columns	25.00
McClellan—Six Columns	15.00
Same With Five Machines	18.75
Stewart—Six Columns—Four Columns	12.00
Same With Five Machines	15.75
Simplex—Six Columns	12.50
Delicious Pak—2 Columns	2.50
Master—Six Columns	9.75
National No. 5—Five Columns	9.00

F. O. B. New York City.

TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER
381 FOURTH AVE., NEW YORK, N. Y.

THE BIGGEST PROFITS
Over the Longest Period for the Smallest Investment

In Merchandise Vending for New Operators or
Established Operators.

Drop Postcard for Our Complete Plan and
Profit Chart.

RELIABLE VENDING MACHINE CO.
452 Venice Blvd., Los Angeles, Calif.

Typex Continues Trade Surprise

CHICAGO, Sept. 16.—The metal typewriter machine continues to draw reports from distributors and operators that indicate its big appeal, said officials of the Groetchen Tool Co., this week. Among the list of surprise high grade machines of 1939 distributors are reported to be best in its class.

Groetchen reports having appointed Barney Pericks, of Arrow Novelty Co., St. Louis, as a distributor for the machine. Pericks is said to have stated that earnings of the metal typewriter "are almost too good to be true."

From all other sections of the country, say the makers, come unusual reports of how the machines prove so constructive in earnings and continued public appeal that its reputation is almost becoming a phenomenon. Surprising new types of customers and sources of income are being reported almost every day, they state.

Visibility Is Vending Feature

CHICAGO, Sept. 16.—Modern emphasis on visibility in merchandising is applied in the Burel bulk venders, according to officials of Burel & Co., here. The streamlined bulk vender offered by the firm has many compartments but features five visible windows to the customer.

"No matter where this vender is placed on location," say the makers, "the merchandise in the machine is visible to the eyes from both sides and the front."

In addition to this extra visibility, the machine is also attractively made with generous use of chrome plate and other features that appeal to the public. A "console" model is also offered which includes an attractive stand that completely harmonizes with the machine.

"The display advantages of this machine make it comply with all the latest laws in selling nuts and confections," say the makers.

Cigarette Merchandisers' Associations

CMA of New York mapped plans for the fall at a meeting held recently at which Bob Hawthorne, president, presided. The group completed some important business that had been hanging fire for several weeks and drafted a tentative outline. Great things are in order for this group during the next few months.

CMA members from all districts are urged to visit the Lucky Strike exhibit at the world's fair. This display shows how this product is toasted and each visitor receives a booklet telling of the cigarette and the growth of the company. This is an excellent chance for ops to familiarize themselves with one of their products. New York members of the CMA have availed themselves of this opportunity and are high in their praise of what Lucky Strikes is doing to sell the people about the cigarette and show them exactly what it means by "It's Toasted." One member of the CMA who saw the exhibit for the first time said that he appreciated the company's good-will gesture and felt that all other ops were indebted to Luckies for this display.

The recent reduction in the State of New York of the price on Philip Morris, Herbert Tarreytons and Dieties and the nation-wide price cut on Patimas met the approval of the New York ops. They are already feeling the boost in sales for these products. This will give the ops a lot of business in the fall months.

Joseph Aimee has returned to his post as inspector for the City Tax Bureau. Now it can be told why he has not been associated with this department in recent weeks. He was called from this work by the administration to conduct an important investigation into the activities of the city tax bureau, since that matter has been aired Aimee is now back on the tax bureau job. The New York ops are glad to see him return to his post and express their appreciation for his co-operation during the recent month. Altho stern in his decisions he helped the New York ops get their machines straight under the recent measure which became effective during the summer.

Matthew Forbes, manager of the New York CMA, reports that members will soon receive copies of the new by-laws and fair trades practices in which some changes have been made. This will be sent to all the ops for filing and future reference.

What about that trophy? New York ops are anxious to know if the Connecticut CMA is going to return the trophy for which New York battled New Jersey on the softball diamond at Wingdale, N. Y., in June. The game to decide the championship was to have been held but the Nutmeggers called off the outing—and the game. As it now stands the boys are yelling "Eject New York!" No word has come to the New York office about Conn.'s decision in the matter. How about it, A. J. Mason?

Jersey News

The CMA of New Jersey is getting ready to hold its third anniversary banquet. At a recent executive meeting held in Newark tentative plans for the event were discussed. An entertain-ment committee will be appointed at the next regular meeting and plans will be formulated as quickly as possible.

Jacob Breidt, of Hudson Cigarette Service, has moved to bigger quarters in Bergen. The purchase of a smaller operation and the increased business forced Breidt to seek more space. However under the new set-up he will be able to give all of his customers the very best service.

Aaron Gosch has assumed charge of a New Jersey operation formerly known as the Automatic Cigarette Sales. The name of the firm has been changed to Tobacco Service. In Gosch has made the change to membership in the New Jersey organization.

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Lewis Vending Service underwent a change recently and the firm is now known as Lewis Vending Service, Inc. The firm was purchased by Saifer and Simon. However, the services of Hyman Alexander, who managed the business under the direction of Mrs. Martha Lewis, former owner, have been retained. Mrs. Lewis, who was the only woman member of the N. J. CMA and served on the board of directors, is retiring and she will be missed in the business by all who were associated with her.

The interstate meeting to be held in Hartford, Conn., the latter part of October or the first part of November, is now claiming interest. James Cherry, manager of the CMA of New Jersey, has written A. J. Mason for definite information regarding this session.

Victor Official Visits 12 States

CHICAGO, Sept. 16.—Harold Schaeff, head of the Victor Vending Corp., has just returned from an extended business and pleasure trip embracing more than 12 Eastern States and Canada. Schaeff said his trip was primarily made to introduce his new "Special" bulk merchandiser which, he states, was enthusiastically received by many jobbers in the Eastern territory.

Schaeff said that the "Special" was built to meet the acute need for a "special vender" designed and built with all specially improved features that operators need and want.

Illinois Looking For More Revenue

SPRINGFIELD, Ill., Sept. 16.—A legislative council report on new ways of raising revenue was made available to members of the Illinois Assembly this week. Revenue for old-age pensions was one of the big needs.

Among the possible taxes suggested was a 2-cent tax on cigarettes. Senator Richard J. Barr, of Joliet, heads the council. J. P. Isakoff is research director. The council will hold a meeting in Chicago September 18 to consider the suggested taxes.

Tobacco Growers Get Lower Price

ROCKY MOUNT, N. C., Sept. 16.—While State and city taxes were causing price changes and agitation on cigarettes in consumer markets, growers of tobacco in this area have been confronted with the serious problem of lower and lower prices of leaf tobacco.

G. A. Burton, chairman of the sales committee of the United States Tobacco Association, said recently that the association had agreed to suspend the sales of all North and South Carolina tobacco markets for an indefinite period. The holiday was decided on after the Imperial Tobacco Co., a British concern which buys about 30 per cent of the flue-cured crop annually, withdrew its buyers because of the war in Europe. Tobacco men feared that the price, already 3 to 10 cents under last year's average, would drop further to a ruinous level if sales were continued.

Vending Machine Notes

DETROIT, Sept. 16.—Earl Poppenger, proprietor of W. Products Corp., operator of candy, gum and peanut vending machines, mostly in industrial plants, reports business good. He reports the addition of a number of new machines to their routes and is planning to add several more shortly.

DETROIT, Sept. 9.—M. Medford, Detroit vending machine operator, is expanding his routes and recently added new National Venders.

DETROIT, Sept. 9.—Norman Nowak, operator of nickel candy bars and Tasty Snax machines, is finding business good in this territory. He recently increased his routes by a substantial purchase of vending machines.

DETROIT, Sept. 9.—A. Anderson, operator of peanut vending machines, has moved his headquarters from 9249 Steel avenue to temporary quarters on Appoline avenue.

LANDOWNE, Pa., Sept. 9.—Caddy Crafters, makers of candies for vending machines, have announced the addition of a ball gum manufacturing plant in their factories. They will market a full line of ball gums. A. S. Livingston will be in charge of production.

CHICAGO, Sept. 9.—Pan Confections have announced four new items, novelties for bar venders. They are glass novelties filled with bulk candies and come in four shapes, a pencil, a locomotive, a gun and a nursing bottle.

Special License On in Michigan

DETROIT, Sept. 16.—Special licensing for all vending machines was ordered effective Monday (11) by the Michigan State Board of Tax Administration. Revenues from merchandise sold will be taxed 3 per cent under the sales tax law, in effect about six years, which has hitherto been construed to exempt machines.

A location license for each machine and a monthly report of revenues will be required from each operator, according to statement of Walter F. Reddy, managing director of the board.

Coca-Cola Earnings Up

CHICAGO, Sept. 16.—The public drank more Coca-Cola during the first six months of 1939 than they did in the corresponding period of 1938, according to the earnings reports of the Coca-Cola Co., recently released.

For the six months ending June 30, Coca-Cola earnings were \$2,148,252 as compared with the same period in 1938, when earnings were \$1,797,182. Figures showed that the greatest increase in profits came during the second period of 1939, the summer season. However, Coca-Cola showed a profit rise in the first quarter also.

MUSIC MERCHANDISING

Indiana Meeting Brings All Operators Into Fold

Meeting at South Bend reported to have been very successful—Jack Kelner chief speaker at meeting—next district meeting at Ft. Wayne October 1

SOUTH BEND, Ind., Sept. 16.—Indiana State Operators' Association held its meeting here at the LaSalle Hotel Sunday, September 10. Jack Kelner, district manager of the Rowe Mfg. Co., was principal speaker. About 60 operators of cigaret and music machines were present to hear the interesting address. Kelner had about 50 charts to illustrate "why four out of seven operators will fail in 1940." He also made some suggestions as to what 1940 holds for the operator of legitimate merchandising machines. Kelner made an enthusiastic and entertaining speech, and at the end of an hour he asked if the group wanted him to continue. The request was unanimous that he continue, so for 30 minutes more he analyzed some of the operators present in order to show them how to make an analysis of their location owners.

Asks Legal Aid

Fred Johnstone, a director of the association and a representative of the Shry Music Co., Anderson, Ind., reported a case to the group and asked for its official aid in getting relief. He reported that a State tax official had collected \$250 from a member of his firm, purportedly as a payment on the State gross income tax assessment. Johnstone said that this demand for payment by a tax official was on the supposed income of the location, as the tax on the operating firm had been paid. Johnstone has retained an attorney for a test case, to determine whether an operator can be required to pay the gross income tax for his location under the Indiana law.

The association voted to give official aid in this test case. Charles W. Hughes, president of the organization, urged that members buy a sufficient supply of decalcomanias for their machines to help prosecute the suit.

New Members Received

H. J. Windt, secretary-treasurer, made an appeal for new members and every operator present who was not a member already is said to have joined. New members included Larry Cooper, of the Chicago Simplex Co., Chicago; Carl Zimmer, A. N. MacTulvey and Edward S. Boxwell, operators in South Bend; T. M. Hawk, of Fort Wayne, and Abey Abrams, of Garrett, Ind.

Al C. Evans, vice-president, acted

as chairman of the meeting. A large delegation of manufacturers and distributors from Chicago were present at the meeting. The chair announced that all operators in South Bend were now members of the group. The next meeting was announced for Sunday, October 1, at Fort Wayne. Jack Kelner will again speak.

Atlanta Coinman Visits Chicago

CHICAGO, Sept. 16.—Ed Woodfin, of Atlanta, one of the leading distributors in the Southeastern part of the country, was a visitor at the Rock-Ola Mfg. Corp. plant recently. Woodfin is the Rock-Ola distributor for Georgia and South Carolina.

"That old tradition," says Woodfin, "about the South being a region of music lovers is absolutely true."

"Southerners like music," Woodfin continued, "and they'll offer the latest hits and the finest surroundings. That's probably one of the reasons why operators have had such general demand for Luxury Lightup phonographs. The customers really 'go for' these brilliant and luxurious phonographs."

Art Cabinet Has New Model

CLEVELAND, Sept. 16.—Art Cabinet Sales Co. announces a new stand for counter model phonographs. Of sturdy, all-wood construction in light and dark walnut finish with chrome trim, the new model is being welcomed by operators who want to transform their counter models into attractive consoles, officials of the firm report. The stands come with or without light-up effect, and with either the lettering "Music" or a large musical note on the front.

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 four weeks or longer and have thus become such established successes that they require no further explanation.

The Man With the Mandolin. Once again this strong novelty shows just how strong it really is by topping practically every report received this week. For the first time, tho, since this one came along a couple of versions seem to be standing out more than their colleagues. Glenn Miller and Horace Heidt are the two most in demand by the nickel-droppers, with Wayne King and Frances Langford falling off a little in public esteem the past seven days. This looks good for at least two or three more weeks.

Over the Rainbow. It should occasion no surprise to see this beautiful ballad hit hurdle the dividing line between a potentially strong number and a definitely strong one. Last week it was poised for the leap and now it makes it easily, landing solidly with both feet, to become one of the nation's No. 1 tunes. In song plugs, in sheet music sales and now in automatic phonos. It seems to this department to be a waste of words to advise operators to hang on to this for some weeks to come. Their success with it thus far should be a much better reminder. Glenn Miller once again stands out with his platter, with Bob Crosby and Larry Clinton running second and third, respectively.

The Jumpin' Jive. Cab Calloway.
Moon Love. Paul Whiteman, Glenn Miller.
Sunrise Serenade. Glen Gray.
Beer Barrel Polka. Willie Glahn.
Well, All Right. Andrews Sisters

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.

An Apple for the Teacher. This is just about ready to pop into the really big money class. Another week ought to see it hitting the absolute heights of phono popularity. Right now, for that matter, operators can't kick too much about the space it takes up in the boxes, since it's been responsible for a steady stream of beautiful heads over since its debut. It's still the Bing Crosby disk 90 per cent of the way, with an occasional nod to Larry Clinton and Charlie Barnet for the dance versions.

Comes Love. Climbing a little closer to universal popularity this week, the progress of this hit tune from *Yokel Boy* is still such that it's dubious if it will ever be a sensational success in the machines. But a consistent, excellent racketer, week after week it sometimes a more profitable item than those meteoric tunes that flash into quick prominence and just as quick hit obscurity. Artie Shaw and Eddy Duchin head the list here, with a surprising spurt by the latter putting him alongside Shaw in the matter of public disk preference. Larry Clinton is a not-too-strong third.

The Little Man Who Sold There. Despite the fact that this is a pretty good example of a perfect phono number, its career has not been exactly spectacular so far. However, it gets enough votes from various spots around the country to suggest to ops not playing it that it might be worth a try. Glenn Miller and Larry Clinton contribute the only two platters that mean anything at the moment.

Blue Orchids. As predicted in the "possibilities" department below for the past couple of weeks, this seems headed for more than a fair share of success under the needles. This corner did not expect it to catch on as fast as it has, but reports coming in this week indicate that it's meeting with plenty of success in its first days in the boxes. Glenn Miller and Horace Heidt have the jump on their confreres in the matter of liked pressings. Get either record; you're going to need it.

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 analyses of 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.

What's New. This is a ballad that is certain to go far. It has a distinctive melody, lyric and title, and Tin Pan Alley is going to be very much surprised if it doesn't capitalize on those virtues.

Vol Vistu Gaily Star. This department can see no reason why this can't develop very easily into another *Bet Mir Hist Du Schoen*. Whether or not it achieves that exalted status, the Emery Deutsch recording, with a great vocal by Mildred Craig, is the stuff of which hit phono numbers are made.

Doodle Doo Doo. Tiny Hill did very nicely in several sections of the country with his dinking of *Angry*. Here is a new one from him that is even more suitable for the boxes, with his vocal appeal to the customers to join in on the second chorus of a corny, but catchy, tune and lyric.

Lydia, the Tattooed Lady. Out of the *Marx Brothers at the Circus* pictures comes a novelty tune on the order of *The Man on the Flying Trapeze* that, in our opinion, is even better than that classic. Its lyrics are certainly more clever, and in toto it's a great bet for the machines. Rudy Vallee has a good disk out now.

You Bring Me Down. The latest platter from the Ink Spots, and you know what you've done with some of their others, notably *If I Didn't Care*. This looks pretty good to repeat.

(Double-meaning records are purposely omitted from this column.)



ANOTHER CARLOAD of Rock-Ola phonographs for Sam Gentilich in New Orleans. Left to right: Sam Gentilich; Helen Asaro, his secretary; Si Schachter, Rock-Ola district manager, and Joe Peptone.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Detroit

To the Editor:

I think your record column is a good idea and the suggestions and information there given are just about right and agree pretty much with my actual experience in the business.

The popular *Beer Barrel* is just about finished now. It is more of that kind of record that we want. We have some very fine orchestras but the singing that we are getting is not of the type that the public wants. They want something peppy and catchy, not something where you fear the singer is going to die before he finishes.

Some of our older popular songs have been recorded and in the way in which they are recorded you would never be able to recognize it as the original tune. There are few of the better type locations that like renditions of that kind.

I have music machines in both white and colored locations and use a different type of record in each. In the colored spots *Jumpin' Jive* by Cab Calloway is a top favorite.

JAMES E. PARMALIE (Operator),
Detroit.

Wilkes-Barre, Pa.

To the Editor:

I've seen orchestras gain in popularity but the rise of Glenn Miller in this section has been spectacular, with the result that we have a sudden rush on his recordings. Right now he is the leading orchestra in this Anthracite Region and he promises to stay there a while until the record players suddenly become fickle.

Tommy Dorsey is running Miller a close second and probably the big reason for that is the fact that the trend seems to be away from extreme music with the result that sweet swing of the Dorsey style is becoming the rage.

Getting to the songs, I can happily report that *Beer Barrel Polka* is still go-

ing strong, with its popularity helping to lure the 5-cent pieces to the other polka recordings. Among the new songs getting a good play are *Over the Rainbow*, *Blue Orchids*, *Baby Me*, *Moonlight Serenade* and *Sunrise Serenade*.

King Crosby has always been a big favorite in these parts and his *An Apple for the Teacher* deserves a top spot in the popularity parade. I *Poured My Heart into a Song* is another seeing plenty of action.

One notable thing which I believe will help the operators is the fact that Brunswick has decided to discontinue its 75-cent records and is putting them on Columbia's 50-centers, thus making it easier for the operators to purchase the recordings of the better bands, such as Benny Goodman, Kay Kyser and Horace Heidt.

Three bands which don't go so well here are Fats Waller, Count Basie and Paul Whiteman, this despite the fact that Whiteman recently appeared in this region for a one-night stand.

Of course, the old stand-by records like the *Blue Danube* and *Merry Widow* waltzes still get a good play, but that's as far as the nickels go in the way of the oldtimers.

HANS LINDEMAN,
Roth Novelty Co.

Wurlitzer Retinue Stops Off in Cincy

CINCINNATI, Sept. 16.—Automatic phonograph operators from Southern Ohio gathered at the Gibson Hotel here yesterday to participate in the Rudolph Wurlitzer Co.'s all-day Open House Party, a regular stop in the firm's present cross-country good-will and business stimulator tour.

The all-day session was given over in part to informal discussion between the Wurlitzer execs and the operators with a view toward ironing some of the problems which confront the music machine merchant. An attractive display of the various Wurlitzer phono models caught the eye of the visiting music men.

Remainder of the day was given over to a gala social session, with the Wurlitzer officials playing hosts, and in liberal fashion, to the more than 150 music men, their wives and friends who dropped in during the day at the Wurlitzer headquarters on the Gibson mezzanine.

Among the Wurlitzer officials present were Mike Hammergren, general sales manager of the North Tonawanda plant; Ernie Petering, assistant general sales manager; Jim Broyles, assistant sales manager; Bob Connors, advertising manager; Bill Boles, credit manager; Harry King and Ed Wurgler, special factory representatives; Walter Reed, general service engineer; Andy Christensen, L. P. Bran-

Advertising Paper Quotes

Fortune magazine article which shows revival of record biz

CHICAGO, Sept. 16.—The weekly Advertising Age in its September 11 issue quotes from the article in Fortune magazine giving credit to coin-operated phonographs for reviving the phonograph record business. While the Fortune magazine article does not speak in extra complimentary terms of automatic phonographs, it does give them credit for reviving an industry. (See Fortune, page 72, September, 1939.)

Says the Advertising Age: Predicting that if the phonograph record industry is to retain its new-found prosperity, it must make high fidelity records available to the public, Fortune recounts in its current issue the vicissitudes of this business, brought back to life by "the gaudy slot machine."

"There are now no home records of true high fidelity," according to Fortune's final summary—"that is, with an undistorted range extending up to 8,000 or more and down to 40 cycles. Neither are there any phonographs widely available that would do such records justice.

"But there are such records and phonographs and they are being played every day. World Broadcasting System, for instance, has a big library of them which are let out to broadcasting stations to fill in between programs. Some of them are capable of reproducing over a range of 30 to 10,000 cycles—of encompassing every fundamental and overtone casually discernible by 99 out of 100 humans."

Fortune estimates that at least 200,000 record-playing slot machines are scattered around the country, and that they consumed 13,000,000 records in 1938 to become the largest part of the market. Individuals who buy transiently popular disks form the second largest segment. While increased consumption of this group cannot be traced to any one factor, the magazine says radio helped by familiarizing the public with big names.

son, field service instructor; Roy Waltemade, comptroller; Don Kennedy and Jack Front.

Others in attendance included Harry Payne, Wurlitzer district manager for Ohio, Western Pennsylvania and West Virginia; Ralph Bigdon, Wurlitzer district manager for Indiana and Kentucky, and the local Wurlitzer distrib. Bill Marnier and Ben Goldberg, of Sicking Mfg. Co., and Bud and Bill Schuster, of the Schuster Electric Co.

Visiting out-of-town Wurlitzer distributors included Paul Jock, Guarantee Distributing Co., Indianapolis, and J. E. Cobb, Kentucky Springless Scale Co., Louisville.

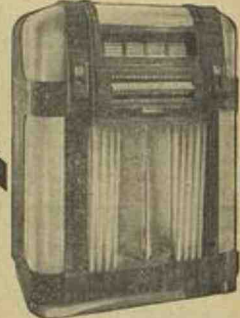
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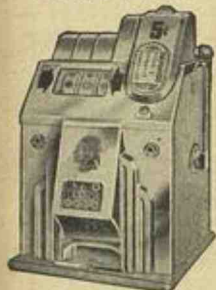


SAM TARAN, president of Mayflower Novelty Co., St. Paul, writes a check for a carload of Throne of Music phonographs. Right to left: Hayden Mills, Vince Shay and Charlie Schlicht, of Mills Novelty Co., and Mr. Taran.

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OR EARNINGS

SUPER CHIEF

with slug rejector



1c—5c—10c—25c Play

Operators insisted upon a good looking jackpot machine—Jennings gave them chromium finish. Then they demanded a real slugproof coin chute—again Jennings came through with a dependable slug rejector jackpot machine. Super Chief is the combination of operators' demands for a good looking slugproof and trouble-free machine.

Super Chief will step up your earnings—try it and find out!

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For dependability and mechanical perfection the Chief has been recognized as tops for years. When Silver Chief with chromium finish was introduced by Jennings, real beauty was added to dependability. Equipped with full-vision escalator, non-bouncing reels, lifetime clock and one-unit mechanism—Silver Chief has new smooth operating perfection.

You'll enjoy trouble-free service and maximum profits with Super Chief and Silver Chief.

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EIGHT OF ONE MIND . . . This group taken at the Wurlitzer open house meeting at the Hotel Roosevelt, New Orleans, is agreed that the Wurlitzer Step-by-Step Modernization Plan steps up profits. Standing, left to right: A. Christensen, Wurlitzer assistant chief engineer; A. J. Theriot, Ellis Nasif, B. S. Connor, Wurlitzer advertising manager, and E. Newell, of Service Novelty Co., Monroe, La. Below: W. Boudreau, of the Boudreau Music House, Lafayette, La.; A. M. Mendez, Wurlitzer district manager, and R. Williams, of Service Novelty Co., Monroe, La.

Fortune Magazine Credits Modern Phonograph for Reviving Records

(Reprinted from an extensive article on the phonograph record business in Fortune, September, 1939.)

To get at the root of what has happened in the record business, let us see who is buying all these records. There are three important groups. It may come as a bit of a shock to purchasers of, say, Bach's Partita No. 6 in E Minor played by Gieseking, but the largest consumer, on a unit basis, is the gaudy slot machine. At least 200,000 are scattered around the country, in big cities, in little cities, in crossroad hamlets. They achieved their first latter-day popularity in the South, where they are called "juke-boxes." Presumably just a little ashamed of them, some record men

have a weakness for under-estimating the percentage of their output that goes into them, but Decca is proud to say it "loves them dearly," and, in fact, claims credit for helping start their boom.

Current gabble among enthusiasts for the flamboyant juke-boxes estimates their number at 300,000 or more (there were about 25,000 five years ago) and their consumption for 1939 at no less than 30,000,000 disks, with prospects of a 500,000 juke-box, 50,000,000 record year in 1940. A credible estimate for 1938 is 225,000 machines using 13,000,000 records, and a modest increase for 1939 and 1940.

Juke-boxes are a big business all in themselves. There are seven manufacturers, of which Wurlitzer in North Tonawanda, N. Y., and Seeburg in Chicago are largest. For each juke-box they get about \$300, which, together with the take (split between the operator who buys them and the saloon or store or restaurant proprietor who houses them), adds up to a lot of money. The obsolescence is staggering because juke-boxes are constantly restyled, "style" meaning the latest thing in rancous conspicuousness. The overwhelming majority of records in juke-boxes are the 35-cent disks; hence their share of dollar sales is not so large as of unit sales. Juke-boxes, however, create interest in a lot of popular disks and are responsible for a large sale to the second big group of record purchasers, the individuals who buy transiently popular disks.

SUGAR'S DOMINO

(Continued from page 4)

and the men who publish and record popular music have been properly introduced

Modern Cabinet Takes More Room

ST. LOUIS, Sept. 16.—The Modern Cabinet Co., manufacturer of grilles and light-up effects for automatic phonographs, has moved to larger quarters at 2115 California avenue, where it occupies the entire building and over 15,000 square feet of floor space.

Norwood Veach and Howard Courts, owners, advise that increased business necessitated the move. At present 36 men are employed at the plant, and it is necessary to work the men overtime on the two shifts to keep up on orders.

The building which the firm now occupies is gradually being completely modernized and the various departments will have their separate spaces and locations arranged to speed up production.

Large Music Route Changes Ownership

DETROIT, Sept. 16.—Ray Ohlrich, one of the larger operators in the Toledo territory, has entered the Michigan field by acquiring the route of the Interstate Amusement Machine Co., formerly operated by Charles L. Cooke. The Interstate organization has been one of the largest music operators in Detroit and the transaction is of considerable importance in the local operating field. M. H. Beattie was manager of the Interstate Co. for Cooke, who is retiring, to devote his attention to his other interests.

Ohlrich at present has temporary headquarters with the Marquette Music Co. locally, and will work thru a local operator, making trips into the territory himself some two or three times a week from Toledo.

to each other despite a long and pleasant bowing acquaintance, it is to be hoped that not too much time will be lost in the process of operators choosing records with more attention paid than heretofore to the tunes and talent and that the recording companies as well as the tunesmiths and artists will give even more heed to the requirements of the machine operators.

We take this occasion in behalf of The Billboard to thank all those who had a part in making the supplement the unprecedented success that it is. We wish to express our gratitude particularly to the men in key positions in the various branches of the amusement industry linked in one way or another to music machines who saw early in the drive to launch the supplement its possibilities and who gave generously of their time and lent their influence to help the word. We are happy, also, to acknowledge our debt to the authors of the various special articles in the supplement; men who are established authorities in their respective fields and who gladly took time out of their busy days to help The Billboard carry its message to the largest audience ever assembled in our amusement business.

Phenomenal LUXURY COUNTER MODEL



The only counter model jukebox with 5-10-25c slot and built-in 12" dynamic speaker!

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20 RECORD milled Cabinet \$99.50

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LARGEST STOCK OF CAREFULLY
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For Every Make and
No. 4 Adjustable Pad—
Automatic Machine
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Harness—Accommodates all makes
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Write for more information
Strap . . . \$1.75 each
Write for more information
small cost because only one
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Sturdily made and
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Write for prices on other
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CARL GIBIPPE Price Plus Guaranteed Satisfaction

RECONDITIONED PHONOGRAPHS

MILLS DANCEMASTER DE	16.00	ROCK-OLA RHYTHM KING (12 Records),	39.50
LEUBE SYMPHONOLA	42.50	WURLITZER P-10	52.50
SEEBURG SYMPHONOLA	42.50	WURLITZER P-12 (Omaha Light-Up Cabinet)	58.50
Model REX (20 Records)	119.50	WURLITZER 412 (With 4000)	100.00
SEEBURG MODEL W-X	42.50	WURLITZER 412 (With 4000)	72.50
SEEBURG MELODY KING, Model E	85.00	WURLITZER 412 (With 4000 and Side Panels)	80.50
SEEBURG SYMPHONOLA, Model J	49.50		
ROCK-OLA IMPERIAL 25 (Grille, 8 Side Panels, Door Plastic, New Buttons and Program Holder)	159.50		

THE LOW PRICES ARE CASH.

1518 MARKET ST. ST. LOUIS 110.

ALWAYS A SQUARE DEAL WITH IDEAL

EASTERN FLASHES

NEW YORK, Sept. 16.—Over in Brooklyn at the Savoy Vending Co. Hymie Rudin and Jack Semel are all pepped up by the addition of the Chicago Coin line of machines to their present Daval and Stoner lines. "We started the football season early this year with Daval's Triple Threat game," Hymie reports. "Of course, our Stoner Davy Jones is already one of the big hits, and now with the new Chicago Coin game we believe we have the triple winning combination of the year." "And," echoed Jack Semel, "You can tell the world we've got 'em."

BABY PRODUCTION. . . . The stock has been unusually busy these past few weeks in Big Town coin circles. Bert Lane, of Seaboard Sales, simply can't get over his becoming a daddy of a 7 pound, 2-ounce girl. "Looks like we made two hits at one time," says Bert, counting Mr. Chips and the new little treasure of the Lane household. . . . Howard Kaas, of Automatic Stores, Newark, went Bert one better this time. Howard is the proud daddy of twins. "Just a good man's job," he is reported to have said upon hearing the news. . . . And then came the news that Milt Seifer, of Ponsler headquarters, had joined the daddy ranks, with his wife presenting him a 7½-pound boy, who will be called Martin.

FROM FAYETTEVILLE. . . . "Calculators word that the Galoit's 'Calculators word' continues to be one of the best sellers in the industry. "We have received dozens of letters complimenting us on this fine needle." Joe reports from his WEMCO offices. "Present orders indicate that more and more of our country are switching to the Calculators for all their phones."

HARD AT WORK. . . . These days is the sales force of the George Ponsler Co. booking orders on the Mills Throne of Music. "There is no doubt anymore," George maintains, "that the Throne of Music will be taking first place in the country within a very short time. Repeat orders attest this fact. Our only problem has been to get deliveries in larger quantities."

AROUND THE TOWN. . . . Al Douglas, Daval prexy, was a visitor here Monday to visit his new distrib, Savy Vending Co., Inc. He stayed over Tuesday and Wednesday visiting with all the leading jobbers here. . . . Lewis Jaffe (formerly with Stewart & McGuire) is re-entering the coin field with a new phono record idea. Offices will be located in one of the better known skyscrapers. . . . Sylvia Schulman, Ponsler's secretary, stepped off and married Barney Dittkoff. . . . Milt Green reports he's somewhat disappointed with his realty ventures, but is keeping right on. Most probably he'll make it pay just as he has everything else. "You can't keep a good man down for long." . . . Those two efficient secretaries at Brooklyn Amusement Machine Co. are Sylvia Frank and Adele Schneider in case you wanted to know. . . . Jack Rubin is back on the job after his appendectomy. . . . Harry Wasserman, of Harlem, should soon be a walking example of what the well-dressed man should wear

—he was seen with a copy of Esquire under his arm.

BUSY DAYS. . . . are these over at the Brooklyn Amusement offices. Bob Swarz, now with the H. C. Evans Co., was on hand for the entire week showing the new Evans novelty game and Charley Aronson and Bill Alberg entertained a big crowd. Boys also report that they will distribute Twinkle, the first novelty pin game of the Baker Mfg. Co., in this territory.

THE THREE MUSKETEERS. . . . are back together again at Modern Vending Co. The return of Nat Cohn to his desk after a five-month vacation has reunited Harry Rosen, and Irving Sommer, who with Nat, form one of the best-known triumvirates in the biz.

ON THE MUSIC FRONT. . . . "The World's Finest photograph needle" is the title bestowed on the new needle that soon will make its debut. We are all set to go ahead," execs of the firm state, "and ops will see for themselves that the 5,000 plays this needle will give them will more than justify the high price. . . . Lee Rubinson, leading light in the phono association, is reported to have purchased one of those expensive reducing machines—and what's more, is actually using it. . . . Incidentally, the association is starting the ball rolling for its annual banquet. . . . Sidney Levine, music ops legal light, is said to be saving his money, as he's all set to take the fatal plunge very soon. . . . Bob Blessing took the war seriously and went A. W. O. L. this past week much to the consternation of some of the music ops.

ALL IS PREPARATION. . . . at the new headquarters of International Mutoscope Reel Co. for the biggest fall business the firm has ever enjoyed. Production has been stepped up and ops will soon be getting many of the products of this firm which they have long been waiting for. As usual the Photomatic leads the sales parade, Rabkin reports, with more and more ops getting into this division of the business.

WONDER IF. . . . Irv Bromberg, now doing such a swell job in Los Angeles, ever thinks about his old headquarters in Brooklyn? Remember the "Goofy" built by Bally? That was Irv's ace machine. Reason for this recollection is that his old headquarters now carry another well-known coin name "Rabkin"—but no relation to Bill Rabkin, of Mutoscope. This is the Rabkin Paper Co.

FROM PITTSBURGH. . . . comes word that Banner Specialty Co. is getting all set to announce the grand opening of their new quarters on Fifth avenue. Harry Rosenthal, popular manager of these offices, is so proud of them he claims they are the most beautiful in the industry.

BACK ON THE JOB. . . . is Dave Robbins, all full of pep and vigor after his European vacation with Mrs. Robbins. "But," he says, "I'm worried about some swell machines I bought in Paris and London which probably won't be shipped now that the war is on."

BROOKLYN NOTES. . . . Irving Mitchell, who recently opened new offices in Brooklyn, is complaining that he hasn't enough space. How about renting the armory, Irv? . . . Al Bodkin is the Beau Brummell of Brooklyn ops. . . . Sammy Berger reports he's all thru vacationing and preparing for a big fall season. . . . Morris Kahan is reported to be buying some of the better Brooklyn lunchwags to get the locations. . . . Bill Alberg's new cure for corns is to drop a pin game on them. . . . Jimmy Daval was married last week and is now honeymooning in Bermuda. . . . Johnny Kanivich has just returned from a two weeks' honeymoon in Atlantic City. . . . Freddie Durr, who went big for Keeney's Cowboy, dresses in a Western outfit. . . . Sam goes to collect from the machines. "Makes a big hit with the locations," he says.

SALES HAVE JUMPED. . . . "sky high with the opening of the fall season," reports Joe Ash, of Active Amusement, Philly. "Looks like orders now coming in will set an all-time high for sales of our firm."

FROM BALTIMORE. . . . "The way we're selling Mills Throne of Music is really

WANTED

by
EVERY OPERATOR



DAVY JONES

Fascinating new five ball combination novelty and free play.

★ 2 WAYS TO WIN \$89.50
STONER CORPORATION
AURORA, ILLINOIS

something to write home about. Maybe it's because we're taking in trades toward the purchase of these machines, but we frankly believe it's because this machine is really catching on in our territory."

JERSEY JOTTINGS. . . . Harry Pearl, who is working hard to put across the music ops affair on October 22 at the Essex House, reports some of the biggest orchestra loaders and songwriters in the country will be on hand for the affair. . . . Dave Stern, who is now selling Wurlitzer phones in the New Jersey area, says N. J. is definitely a Wurlitzer State and is going to remain one if present orders are any indication. . . . Leo Ringler is looking forward to a big fall and winter after the most successful summer in his history. . . . Rose Samalin, Irv Morris secretary at the Ponsler offices, has decided she dislikes the idea of being a "bachelorette" and says, "I'm going to do something about it soon." . . . Sanford Golding, of Hercules, is reported by members of the firm to have spent his entire honeymoon in Atlantic City without once seeing the sunshine. . . . It was raining. . . . Jack Kay, Dick Steinberg, Harry Pearl and Charley Polgar went weakfishing off Point Pleasant the other day and had the time of their lives. . . . The Poker Klatch is said to be composed now of Irv Greenstein, Charley Polgar, Irv Morris, Bob Server and Mac Rubenstein with Greenstein usually on the long end of the winnings.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO'S
distributor of
Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

NEW COUNTRY SKILL GAME
● **MIDGET BASEBALL** ●

This new Penny Counter Game has been "Location Tested" and proclaimed a "Winner" by experienced Operators. It is a genuine SKILL GAME and also Vends a Ball of Gum for Each Penny.

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FREE TO EVERY OPERATOR

Get Reconditioned Machines—Broccoli Bait—Selling Continuously! And the complete list of our entire organization. Broccoli Bait you in every possible fashion so as to assure you the biggest possible success in this business. Over 10 years we have continued to give every ounce of energy to helping our customers. We build well. That's why from Coast to Coast we are known as "A Friendly Firm." Just try us once—and answer your own questions. Broccoli Bait distributors for the best new equipment!

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POPOMATIC

Popcorn Machines (Like New) \$39.50 Each
McCall NOVELTY CO.
2147 Locust St., St. Louis, Mo.

free play operators!

GOLD CUP

FREE PLAY MULTIPLE ONE-SHOT



• Earn pay-table profits in free-play territory with GOLD CUP! Popular "line-up-3" score system... all the appeal of a bell, plus CHANGING ODDS, MYSTERY FREE SYMBOLS and plenty of skill thrills hitting NEW SUPER-SENSITIVE RUBBER-TIRE BUMPER! Rockets at bottom of board score up to 20-for-1... or player can win \$25 TOP GOLD AWARD! GOLD CUP selections equal peak payout profits, according to actual reports from operators. Get your share... order GOLD CUP today.

SEE YOUR JOBBER
OR WRITE TODAY
FOR PRICES

PICK-EM "spottem" type novelty or free play game with "Spot-Selector" feature; VOGUE "spottem" type novelty or free play game with "Free Spots" feature and "Futurity" award; OBAM-FION high score novelty or free play game; GOLD MEDAL bumper-type multiple one-shot; GRAND NATIONAL pins-and-pockets "Grandstand style" multiple one-shot with reserve feature. See your jobber or write for folders.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

Bally Announces Free-Play Game

CHICAGO, Sept. 18.—"At last a break for free-play operators!" exclaimed Jim Buckley, general sales manager of Bally Mfg. Co., announcing the new Gold Cup free-play multiple one-shot.

"Altho entirely different than Bally's Eureka," Buckley continued, "Gold Cup is designed to carry on the solid-year success of Eureka and to earn payable profits in free-play territory. It's a de luxe machine, inside and out, built with all the class and quality of the finest payout game. Gold Cup is designed to hold the play month after month and constructed to insure smooth, trouble-free performance and highest resale value after 8 to 12 months on location."

"Gold Cup has all the tantalizing 'line-ten-up' suspense of a bell, plus fascinating skill appeal, plus the magnetic 'come-on' of a juicy array of changing odds and mystery free hits, plus the never-falling big winner appeal of \$5 to \$25 special gold award plus a stick action of Bally's new supersensitive rubber-tire bumpers with metallic water contact discs. In other words, Gold Cup has everything, and it is easy to see why Gold Cups on location are earning up to \$20 daily net, according to actual operators' reports," Buckley declared.

News About Good Games Moves Fast

PHILADELPHIA, Sept. 16.—"When it comes to spreading news, I doubt if there is any other system of communication that can equal the coin machine operator," remarked J. H. Rothstein, Banner Specialty Co. head. "Good news and bad news seems to travel equally as fast. Take for instance, Exhibit's new game, Golden Gate. I was in Pittsburgh making final arrangements for the opening of our new office there, and was told—mind you, I was told by an operator that Exhibit's new game, Golden Gate, was a winner. How did that operator know? A relative, living in a suburban town of Chicago where Exhibit was testing Golden Gate, told him he had watched it on location and wrote him, so I knew Golden Gate was a winner even before Exhibit shipped us samples.

"Everyone else must have found out how good Golden Gate is because usually our orders come in from various sections of our territory at different times, but with Golden Gate everyone everywhere is demanding immediate deliveries and we're phoning Exhibit every day doing our best to get Golden Gate in bigger quantities," Rothstein added.

1940 Changeover Is Announced

CHICAGO, Sept. 18.—Paul Gerber and Max Glass, of Gerber & Glass, today announced that a new 1940 Changeover has been developed and is now in production for a variety of phonographs.

Said Mr. Glass: "We have designed a Changeover with an entirely new feature for 1940, and to say that it has sprung into overnight popularity is putting it mildly. Operators' enthusiasm for the new Changeover has manifested itself in an unprecedented flood of orders. The big feature of the new Changeover is the illuminated dome."

Paul Gerber stated, "As an added attraction to the host of operators who are using our Changeovers, and in the nature of a bonus, we are offering one complete Changeover free with each 10 purchased."



ONE SECTION of the plant of the Container Mfg. Corp., of St. Louis, manufacturer of salesboards.

No Saturation on Mr. Chips Game

CHICAGO, Sept. 16.—There is still not the slightest indication that the ops throughout the country have reached anywhere near the saturation point on Genco's phenomenal success, Mr. Chips, say officials of the Genco firm.

"Rarely in the history of the industry has a game been received with such tremendous favor for such a long run, particularly in these days of short runs. Not only have operators reordered five and six times, but the reorders have been for quantity shipments."

Genco reports that both night and day production is not even keeping up with the demand for this sensational winner, and the demand, instead of starting to slacken a bit as would have been natural by now, is increasing instead.

Dave Gensburg, Genco official, promised distributors and jobbers that production would be kept on a 24-hour basis, full blast, until all orders could be filled. "It's a tornado," said Gensburg, "but a game like Mr. Chips is doing the industry more good than anything else that could happen to it."

Now PENNY SCALES For Less Than \$50.00

Hamilton Scales are direct to operators. No middlemen's profits to pay. For less than \$50.00 you can buy handsome, reliable, modernly designed person-weighing scales that will collect just as much as cash at scales costing twice as much. Think it over! For a given investment you can put out twice as many scales... double your profits. Hamilton Scales are second to none in beauty, reliability, long life and freedom from trouble. Written guarantee covering a million weightings. Operators want for wholesale, direct-from-factory prices. We'll quote you inside figures that will enable you to operate or sell scales at a handsome profit. HAMILTON SCALE COMPANY 1910 Vermont Ave., Dept. B-15, Toledo, Ohio

Scoped the Industry

with this exceptionally Active, rapid fire, profit maker. HAS EVERYTHING. ACTIVE JACKPOTS, WHICH KEEPS BOARD ALIVE, MEANS 60% LONGER PLAY.

16 direct hits into Cue Ball including Last Sale in each large Section, plus SIX advances from Rack.

THE SURPRISE HIT OF THE YEAR
2550 Holes, Yet No Larger Than Ordinary
1600-Hole Board.

'THE OPERATORS' MANUFACTURER'
CONTAINER MFG. CORP.
1825-1833 Chouteau Ave., St. Louis, Mo.



2550-HOLE KELLY POOL Takes in... \$127.50 Average Profit... \$7.39

LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready to Operate, 1/3 Cash With Order, Balance C. O. D.	
Reeborg 1938 Royal	\$179.50
Wurlitzer 1938 Model 24	149.50
Rock-Ola 1938 Windler 20	139.50
Reeborg's 1938 Gonna 20	154.50
Reeborg's 1937 Royal 20	139.50
Reeborg's 1937 Rex 20	114.50
Rock-Ola 1937 Imperial 20	84.50
Wurlitzer 1937 616-A	84.50
Wurlitzer 1937 616	89.50
Write for our New Bargain List, listing over 500 Reconditioned Machines. Used Phonograph Records. All usable. Our choice per hundred, \$3.00.	
BADGER NOVELTY COMPANY	
2540 N. 30TH STREET, MILWAUKEE, WIS.	

STILL THE BEST
Place To Buy Your Reconditioned Payoffs, Roundy Tables, Reeling Alloys and Arcade Equipment. WE OFFER FOR SALE

25 Bally Hot Vendors, like new in original cases, originally \$120.00, at...	\$37.50
25 Royal Hot Vendors, like new, original cases, originally \$40.00, at...	9.50
25 Eveready Four-Compartment Vendors, very clean shape, at...	25.00
30 Crane MODERN Scales, infold the base, substantially built, low-boy type, very attractive, at...	25.00
30 Wurlitzer T. & T. & K. Scales, Late Free-Play Novelty Tables—or what have you. CLEVELAND COIN MACHINE EXCHANGE, 2021-S Prospect Ave., Cleveland, Ohio.	

HERCULES HURRICANE! OUT THEY BLOW!

Supper	\$4.00	Flight	\$ 8.50	Trio, F.P.	\$14.50
Handicap	4.00	St. Morris	9.00	Box Score	19.00
Reelster	7.00	St. Louis	12.50	Major	21.00
Reusert	8.50	Trophy	14.00	Chief	21.00
Odd Ball	8.50	Mul. F.P.	20.00	Major	21.00

Write for Complete List Every Machine Perfect Regardless of Price.
Cable Address: "HERMEX"
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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**SUPERIOR SERVICE AT SUBSTANTIAL SAVINGS
ON ALL RECONDITIONED MACHINES**

PHONOGRAPHS

Seeburg Royale (20 Records) . . . \$129.50	Wurlitzer 412 . . . \$ 52.50
Seeburg Rex . . . 119.50	Wurlitzer 616A . . . 59.50
Seeburg K-15 (10 Records) . . . 79.50	Rock-Ola Imperial (20 Records) . . . 79.50
Seeburg Model H (Keyboard) . . . 55.00	Rock-Ola Windsor (1938 Model) . . . 134.50
Multi Seeburg . . . 55.00	Millie Dancer Demonstrate . . . 21.50
Seeburg Model O . . . 42.50	Millie Zephyr . . . 39.50
Seeburg Model B . . . 32.50	Millie Studio (1938 Model) . . . 89.50
Seeburg Model A . . . 32.50	Cashnet (20 Records) . . . 59.50
Beautiful illuminated Gelli installed on All Models—\$10.50 Extra	

NOVELTY GAMES

Fair (Brand-New Free Play) . . . \$42.50	Ghobble (Free Play) . . . \$42.50
Five Club (Free Play) . . . 41.50	Arrowhead (Free Play) . . . 44.50
Millie 1-2-3 (Free Play) . . . 39.50	Game . . . 89.50
Complete Line of New Reconditioned	
Slits—Phonographs and Counter Games. Write for your copy of our Price List and Illustrated Catalogue.	

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AMERICA'S LARGEST DISTRIBUTORS

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once each week by the Patent Office in Washington, D. C. A search for all coin-operated devices and parts thereof, also games adaptable to coin operation, reveals—

Patent Bulletin of August 23, 1939

(Patents Issued August 15, 1939)
Patent No. 2,169,266.
Pertaining to Game.
Application, November 1, 1937.
Number of Claims, 3.
Inventor's Name—Gustave O. Matter, Portland, Ore.
In a game, a deck of cards are manipulated thru the use of solenoid hooks.

Patent No. 2,169,985.
Pertaining to Game Apparatus.
Application, January 21, 1939.
Number of Claims, 10.
Inventor's Name—Arthur Percival Masters, Wellington, New Zealand.
Assigned one-half to Henry Vaughan Clere Wesley, Wellington, New Zealand.
In a game, means for "cumulatively indicating" the drives imparted to a ball projected toward a screen and mechanism for operation thereof.

Patent No. 2,169,403.
Pertaining to Amusement Apparatus.
Application, November 27, 1937.
Number of Claims, 2.
Inventor's Name—Norman Bartlett, Weehawken, N. J.
An amusement ride comprising a center support, a cable attached at the top of the support to a carriage which is whirled by the turning of the center support. Carriage has several airfoils which can be operated by the rider causing the carriage to deviate from its given path.

Patent No. 2,169,854.
Pertaining to Phonograph-Record Changer.
Application, March 5, 1938.
Inventor's Name—Hugh M. Stephenson, Fort Wayne, Ind.
Assigned to General Electric Co., New York.
Mechanism in a record changer for the placing or removal of a phonograph record from a phonograph turntable.

Design Patent No. 116,135.
Pertaining to Design for a Dispensing Device.
Application, December 24, 1939.
Designer's Name—William A. Gabriel, Oakland, Calif.
Assigned to Sanitary Vending Co.
The ornamental design for a vending machine.

Patent No. 2,169,869.
Pertaining to Vending Machine Bottle.
Application, November 5, 1937.
Number of Claims, 2.
Inventor's Name—Rorden A. Blunt, Baltimore, Md.
A vending machine bottle having a generally cylindrical wall, a neck adapted to receive a cap, projecting rings equidistant from each end of the bottle, against which are nested bottles of similar construction roll, and grooves in the bottle likewise adjacent each end on which the

bottle is adapted to roll on ways in a vending machine.

Patent No. 2,170,152.
Pertaining to Turnstile.
Application, July 18, 1936.
Number of Claims, 21.
Inventor's Name—Herbert A. Gersbach, Flushing, and Daniel R. Bacon, Craigsville, N. Y.
Assigned to Percy Mfg. Co., Inc., New York, N. Y.
In a turnstile a series of spaced radial arms and a corresponding series of brackets, a pair of such brackets co-operating to support each arm.

Patent No. 2,170,270.
Pertaining to Coin-Operated Mailing Machine.
Application, December 2, 1937.
Number of Claims, 23.
Inventor's Name—Linden A. Thatcher, Coscob, Conn.

Assigned to Pritzy-Bowes Postage Meter Co., Stamford, Conn.
In a coin-operated value stamp printing machine, a value stamp printing device including an adjustable value type member, a coin-receiving member including means to support a plurality of coins in a row therein, and mechanism to adjust stamp values; also to remove coins.

Patent No. 2,170,566.
Pertaining to Indicator for Ball-Rolling Games.
Application, June 18, 1938.
Number of Claims, 7.
Inventor's Name—Bon G. MacDougall, Chicago, Ill.
Assigned to Raymond T. Moloney, Chicago, Ill.

For a ball-rolling game having a ball-rolling surface and ball-closed switches, an indicator carrying a plurality of electromagnet devices and indicators showing scoring.



LOUIS BOASBERG, at the showrooms of Western Products, Inc., tells how operators in and around New Orleans are wild about the latest Western hit games.

1940 GOLDEN GATE

THE KIND OF FIVE BALL PIN TABLE
YOU'VE ALWAYS WANTED!

IT MUST BE GOOD

EVERYONE IS BUYING
THEM IN QUANTITIES!

WARNING!!

BETTER ORDER FROM YOUR DISTRIBUTOR—TODAY!

THE EXHIBIT SUPPLY COMPANY

4222 W. LAKE STREET

CHICAGO, ILLINOIS

Design Patent No. 116,143.
Pertaining to Design for a Coin and Slug Detector.
Application, June 5, 1939.
Designer's Name—William Patzer and Walter A. Tratch, Chicago, Ill.
The ornamental design for a coin and slug detector.

Design Patent No. 116,177.
Pertaining to Design for a Weighing Scale.
Application, February 20, 1939.
Designer's Name—William Watling, Chicago, Ill.
The ornamental design for a weighing scale.

Patent No. 2,167,947.
Pertaining to Game.
Application, May 22, 1937.
Number of Claims, 9.
Inventor's Name—Hyman Olken, Cambridge, Mass.
A game board having means for projecting of ball, object of game to hit

ball over a barrier, also means for returning ball to original position.

Design Patent No. 115,944.
Pertaining to Design for a Weighing Scale.
Application, May 31, 1939.
Designer's Name—Burns S. Watling, Chicago.
Assigned to Watling Scale Co., Chicago.
Ornamental design for a weighing scale.

EVERYBODY WINS



SALESBOARD SMASH HIT!

The deal of deals. Everybody wins a big substantial and flashy looking Pocket Knife. Customers pay what they draw, 16 to 39¢. Takes in \$4.00. Order B30K97. Price per deal \$2.00. 10 Deals, \$17.50. B30K98—Deal as above with Art Photo Levers. Per deal \$2.00. Per 10 deals \$18.00. Send extra soft.

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Distributors,
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EUREKAS

LATEST STYLE
MULTIPLE
FREE PLAY

\$45 E. C. KRAMER **\$45**
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Western's 1939 BASEBALL

AVAILABLE IN 3 DIFFERENT MODELS
FREE GAME—CASH PAYOUT
—NOVELTY CONSOLE
*A Model for Every Type of Location
 and Territory!*



WESTERN PRODUCTS, INC.
 925 W. NORTH AVE. CHICAGO

Robbins Reports Game a Success

BROOKLYN, Sept. 16.—Since announcing the new penny game, Midget Baseball, D. Robbins & Co. report having been flooded with orders from operators and jobbers.

"This is no doubt due to the fact that there are very few small penny skill games being made today," said Dave Robbins, "and we have therefore taken advantage of the large demand for such games. Several hundred Midget Baseballs are now being operated in New York City and operators report excellent earnings. One of the most important features of this game is the vending of a ball of gum for each penny in addition to the amusement features."

Altho D. Robbins & Co. sold over 4,000 Bingo counter games, Dave Robbins is of the opinion that Midget Baseball will enjoy even greater sales because it has greater playing appeal.

Chi Coin Reports Shipping Lucky

CHICAGO, Sept. 18.—Officials of the Chicago Coin Machine Mfg. Co., maker of Lucky, have been busy up to now framing messages of apology to a host of coinmen. The reason has been, says Sam Wolberg, that production was swamped by the flood of orders that came in upon release of sample games to the various distributors throughout the country.

"However," added Wolberg, "we've taken care of that angle and have added more production facilities to the already enormous set-up we had previously and orders are being shipped at a rate that promises to see production equal to demand by the time this reaches print."

Cloak of Mystery At Western Prod.

CHICAGO, Sept. 16.—The offices and plant of Western Products, Inc., are cloaked in a veil of mystery these days. The reason, the forthcoming announcement by Western executives of a new game, stated Don Anderson, sales manager of Western, "We're going to announce a new game in the near future that is going to be a revolutionary step forward in coin-game history. We've been working on this idea for a long time and now feel that we have it perfected to the point where it will be most profitable to coinmen everywhere."

"We are sorry that we are not at liberty as yet to disclose many details about this great new game, but this we will say—it is the lowest priced novelty-free game ever offered to coinmen. It is jammed full of appealing features that will help operators earn unheard-of profits. It will help them open many new locations and revive many locations that for one reason or another have been lagging in earnings. We're really got something and will give more details at a near future date."

"In the meantime," Anderson concluded, "sales of our all-time hit game, Baseball, have been stronger than ever."

Tenn. Firm Has Free-Play Sale

NASHVILLE, Tenn., Sept. 16.—Of interest to coinmen in this section of the country is the big sale by Automatic Sales Co., this city, of free-play games. States Joe Frank, Automatic Sales head, "We now have a large stock of equipment, one of the largest in our history. For some time we've been building it up so that we could offer coinmen real bargains and in many cases prices so low that they are almost unbelievable. As at this point we are offering a large variety of free-play games that are in as nearly perfect condition as possible and know that they have a lot of big-earning days ahead."

"In the near future it is our intention to offer all kinds of different games, but by offering a classification at a time game sale, we feel that it will be easier for coinmen to select just the machines they want. Our reputation for quality has been built over a long period of time and naturally we are going to do everything in our power to preserve that excellent reputation," said Frank.

A. B. T.
CHALLENGER
\$24.50
LEGAL EVERYWHERE!
 Hottest and Biggest
 Money-Maker in history!
 10 Shots for 1c!

SENSATIONAL NOVELTY GAMES

Airport . . . \$40.00	Lids . . . \$15.00
Hot Champ 22.50	Chubbie . . . 21.50
Hot Shot 18.00	Shower . . . 37.50
Genco Fair 17.50	5th Inning 30.00
Step & Go 15.00	Major . . . 21.50
Step & Go, Jr. 20.00	St. Moritz 15.00
Books . . . 24.50	Bally Royal 20.00

Exposition Babes Hood
 Paramount Old Ball
 Review Spinner
 Reclata

\$10 Ea.

Write for Free Catalog!
MIKE MUNVES CORP.
 533 10th Ave., NEW YORK, N. Y.
 Dept. MUMMACHINE

2 28 Track Time, Brown Cab. . . \$84.50 Ea.
3 Derby Day Consoles, Flat Top . . . 18.00 Ea.
2 Kentucky Glus 15.00
1 Hot Shot 22.50
1 Long Champ 29.50
1 Hot Shot, Flat Top 22.50
1 Fairground 20.00
1 Zels 22.50
3 Derby Day 17.00 Ea.

NOVELTY GAMES

1 Superse (Bally) \$15.00
1 Genco's Triple Play 22.00
1 Genco's Free Hoes, Sing. Coin . . . 14.00 Ea.
2 Side Kicks, Free Play 30.00 Ea.
3 Genco's, Free Play 40.00 Ea.

1/2 Deposit With Order, Balance C. O. D.

Lake City Novelty Co.
 3008 PAYNE AVE., CLEVELAND, O.

Penny Machine Pulls for Baker

CHICAGO, Sept. 16.—The Baker Novelty Co. is rapidly maturing its plans for bigger markets as the fall season comes on. Officials of the firm are said to be very optimistic about possibilities of some of the new ideas being developed.

As a fast seller, the firm is stressing its counter machine called Pick-a-Pack. This machine is said to be a marvel "wherever cigarettes are sold." Operating advantages are said to accrue to the machine because it has "no reels, no gimmicks, no mystery." Everything is said to be in full view of the player. Its adaptability to most any space in locations is also an advantage, the maker states. It is strictly a penny play machine.

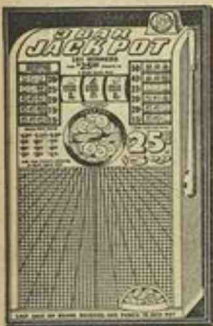
A free trial offer is made by the firm which is said to be using a strong appeal to operators all over the country.

Thriller Brings In Big Response

CHICAGO, Sept. 16.—Jack Keeney, head of the coin machine factory of the same name, today commented about the unusual enthusiasm of coinmen over the Keeney release, Thriller, announced last week.

"Response to our announcement of Thriller has been terrific," he stated. "Coinmen all over the country have displayed their great enthusiasm for such a new game in all the letters, wires and phone calls they've favored us with during this entire past week. They've said that from our description of Thriller they believe it is just the game they have been waiting for . . . that it incorporates just the features and appeals that build tremendous profits on locations everywhere."

"The biggest feature about Thriller is the tantalizing action of the five green scoring bumpers. Scoring is attained thru the clever action of the balls in contacting these bumpers. One special green scoring bumper lights internal costly bumpers the duration of each game. Incorporated on Thriller are the new 100-1,000 (when lit) bumpers. And Thriller has bumpers that score up to the next 1,000, and new improved lite-up bumpers. When any of the five green scoring bumpers are hit and his player is credited with two free games," Keeney said.



BIG PROFITS

3 BAR JACKPOT (F-5240)
BRINGS THE PROFITS

Takes \$82.00 Average Payout \$48.69
 Average Profit \$33.31 Price \$2.16
A FLASHY BOARD with tickets bearing symbols printed in seven colors.

CHAS. A. BREWER & SONS
 6320-32 HARVARD AVE., CHICAGO, ILL.

SPECIALS IN LEGAL EQUIPMENT

ROCKOLA WORLD SERIES \$69.50
 Mechanically Perfect

Billy Baskets \$32.50
 Bally Honors 29.50
 Kings Blow Ball 37.50
 Seaburg Monkey, (Like New) 32.50

Rock-Ola Tom Mix Radio R719 \$52.50
 Derby Day Flat Top (New) 12.50
 Grotches Skill Jump with Base 27.50

Daryl Sumner Bowling (7 Feet) \$49.50
 Chicago Coin Hot-A-Score Bowling Game (9 Feet) \$75.00

WRITE FOR "TIPSTER" BULLETIN, JUST OFF THE PRESS.
 1/3 Deposit, Balance C. O. D.

Monarch Coin Machine Company
 1731 BELMONT AVE. CHICAGO, ILLINOIS.

SEPTEMBER CLEARANCE SALE

Special Attention to Our European Trade
 Cable Address: MASCOY-CLEVELAND

Keeney Free Hoes, F.P. \$16.00
 Harbor Lights, F.P. 49.00
 Fish Imprints, F.P. 40.00
 Late One Glus, F.P. 35.00
 Sky Rockola, F.P. 48.00
 Panna Rosements 35.00
 Badlines, F.P. 19.00
 Paramounts 15.00
 Side Kicks 22.50
 Requests 17.50
 Kottler 15.00
 1938 Track & Skilltime 37.00

1938 Kentucky Club . . . \$39.50
 Royalty 98.00
 Bingo Merchandisers . . . 58.00
 Derby Day Flat Top 19.00
 Across-the-Boards 29.50
 Panna Rosements 17.00
 Galliano Dominos 42.00
 Mills Big Race 25.00
 Flatheads 23.00
 Derby Times 55.00
 Miss America 12.00
 New Deal 12.00

Playtime \$12.00
 Billy Turf Baseballs 19.00
 Mills Blue Fronts 37.50
 Brown Fronts, Mystery Gold Awards, 5-10c. . . . 42.50
 Rai-&Top, 5-10c. 24.50
 Cherry Balls, 10-25c. . . . 47.50
 Brown Fronts, 400,000. . . . 35.00
 & Bands 25.00
 Gold Awards, 5-10c. 35.00
 Chiefs, 5-10c. 35.00

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2614 Carnegie Ave., Cleveland, Ohio.

Here Are 2 LEGAL LEADERS IN AMUSEMENT DEVICES

COTTLES DE LUXE
3-WAY GRIP TESTER
Sample, \$19.50

A.B.T. CHALLENGER
10 Shots for 1c
Sample, \$24.50

JOBBER: Write for quantity orders. We have a large stock of both of these machines available for immediate delivery. Machines listed below are slightly used and offered subject to prior sale.

IMMEDIATE DELIVERY		AUTOMATIC PAYOUT	
FREE PLAY		1 Air Race	\$ 7.50
25 Bally Spottum	\$37.50	3 Fair Games	22.50
25 Chevrolet	35.50	COUNTER GAMES	
3 Toppers	47.50	1 Dealer Wild	\$ 8.00
15 Major	77.50	1 Lucky Pack	10.00
5 Davall Scores	35.50	1 Tally	10.00
10 Bally Whining	37.50	10 Testers	5.50
25 Contacts	42.50	9 Gc Jennings Grandstands	10.00
1 Free Race	12.50	1 Mills Krouner King	7.50
2 Genco Risk	32.50	1 Baby	8.50
1 Genco Fair	30.00	2 Spinner Winners	12.50
2 Paramount	17.50	2 Vert. slots	27.50

S-BALL NOVELTY		PHOTOGRAPHS	
2 World Fair	\$15.00	7 Wurlitzer #18	\$95.00
1 Grand Slam	10.00	6 Wurlitzer #12	52.50
40 Bally Reserve	4.00	1 Wurlitzer #12	35.00
3 Palm Springs	8.50	8 Junior Gables	15.00
2 Chico Derby	4.00	3 Little Dance Masters	10.00
1 Exhibit Review	12.00	3 Seaburg Selector	19.50
2 Western Baseball	57.50	1 Phone	7.50
1 Line Up	7.50	CONSOLES	
1 Final Score	7.50	2 1938 King Tels.	\$110.00
2 Stone and G	15.00	3 1937 Dominos	110.00
1 Bally Zephyr	6.50	1 Cash Pay	20.00
1 Trophy	20.00	3 Seaburg Ray-O	72.50
1 Genco Recorder	15.00	1 Litan	11.00
1 Zig Zag	7.50	7 1938 King Tels. Ser. 5100 to 5800, clean & reconditioned	\$110.00
1 Genco Beach	7.50	50¢ MACHINES	
1 Elmer	18.00	3 25¢ Blue Front G.	\$42.50
1 Bally Chevron	42.50	6 50¢ Blue Front G.	35.00
1 Side Kick	30.00		
1 Request	15.00		
1 Top, orig. model	10.00		

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. The above prices are effective September 23, 1939. Write and ask us to put you on our mailing list and also write for your price on any new games that have been released by the respective manufacturer.

MOSELEY VENDING MACHINE EX., INC.

75 BROAD STREET, RICHMOND, VA.
Day Phone 3-4511 Cable Address MOVEMCO Night Phone 5-5328

SENSATIONAL SUCCESSOR TO A SENSATIONAL HIT! KEEN-A-BALL

(LOT-O-FUN Features With Amazing New Refinements!)
DOUBLE THE APPEAL! DOUBLE THE EARNINGS!

ALL THE "COME-ON" OF THAT FAMOUS HIT — PLUS NEW, ORIGINAL IDEAS THAT MAKE PROFITS SOAR EVEN HIGHER!

3 WAYS TO WIN!

- By lighting up either Card and the Key-Lite!
- By 50¢ Points over 12 in first game!
- By Total Score exceeding 30 for 3 games in a row!

Cumulative Scoring!

Totals continued into next game for 3 successive games!

TESTED AND PROVEN ON LOCATIONS!

Immediate Delivery

D. Gottlieb & Co.
2736-42 N. Paulina St.
CHICAGO, ILL.



NOVELTY \$89.50
FREE PLAY \$94.50

CLEARANCE SALE NOVELTY PINBALL GAMES

Always	\$ 2.50	Gaytime	\$10.00
Auto Derby	5.00	Man&Mound	7.00
Bally Atlantic	14.50	Homo Struck	5.50
Bally Booster	5.00	Hot Springs	8.00
Bally Daily	10.00	Key Life	18.50
Bally Derby	10.00	Marvel	10.00
Water Up	5.00	Mills Soft Ball	17.00
Chicago	12.50	Parade	17.50
Carpo	12.50	Paramount	27.50
Chicago Baseball	10.00	Phantom	17.50
Chico Naps	10.00	Silver Flash	7.50
Exhibit/Review	10.00	Skinner	10.00
Exhibit/Review	10.00	Snowflakes	8.00
Grand Slam	17.50	Turf Queen	10.00
		Turf King	5.00
		War Admiral	9.50

COUNTER GAMES	
Bally Baby	\$10.75
David Derby	12.50
Free Play	7.50
Horse Shoe	4.00
Lotus	4.00

PEANUT VENDERS	
Toppers (Lots)	\$6.25
Universal (Lots of 10)	12.50

SLOT MACHINES

1 Nickel Kelly, floor sample, looks like new, all brakes and mint attachment, with stand	\$37.50
1 like new, skill brakes and mint attachment	32.50
1 Ten-Cent Silver Chief, floor sample, looks like new, skill brakes and mint attachment, with stand	47.50
1/3 Deposit With Order, Balance O. D. D.	

DOMESTIC NOVELTY COMPANY
202 G ST., N.W., WASHINGTON, D. C.

ALL JUST IN OFF LOCATION

15 MILLS FLASHERS (Full)	\$ 35.00
1 WESTERN MARDI GRAS	100.00
12 STEPPER UPPERS	79.50
1 DERRY CLOCK	79.50
4 WESTERN HORSE SHOES	79.50
3 HAWTHORNES	79.50
2 WINNING TICKET	79.50
2 KLONDIKES	39.50
5 DERRY TIMES	65.00
3 POT SHOTS (Floor Sample)	47.50
5 FEED BAGS (Jack-Pot)	27.50
6 FLEETWOODS	27.50
10 HANDICAPPERS	39.50
10 STABLES	19.50
12 PREAKNESS	19.50

Discount in Lots of Five or More. Wire Your Orders and 1/3 Deposit.
(Reference Western Bank and Trust Co.)

R. F. VOGT DISTRIBUTORS

Cullen Hotel Bldg., Salt Lake City, Utah

Seattle

SEATTLE, Sept. 18.—Renewed demand for immediate installation of parking meters has been made on the local City Council by the Seattle Traffic and Safety Council as result of a visit to Seattle of Frank J. Armstrong, traffic co-ordinator for Long Beach, Calif., who reported marked success with traffic meters in the Southern city.

Vancouver, Wash., officials moved late in August for formal trial of parking meters in that city. Although the initial number is not fixed, a number of the new penny machines costing 66¢ each—not to exceed 500—are to be set up at downtown curb.

The Seattle Bowling Recreation, recently opened with a number of amusement and coin devices at Sixth and Pine street, Seattle, has recently been incorporated with nominal capitaliza-

tion of \$5,000, although the new set-up is a magnificent recreational parlor costing \$100,000. Incorporators of the new amusement business are Inez E. Golobio, Henry M. Golobio and Ronald W. Meier.

High taxes on packages of cigarettes imposed in the State of Washington, fresh onslaughts on the pocketbooks of men and women smokers within the Pacific Northwest commonwealth, have led to fresh mail-order business from over the Oregon line.

Opening in a newer and larger location with a mass of recreational facilities and equipment, the Ideal Recreation is now at Third and Bell streets, Seattle, where there is likewise a plenty of parking space. Lou Vitalich is manager. Spectator balconies are maintained for ladies and gentlemen.



JOHNNY WELCH, Northwest operator, smiles as he receives Rock-Ola de luxe model phonographs. Welch has many stories of his varied operating experiences.

Try "PICK-A-PACKS" FOR PROFITS



The New Outstanding Counter Game
ACTION-THRILLS-SUSPENSE
A SURE PENNY GETTER
Wherever Cigarettes Are Sold.
\$23.75 — 1/3 deposit with order
F. O. B. CHICAGO
Money refunded if not satisfactory.
\$60.00 to \$120.00 per month per Machine.
AGENTS WANTED.
BAKER NOVELTY CO.
2944-46 LAKE ST., CHICAGO

Bert Lane a Daddy
NEW YORK, Sept. 16.—Bert Lane, popular coin machine nabob, is now a proud father, Mrs. Lane having presented him with a daughter September 5. The baby, seven pounds, will answer to the name of Ronnie Millicent Lane.

TRIPLE THREAT

5 BALL
NOVELTY
GAME

ALL THE INTENSE
DRAMA AND
SPEEDY ACTION
OF THE MOST
EXCITING ALL
STAR FOOTBALL!

3 WAYS TO WIN! EASY TO PLAY! EASY TO UNDERSTAND!

Player Can Win on Touchdowns, Points After Touchdowns, Visitor's Score . . . or on all three! Speediest Action Ever Originated! Spectacular Light-Up, Changing-Light and Sound Effects! Realistic Football Suspense! Big Thrills for Everyone — Even Those Who Don't Know Anything About Football!

Triple Threat is an Approved "Million-Play-Test" Game—Positively Guaranteed Mechanically and Electrically Perfect!
ORDER TRIPLE THREAT NOW! IT'S A TRIPLE TREAT FOR EVERY OPERATOR AND EVERY PLAYER!
PRICE: Straight Novelty—\$84.50. Free Play—\$94.50.

DAVAL ★ 315 N. HOYNE ★ CHICAGO

SAVOY VENDING COMPANY, INC.
681 Atlantic Ave., BROOKLYN, N. Y.
Greater New York Distributor
HERMAN S. BUDIN, Manager,
Formerly of Budin's Specialty, Inc.

BOARDS WITH A PUNCH!

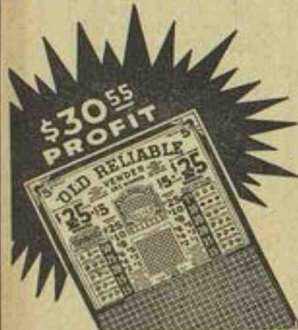
Here is just one of our entirely original slot symbol boards. Our complete line of salesboards for operators includes countless other slot boards as well as original novelty symbol boards.

When you buy Superior boards you are buying from a manufacturer with up-to-the-minute ideas—creators in salesboard trends.

Write for prices, full details and descriptive literature on boards made for operators! Get in on the ground floor of extra profits that are yours—be first in your territory with a new Superior board.

Send for your copy of "Scoops," exclusive salesboard trade paper. Address Dept. M.

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 NORTH PEORIA CHICAGO, ILL.



Werts Stresses Its Crossroads

MUNCIE, Ind., Sept. 18.—Crossroads, a new Werts Novelty Co. game, has the high amounts of the various awards boldly displayed on the card where everyone may see. The simplicity of Crossroads is a diverting change from the usual run of jar deals, Werts officials claim. The action is swift and direct, with a balanced payout and a good profit to the operator.

Unique in appearance, the game is suitable for large and small locations alike, the manufacturers state. The card is designed like a typical small-town street intersection, with the bright red roofs of the buildings calling attention to the list of the various awards. The "road" between the buildings holds the 63 seals, one of them a \$25 jackpot. Only 13 of the seals are opened.

The game is available in 2,280, 2,520, 2,772, 5,056 or 3,312 ticket sizes.

6 FAIRGROUNDS	\$30.00
(Like New—Now in Warehouse)	
2 MILLS BIG RACES	27.50
6 FLEETWOODS	40.00
3 AK-SAR-BENS	27.50

All Multiple Payout Machines Except Mills Big Races.

1/3 With Order, Balance C. O. D.

Wisconsin Novelty Co.

5011 6th Ave., KENOSHA, WIS.

Baseball Game License

MONTGOMERY, Ala., Sept. 16.—Bill introduced into the Alabama House August 24 by Representative Heyward Taylor of Choctaw County, would place a \$7.50 annual license on automatic "baseball" games.

BARGAINS IN PAYOFF, NOVELTY AND COUNTER GAMES

CLEAN AND IN GOOD OPERATING CONDITION

AUTOMATIC PAYOFF		NOVELTY & FREE GAME	
6—BALLY BREAKERS	\$12.50 ea.	1—BALLY ZEPHYR	\$ 7.50
7—BALLY FAIRGROUNDS	15.50 ea.	1—BALLY FLEET	7.50
4—SPORT PAGE (15 Grades)	75.00 ea.	1—TRACK MEET	7.50
1—BALLY PEERLESS	7.50 ea.	2—BALLY VIEW	12.50 ea.
1—BALLY GARDEN	7.50 ea.	1—THUNDERBOLT	12.50
1—BALLY PARI-MUTUEL	7.50 ea.	1—WORLD'S FAIR	15.00
4—MILLS PEARL HARBOR	7.50 ea.	2—BROADHEADS	25.00 ea.
7—TYCOONS	10.00 ea.	15—EUREKA	39.50
6—RAILROADS	15.00 ea.		
3—POST TIMES	7.50 ea.		
3—CLOCKERS	7.50 ea.		
2—BIG RACE	15.00 ea.		
1—MCCOYS	20.00 ea.		
1—DICE MACHINE	75.00		
26—JENNINGS FLICKERS, Free			
With Stand	75.00		
1—WHEELS, late model	15.00 ea.		
1/2 Cash With Order, Under \$10.00 Full Cash.			

COUNTER GAMES

2—TALLY	\$ 5.00 ea.
3—HIGHSTAKES	5.00 ea.
1—TWENTY ONE	5.00
2—DICKETS	2.00 ea.
3—MILLS KOUNTER KINGS	10.00 ea.
2—BALLY	10.00 ea.

All Prices F. O. B. Austin, Tex.
606 1/2 Rio Grande St., AUSTIN, TEXAS.

JACK KEY



CROWDS ARE REPORTED gathering around Ten Strike, the new bowling game now on preview at the Sherman Hotel, Chicago. The new game was recently announced by H. C. Evans & Co., Chicago.

THE VENDING MACHINE COMPANY

GUARANTEES THE QUALITY OF EVERY MACHINE LISTED HERE REGARDLESS OF THE PRICE!! ACT QUICK! PHONE, WIRE OR MAIL YOUR ORDER NOW!

(All Used Machines Offered Subject To Prior Sale)

FREE PLAY GAMES

BALLY FIFTH INNINGS	\$56.50
BALLY SPOTTES	
BALLY DBL. FEATURES	
EXHIBIT CONTACTS	
EXHIBIT ZIPS	\$46.50
GENCO STOP AND GO	
GENCO BUBBLES	
CHICAGO COIN MAJORS	
STONER CHUBBIE	Each
DAVAL LIBERTY	
BALLY PARAMOUNTS	\$18.50
DAVAL GEMS	\$2.50
GENCO RINK	\$3.50
DAVAL TRIO	\$2.50

1-BALL AUTOMATICS

3 BALLY SPORT PAGE	\$64.30
3 BALLY GOLDEN WHEELS	12.50
2 BALLY KLONDIKES	37.30
4 BALLY FAIRGROUNDS	34.50
2 BALLY FLEETWOODS	39.50
4 MILLS RAILROADS	10.00
8 MILLS HI-BOYS	48.50
4 MILLS NEW STYLE 1-2-3 TABLES	79.50
2 MILLS 1-2-3 TABLES WITH RE-	
MOTE PAYOUT	89.50
1 STONER TURF CHAMPS	12.50

PRECISION REBUILT SLOTS

12 MILLS 5c BLUE FRONTS	\$89.50	7 MILLS 5c MELON BELLS	\$74.50
3 MILLS 10c BLUE FRONTS	62.50	2 MILLS 10c MELON BELLS	77.50
1 MILLS 10c BLUE FRONT	89.50	3 MILLS 5c JG. JF FRONT VDR.	37.50
4 MILLS 5c CHERRY BELLS	89.50	4 MILLS 5c SINGLE JF FOXS	17.50
3 MILLS 10c CHERRY BELLS	72.50	7 COLUMBIA JACKPOT BELLS	47.50
1 MILLS 10c FUTURITY BELL	42.50	5 COLUMBIA GOLD AWARD BELLS	47.50
4 MILLS 5c SONUS BELLS	89.50	7 JENNINGS 5c DUCHESNE	19.50
1 MILLS 5c GOLDEN BELLS	45.00	1 JENNINGS 5c CHIEF	39.50
3 MILLS 5c EXT. BELLS	45.00	5 PACE 10c ALL-STAR COMETS	57.50

Mills Vest Pocket Bells	\$400.00
A Dozen	
Conservative Reels and Perfect Condition	Less Quantity \$37.50 Ea.

21 MILLS SMOKER BELLS	\$400.00
A Dozen	
Cigarette Reels and Consented Payout—Like New	Less Quantity \$37.50 Ea.

MISCELLANEOUS

1 FACTORY REBUILT LINCOLN	\$9.50
7 FILDS	\$39.50
4 BROWN CABINET PAGES	169.50
1 EXHIBIT LONG CHAMPS	79.00
5 MILLS 10cM. MOVIE MACHINES	146.00
1 FACTORY REBUILT RAYS TRACK	70.50

PHONOGRAPHS

12 MILLS DO-REMI, 12 Records	\$ 44.50
12 MODEL 24 WURLITZERS, 24 Records	167.50
1 MILLS "KID" SEEBURGS, 15 Records	42.50
1 MILLS DANCE MASTER, 12 Recs.	35.50
1 SEEBURG REGAL, 20 Records	185.00
1 SEEBURG CROWN, 20 Records	199.00

NOVELTY GAMES

14 BALLY PARAMOUNTS	\$14.50
7 BALLY RESERVES	17.50
4 CHICAGO COIN MARI	37.50
3 DAVAL SIDE KICKS	29.50
3 DAVAL SPINNERS	29.50

NOTE: If you are in need of machines or games other than those offered here, write for our complete bargain sheet.

TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER SHIPMENT C. O. D. FOR BALANCE.

205-15 FRANKLIN ST. FAYETTEVILLE, N.C.

Cable Address: COINSLOTS

Removal Sale!

GIVE-AWAY PRICES ON ALL TYPES OF MERCHANDISE!

Write Today for Complete List of Prices!

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

WATCH FOR OUR GRAND OPENING, OCT. 3 A SURPRISE AWAITS YOU!

RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational Jar Deals of the year! Offers in "Rink" and "Faber" to meet any operator's needs at Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES

645 HAMM BLDG., ST. PAUL, MINN.

Container Corp. Grows Rapidly

ST. LOUIS, Sept. 16.—The present sensation of the salesboard industry is the Container Mfg. Corp., which has in its short existence come forward with such rapid strides that it is now considered one of the important factors in the industry. Having started just a short time ago, it has, in the span of its short existence, grown to such proportions that it now occupies a complete floor and employs a considerable force.

The unusual popularity of this concern, developing new original ideas and departures from the regular style of salesboards, has resulted in such a volume of business that at present two shifts are being employed to take care of the added business.

Its leaders, Max Sax and Jack Morley, recognized as two of the most likable and best known designers and manufac-



HAROLD PERKINS, Mills divisional manager, and James Baker, Indiana Distributing Co., Terre Haute, Ind., at the Mills showroom. Baker purchased a large order of phonographs.

Members Flock To Jersey Group

CAMDEN, N. J., Sept. 16.—An increase in membership has been reported by the officers of the South Jersey Amusement Association, according to Ted Marks, secretary-treasurer of the organization. Since this area was opened to pinball games many new operators have been flocking to this city. It was not until the membership drive by the association that the newcomers began to forward their applications to the association.

"As in every new territory," Marks said, "there is always a little chaos at first, but now that conditions are settling themselves many operators have come to realize that an association is necessary if conditions are to be stabilized. Under the guidance of our organization we hope to bring about stability in a short time. However, to accomplish this, we need the co-operation of every operator in the area. Already a great number have come to realize this and the results of our membership drive are very encouraging.

"Many operators have entered the organization only because of their appreciation of the part played by the organization in proving definitely the legality of the games. It is not to be denied that if it were not for the South Jersey association it would be impossible to operate a pinball game in the area. With no aid of any kind from any other group, we financed the fight on the court decision which two months ago had a successful conclusion in the Supreme Court of the State. This decision has enabled us to re-establish ourselves in this field without any legal hindrances.

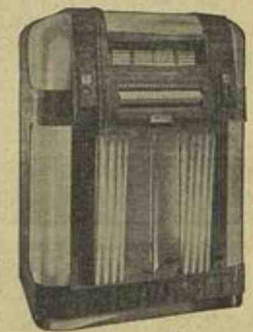
"Now that the legal obstructions have been done away with, we discover that unless extraordinary vigilance is taken, we may find that excessive taxation may be placed upon the industry. We have already prevented the introduction of a confiscatory tax in the city council of Camden. We have won the first skirmish, but others will follow, and unless every operator in this area gets behind the efforts of the association and joins with us in keeping the industry on a paying basis, we may find that pinball operation in this town will be unprofitable. Operators who will care to look into the future will realize that the existence of an association is a matter of vital necessity.

"Our initiation fees and dues are within reach of every operator. Compared to the protection received the cost is negligible and it is only short-sighted economy that will keep anyone out of our group. In addition to this protection, further security is provided in the fact that locations are made safer, the industry will be put on a firm and scientific basis and a code of ethics will be adopted that will make locations prefer a machine which contains the association label."

Marks continued by saying that already the membership rolls have increased considerably and will continue to increase as the drive gains further momentum.

turers of boards, have developed an organization that is fast becoming the surprise of the industry.

MORE OPERATORS THAN YOU THINK IN VIRGINIA No. CAROLINA So. CAROLINA ARE CASHING IN WITH MILLS THRONE OF MUSIC ON JOE CALCUT'S SPECIAL DEAL!!!



IF YOU OPERATE IN ANY OF THE ABOVE STATES - WRITE - WIRE OR PHONE JOE TODAY FOR FULL DETAILS!!!

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THE VENDING MACHINE CO.
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CABLE: COINSLOTS

Toledo Parking Devices

TOLEDO, Sept. 16.—Locations of the 300 new parking meters purchased recently by the city were announced here by the city traffic engineer. The installation work will start immediately.

Chicago Coin APOLOGIZES

So great was the response to our new game

LUCKY

IT WAS HUMANLY IMPOSSIBLE TO FILL ALL ORDERS PROMPTLY; however, stepped up production SHOULD ALLOW PROMPT DELIVERIES BY THE TIME THIS ANNOUNCEMENT APPEARS!

NOVELTY GAME \$84.50 FREE GAME \$94.50

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ANOTHER HIT BY GLOBE!

• That's what dealers everywhere are saying about Globe's new Baseball Board. Fringed in gorgeous shades for unusual look, it's a Big League attraction. A sure winner on any venue! Board takes in 2000 holes at 5c or \$130.00. Pays out average \$174.75. Average Pool is \$35.25. Baseballs - metal, tickets - brass. Back board, Cracked 6" x 12" protection over top edge. Price \$6.95.

Write for our new folder on latest Money games.

GLOBE PRINTING COMPANY
1023-27 RACE STREET • PHILA., PA.

Triple Threat Takes by Storm

CHICAGO, Sept. 16.—According to reports from prominent distributors, officials of Daval Mfg. Co. say that Triple Threat, their latest five-ball game, "is today's great money-making hit."

I. H. Rothstein, Banner Specialty Co., Philadelphia, they say, reports that the trade has "waited a long time for a real winner like Triple Threat and we certainly welcome its appearance on the market. Operators around here are loud in their praise of the real football action on Triple Threat and the tantalizing three-way-win principle which keeps players in the grip of nerve-tingling suspense at every split second during the play. I hope Daval can ship Triple Threats as fast as we order them because indications are that Triple Threat will set new sales records for us. It sure is a great game."

Hymie Budin, general manager of Savoy Vending, of Brooklyn, confirmed the popularity of Triple Threat among operators by stating, "Triple Threat is

sweeping metropolitan New York like wildfire. Operators here are clamoring for Triple Threat with more insistence than they have shown in the case of any other game in many months. We have proved to our own satisfaction the mechanical and electrical perfection of Triple Threat, and the intense football appeal speaks for itself."

10-Day Trip Shows A Wide Optimism

CHICAGO, Sept. 16.—James E. Groves, general manager of Acme F. & M. Co., recently returned from a 10-day trip into Eastern territory, including New York, Philadelphia, Baltimore and other points. He contacted the trade, appointed salesmen and attended to general matters of business. He found the trade very optimistic, he said.

Groves soon left for a trip into Southern territory to cover Texas, Louisiana, Arkansas and other States. He will be gone for an extended trip, it was stated. The firm now has its new catalog ready for distribution.

BETTER MACHINES—BETTER BUYS		
NOVELTY FREE PLAYS	AUTOMATIC PAYOUTS	CONSOLES
Systems \$42.50	Arlington \$15.00	Triple Entry \$145.00
Double Feature 45.00	Darby Champs 25.50	Jenn. Multi Races 29.50
Taps 42.50	Darby Clocks 65.00	El Dorado 39.00
Up and Up 49.50	Darby Times (single) 35.00	Brown Paces Races 69.50
Major 42.50	Darby Times (multi) 49.50	1038 Skill Times 57.50
Contact 42.50	Darby King 55.00	Black Paces Races 49.50
Chubbie 42.50	Flasher 28.00	1037 Skill Time 48.00
Geno's Fair 42.50	Fairground 19.50	PrizeTime 169.50
Big Score 37.50	Gold. Multiple Races 19.50	1036 Skill Time 25.00
Hinks 37.50	Hay Day 35.00	Jenn. Paddock 69.50
Darby's Gem 37.50	Klondike 35.00	Jenn. Parlay 69.50
Chubbie 37.50	Mills Big Race 19.50	Top Lucky Loose 175.00
Multi Free Races 19.00	Mills 1-2-3 19.50	
Geno's Triple Play 15.00	Turf Champ 15.00	
Bounty 15.00	Turf Derby 10.00	
Big Top 15.00	Hi-Boys 49.50	
	Winning Ticket 84.50	

GET OUR PRICES ON SLOT MACHINES!

WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

\$7.45 Per Each	Old Ball . . . \$12.50	FREE PLAYS	5% OFF	WRITE Today for New Price Bulletin on Pin Games and Phonographs Just Released! FREE Illustrated Catalog on Request!
	Liberty . . . 43.50	Free Races \$28.25	on Full Cash With Order	
	Natural . . . 14.00	Spartan . . . 51.75		
	Review . . . 10.75	Grand Fair . . 54.25	All Our Used Games Are Expertly Reconditioned, Even Repainted When Necessary!	
	Speedy . . . 33.25	Chevron . . . 54.25		
	Trio . . . 21.25	Chubbie . . . 35.00		
	Zip . . . 46.50	HAND-DEALER		
	Triple . . . 19.50	Like New—\$69.50		
		Plus \$7.50 for Crating		

NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.



MEALS WERE ENJOYED in small friendly groups like this at the Wurlitzer Open house meeting held recently at the Plaza Hotel, San Antonio. Left to right: Mrs. O. Edge, Pleasanton, Tex.; Mrs. Wiley Ankrom, San Antonio; Mr. and Mrs. Oscar Clark, Kerrville, Tex.; O. Edge, Wiley Ankrom and Mrs. Meade, of Pleasanton, Tex.



Chips

Mr.

6TH
COLOSSAL WEEK
OF PRODUCTION
AND STILL BEHIND IN ORDERS
THAT'S SENSATIONAL!

PLAIN MODEL 94.50 FREE GAME 99.50

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BERT LANE
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SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

CONSOLES		SLOTS	
Triple Entry, Sc. \$145.00	A. B. T. CHALLENGER \$24.50	Callie DeLore, Sc. \$19.50	Jenn. Blue Chiefs, Sc. 19.50
Paces Marathon, Brown Cabinet, 90-1, Ser. No. 9000 75.00	LEGAL Every-where Fastest Money-Maker in History.	Jenn. Crocks Front Chief, Sc. 25.00	Jenn. Crocks Front Chief, 250 35.00
Paces King Pic, Brown Cabinet, 90-4, Ser. No. 9700 75.00	1/3 Deposit With All Orders, Bal. C.O.D., F.O.B. Baltimore	Jenn. Silver Chief, Sc. 45.00	Jenn. Silver Chief, Sc. 45.00
Paces Races, Brown Cabinet, 90-4, Ser. No. 4300 75.00		Jenn. Silver Chief, 250 50.00	Jenn. Silver Chief, 250 50.00
Skill Times, 1938, Sc. 79.50		Jenn. Silver Disk Melon Bell, Sc. Used. 49.50	Jenn. Silver Disk Melon Bell, Sc. new in original case. 59.50
Skill Times, 1937, Sc. 39.50		Jenn. Red Chiefs, Sc. new, orig. case. 69.50	
Skill Times, 1937, Sc. Greyhound 29.50			
Skill Square Balls, Sc. 75.00			
Kentucky Club 52.50			
Jenn. Multiple Races. 59.50			

SAVOY VENDING CO. 406-B W. FRANKLIN ST. BALTIMORE, MD.

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
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SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

FREE PLAY	NOVELTIES	SENSATIONAL NEW GAMES!
2 TOPPER \$67.50	1 AIRPORT \$37.50	1 SPINNER \$10.00
2 CONTACT \$9.50	5 BAT CHAMP 37.50	3 SPOTTEE 35.00
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1 FAIR 24.50	3 BUBBLES 15.00	3 SIDE KICK 15.00
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	1/3 Deposit With Order, Balance C. O. D., F. O. B. Brooklyn.	

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 651 ATLANTIC AVE., BROOKLYN, N. Y. Cable "BUDSPINC" (TR6) REG. 8-3193

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500 PIN GAMES AT \$5.00 EACH
 OTHERS FROM \$7.50 UP. WRITE FOR LIST.
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EMPIRE 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Rools Have Positive Steps—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



\$17.50
 1/3 Deposit. BALL GUM 15c a Box (100 Pieces)
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 OPERATORS SWAP WITH WILKY
Rock-Ola--Bally--Groetchen
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UNITED AMUSEMENT CO.
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The Last "Word" in Your Letter to Advertisers, "Billboard".



BETTER TONE!

Better music is what the public wants, what the locations want. Better music is what makes the cash box 20% to 25% heavier each week. For better tone and better music insist on the richest and rarest of phonographs.

★ MILLS THRONE OF MUSIC

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Tel. 40584-7924-22469

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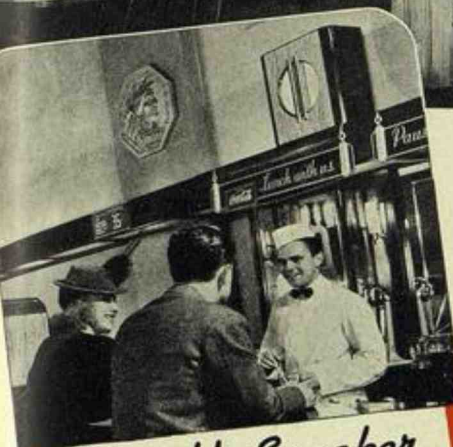
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CALL YOUR NEAREST DISTRIBUTOR TODAY — *Make more money with Rock-Ola*

ROCK-OLA *Counter Model* Phonograph

With SEPARATE SPEAKER offers Revolutionary
Advancement in COUNTER MODEL Development



Movable Speaker
Placed Where It Does Not Blare
Directly at Patrons and Offers
Best Acoustic Advantages!

Place the phonograph where everyone will see it—the colorful cabinet with Luxury Lightup is very appealing—it will gather in the coins. Place the speaker up high so the place of business can have volume without having it blare right at the patrons. This revolutionary development offers perfect control over acoustic variances in locations—with its wonderful tone quality you have perfect placement control permitting you to offer the "Best there is in Music."

Cash in on the Profit Possibilities of the Small Spot with *Luxury Lightup* Counter Models

Set it on the bar, counter or table—right at the patrons' fingertips—as COMPLETE a little phonograph as ever built! Breath-taking in its cabinet beauty—greater areas of colored catalin—unrivalled animated colorful lightup effects, mechanical perfection and true-to-life tone. Only 22½" high, 24" wide, 21" deep, fully selective—plays twelve records. It's sturdy, durable—a beautiful phonograph which makes possible many new profitable locations.

FEATURES

- ★ Movable speaker eliminates direct blaring in the ears of customers — speaker can be placed for greatest acoustic advantage.
- ★ Incorporates the proven Rock-Ola 12-record mechanism — dependability established by years of trouble-free function.
- ★ 5c and 10c drop style coin chute — for the first time in counter model construction.
- ★ The famous Rock-Ola 99% slug proof coin chute gives you the same protection received in large models.
- ★ Colored moving luxury lightup features stimulate play appeal and draws the crowd.

There's a crying need for the Rock-Ola counter model in smaller locations—cocktail lounges, small restaurants, cafes, drug stores, confectionery stores, etc. GET IN TOUCH WITH YOUR NEAREST ROCK-OLA DISTRIBUTOR TODAY.

ROCK-OLA

WURLITZER *has* ALL 3

BIG MONEY MAKING FEATURES



1 Only Wurlitzer has 24 RECORD CAPACITY

Takes in more nickels because people can find more numbers they want to hear—gives the operator a better chance to use up records.



2 Only Wurlitzer has a VISIBLE RECORD CHANGER

People like to "see it work"—like to watch one record go out—a new one come in... see the tone arm come down—hear the record play. No other phonograph attracts so many people who put so much money in it.

• Wurlitzer has them all. Other phonographs have only one of the three features essential to attracting the largest number of nickels.

Although others have imitated the brilliant plastic illumination originated by Wurlitzer—only Wurlitzer has 24 records—only Wurlitzer has visible record changing mechanism.

Successful operators everywhere appreciate the sales appeal of these exclusive Wurlitzer features—know that Wurlitzer gives them not one out of three but all the features that mean money in the cash box. For biggest profits operate Wurlitzer's exclusively. Write or wire for details today!

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A Name Famous In Music
For Over Two Hundred Years.
SOLD ONLY TO MUSIC MERCHANTS



3 BRILLIANT PLASTIC ILLUMINATION

Originated by Wurlitzer. Scientifically combined with cabinet design to obtain brilliant illumination without sacrificing cabinet strength. Makes Wurlitzer Models 500 and 600 the bright spot in every location—the centre of all eyes—fairly shouting "Here I am, come and play me."

Only WURLITZER

HAVE ALL THE BIG MONEY MAKING FEATURES

Commercial Automatic
PHONOGRAPHS