

PERIODICAL FROM  
GENERAL LIBRARY  
UNIV. OF MICH.

OCT 14 1939

# The Billboard

The World's Foremost Amusement Weekly

OCTOBER 14, 1939

15 Cents

Vol. 51. No. 41



## FRANKIE CARLE

Composer of "Sunrise  
Serenade" and "Shadows"

Now Appearing With His  
Sunrise Serenaders at the  
Hotel Biltmore, New York  
With Horace Heidt and  
His Orchestra.

—Yelp Photo

**AMERICA 1939**  
*The Band*  
**OF THE YEAR!**



Lana Turner and Artie Shaw  
in "Dancing Co-ed"

# **ARTIE SHAW**

**KING OF THE CLARINET**

- ★ **THEATRES!** Second engagement of the year at the New York Strand, **NOW!**
- ★ **PICTURES!** M-G-M's "Dancing Co-Ed", now being released nationally!
- ★ **HOTELS!** Opening October 18th, Cafe Rouge, Hotel Pennsylvania, New York!
- ★ **BALLROOMS!** All-time record, Palomar, Los Angeles, and one-niters coast-to-coast!
- ★ **RADIO!** Old Gold's "Melody and Madness", Tuesdays 9 P.M., NBC Blue Network!
- ★ **RECORDS!** Artie Shaw on Bluebird—the favorite in homes and on music machines!

THOMAS G. ROCKWELL, PRESIDENT  
*General* AMUSEMENT CORPORATION  
NEW YORK • CHICAGO • HOLLYWOOD • KANSAS CITY • CLEVELAND • LONDON



# The Billboard

Vol. 51  
No. 41

October 14,  
1939

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.  
84 Pages. Subscription, \$6 per year. Copyright 1939 by The Billboard Publishing Company.

## FRONT LAWN COMPETITION

### AED in Stormy Session Over TA and Benefit Difficulties

NEW YORK, Oct. 7.—Questions of agency licensing by the American Guild of Variety Artists and ridding the club booking field of the "benefit racket" caused a stormy session at the meeting of the Associated Entertainment Directors Tuesday (3) and threatened to tear the organization asunder. One group, said to be the majority, threatened to "oust this thing wide open" thru its own efforts if the organization did not do so in its name. Bookers complained that clubs which formerly paid for shows were now running "benefits" with the check from Theater Authority.

Much of the debate on the benefit problem was an outgrowth of months of boozing, but recent derogatory statements of Bill Robbins, secretary, against an employee of Theater Authority provided necessary spark. Robbins admitted he had sworn affidavits which contained evidence damaging "to a certain individual," but that making the records public at this time was not expedient. He defended his policy on ground that it had been privately obtained as result of cut-ins on his own business and had not been done as an association matter.

Meeting came to no decision as to immediate future plans, but several of the bookers, in agreement on this situation, are banding together, checking over their records to compile lists of dates which they claim were pulled from under them "benefits" to be included on a co-operative campaign with Local 802 of AFM to stamp out the evil.

### Hanlon Says New Zea NSG

Money exchange hurts  
Americans — business is  
downed by war worries

NEW YORK, Oct. 7.—Alec Hanlon, who recently returned here after touring with his musical comedy in Australia, indicates that conditions for American talent are bad in both those territories. Business men abroad, according to Hanlon, feel the depression is the result of the war scare. In addition, fluctuating exchange is held as very detrimental to American performers.

New Zealand, according to Hanlon, operates economically under what is known (See HANLON SAYS on page 18)

CHICAGO, Oct. 7.—Proceeds of the American Legion Convention's big show at Soldier's Field September 27 were to have gone into the "veterans' fund," according to the Legion's entertainment committee. There was no further comment as to whether this was a charity fund or not.

Theater Authority here oked the show in return for a \$3,000 cut, and \$25,000 was spent thru Will J. Harris for talent. Name acts appeared gratis.

Legion committee negotiated the TA oked with Hal Halperin, whose brother, Max, an agent, is the local TA representative.

Altho the Legion show hoped to draw a capacity 100,000, it drew only one-third of that. About 30,000 people distributed free, indicating the show's purpose was more to entertain Legionnaires than to raise funds for charity.

### Rash of Home-Owning Hits Stem, In Population Shift to Suburbs

By JERRY FRANKEN

NEW YORK, Oct. 7.—Uncle Sam's Federal Housing Administration mortgages may be milk and honey to builders, banks, building labor and home owners, but they're pains in the neck to Broadway show business. The extensive residential building that has been going on in New York City suburbs for some time, most of it on Long Island, has had two effects on Broadway box offices. First is cutting down on Broadway patrons for six houses, ritieries and so on. Second is that it increases the no-money-to-spend-for-amusement group, the kind that ambles around the street but keeps spending-money for a new wall fixture or some paint for the kitchen table. If it keeps up, showmen may soon be against the home as an institution.

Thru government FHA aid, it is easier today to buy a home than heretofore.

One direct consequence of increased home buying has been to increase the number of non-theatrical competitions to amusement enterprises. The effects have this year been mitigated because of crowds brought into New York by the New York World's Fair, and most likely the same will hold true next year, but the population shift is away from Manhattan at an increasing rate. Changes in living habits always follow when the switch from apartment house to private home dwelling is made. A principal change concerns the use of spare time. Hubby now spends as much time as he can putting up a bar in the cellar game room or squinting arsenals of lead on the lawn to ward off Japanese beetles. Another important habit change is that people who live in apartments are usually anxious to get away from the close confines, whereas a private home has just the reverse effect. Another important item is that families living in Manhattan have little trouble getting to either neighborhood or Broadway theaters, but if getting to Broadway means a long auto ride or using the Long Island Railroad or the Independent Subway, the accessibility factor is removed.

### 2 Southern Cities Impose New Taxes

CHARLESTON, W. Va., Oct. 7.—Charleston last Sunday put into effect a cent-a-person tax on all amusements to bolster the ailing municipal treasury by approximately \$30,000 annually. City council voted in favor of the extra levy September 28.

Not even passes will be exempt from the new 1-cent tax. Not only will the cent tax be collected on each ticket sold, but police, firemen, babies in arms and agents' families visiting the show will be made to pay off.

In addition to the theaters and out- (See 2 SOUTHERN CITIES on page 15)

It is pertinent to note that, along with bridge, ping-pong, radio, repairing the plumbing and other free pastimes, mah jong has regained its popularity. As a matter of fact, the Chinese rummy is more popular in Queens and other parts of Long Island than bridge. While the wives mash jong, daddy and the boys tear off a hot poker game. Then, around 11 or midnight, they have coffee and go home. It's a free night, except for the host, who gets it back when he and the frau do the same thing the next night at Mrs. Berdie's house.

Regardless of how the new home owners spend their time, however, the most important fact is the change in their financial status. Home owning and its responsibilities not only tighten the budget for the average wage earner, but also involve unexpected expenditures, such as property and sewer assessments, a new gadget for a busted oil burner or a new hunk of furniture. Consequently, with the difference in spending habits, (See FRONT LAWN on page 18)

### In This Issue

	Pages
Broadway Beat, The	2
Burlesque	5
Carnivals	38-45
Circus and Cereal	30-32
Classified Advertisements	46-48
Coin Machines	62-64
Edna G. in Paris	24
Film-Expositions	33-35
Final Curtain	27
General News	3-5
General Outdoor	56-60
Hartman's Broadcast	56
Legitimate	14-15
Letter List	26 and 61
Magic	23
Music	9-13
Night Clubs-Varietyville	16-22
Non-Theatrical Films	25
Notes From the Crossroads	56
Orchestra Notes	10
Out in the Open	56
Parks-Pools	36-37
Pics	54-55
Possibilities	24
Radio	6-8
Radio Talent	8
Repetoire-Tent Shows	37
Rink-Skaters	24

ROUTES:	Orchestra, page 12, Acts, Units and Attractions, 22 and 58, Grand Stand and Free Attractions, 28, Dramatic and Musical, 58, Carnival, 59, Circus and Wild West, 59, Miscellaneous, 58.
Show Family Album	49
Sponsored Events	47
Thru Sugar's Domino	4
Wholesale Merchandise-Pices	50-55
World's Fair News	28-29

### World's Championship Rodeo, Aided by World Series Joust, Opens Long Run to 11,000 House

NEW YORK, Oct. 7.—World Series joust between the Cincinnati Reds and New York's Yankees, which got under way here on Wednesday, added to rather than subtracted from the box-office lure of another famous but less bewhiskered series, the World's Championship Rodeo, which opened at Madison Square Garden on the evening of the same day. A well-dressed cheering squad of 11,000, heavy on out-of-town lads and lassies, sat in at the start, paying the price scale of \$1.10-43.95 for the autumn classic, 14th in the cluster first created by the late Tex Rickard.

This chute and corral dish is sponsored by the Garden for the third year running and has the veteran Everett Colborn as managing director, with former top contestant Harry Knight in the assist, and another veteran, Frank Moore, a holdover from the Johnson regime, working under the Garden banner as resident chief, a niche he has filled un-interruptedly since 1931, when he came in from Los Angeles to take charge.

If you take a fast look the show as a whole is not changed in its essentials. Competitive events are maintained as is and until new animals and new methods of taking them into camp are developed that's the way it will always unfold, at least in this type of indoor rodeo which

strives for theatrical effects to hold on to its metropolitan congregation, the largest in the country, which means the world.

Also the largest is the number of days, 26 this year, longest on record in the Eighth avenue showplace, which has known some horse and steer operas plenty extended in their own right. Dates are October 4-29, or 26 night shows. Week-end and Columbus Day matinees, totaling nine additional performances, give the run 35 box-office days. A number of shows are bound to draw light, but the long run has its advantages in that it keeps the arena running up to a point where the plum hockey circuits take over and draw fancy goit.

#### Terrific Opener

It was a terrific opener because the bronks bucked beautifully and the wild Brahma calves and steers were found extra tough, making the folks hit the exits with plenty to chew the rag about. The most vociferous applause this tenderfoot has heard in the many years he has been watching the rodeo from the more agreeable part of the house—the seats—occurred during the coveted cowboys' saddle bronk riding in which a mail-sack mount called Susy Q came tearing (See World's Championship on page 45)

### I AFE Meet Set for Chi

War causes switch from  
Toronto—Dec. 5-6 dates  
—same week parks meet

CINCINNATI, Oct. 7.—Announcements have just been made by Sid W. Johns, president of the International Association of Fairs and Expositions, and Frank H. Ringman, its secretary, that the 1939 convention of the organization will be held at the Hotel Sherman, Chicago, December 5-6. It originally had been planned to meet in Toronto this year on November 26-28.

Decision to change the convention city was reached after a vote of the membership of the association was taken. The reasons were that Canada is at war and the Royal Winter Fair at Toronto (See I AFE MEET on page 60)







# NAME THE GOS GO RADIO

## Broadway Beat

By GEORGE SPELVIN

A MEMBER of the Radio City Music Hall band last week was fined more than \$600 for playing on his day off—in violation of Local 802's ruling. . . . The most efficacious change of the month in the midtown picture is the new marquee gracing the Newerud Theater just aft the Music Hall; the old one was a bit bizarre for its surroundings, but the replacement is entirely in keeping with the chaotic decor of Mr. Rockefeller's center. . . . Screwball fans can bring a lot of headaches to their idols. Take, for example, the case of the Andrews Sisters, who are followed around by one lass who arrives promptly each morning in any New York spots they're playing and then stays all day. She gave one of the sisters a gift recently and then coyly suggested that her own birthday was coming; so the sisters gave her a watch. A little later she said the watch was broken and would the sisters have it fixed. It just goes on like that, and the Andrews gals are slowly going nuts. . . . Newspaper men who attended an NBC cocktail party last week finally gathered around the piano, in mellow mood, to sing old songs. A columnist, who also writes songs, suggested they sing one of his—but nobody knew one. . . . George Ross, of *The World-Tele*, recently discovered that Paul Muni was once a member of the Yiddish Art Theater under the name of Muni Weisenfreund, and, because Warners failed to publicize a visit made by Muni to his alma mater, deduced that the film company wanted to soft-pedal that phase of his career. But the fact has been played up in countless newspapers and magazines and is known to anyone who has the slightest knowledge of the legit field.

Kim Platt, cartoonist-writer for MGM and Universal, returned from Hollywood this week after a two-year stretch to do free-lance work. . . . Now that everybody knows that scores of acts canceled European contracts because of the war, some are going around bragging that they had to cancel months of bookings and lose thousands of dollars. One agent remarked, "If all the acts that are supposed to have canceled European contracts were sent over at one time, Europe would think America had entered the war." . . . Rita Stetson, Al Dow's secretary, who is often mistaken for Roxanne, the burly stripper, is an expert on baseball information; she keeps her boy friend posted on what's what. . . . Gray

Gordon and some of his boys, playing a tank town recently, felt hungry and went into a typical little hash-house—and the first item that caught their eyes was "Rib Steak, \$2.75." Stunned, one of the lads looked at the waiter and quietly inquired, "Do you have a fair amount here too?" . . . Enric Madriguera has been having trouble getting his family settled. After much angling and expensing he was able to get his folks to Spain when the civil war started, keeping them here until it was safe to return, and a few weeks ago sent them back on the Italian ship *Vulcania*, bound for Barcelona. En route, war was declared and the boat made for Genoa. So now, with much more angling and expense, he has finally been able to book their passage back to Spain.

Thomas Patrick Dillon, who was scheduled to appear in the London version of *The White Steed*, which was put off before the war started, wants it known that he's not in England or anywhere near it. He's going out in the *Spain* when the clare, but meantime he'd like his friends to address him direct instead of sending their letters thru the censorship to London and then having them sent right back. . . . Miriam Franklin, dancer in *Yokel Boy*, is moving over to the new Gordon show, *Very Warm for May*. . . . Sylvia Stern, recent recruit in the Dorothy Kay p-a-office, heard from a French friend that, before going to war, he had drawn up a last will and testament making her his sole heir and making his dog, and two of his dogs. . . . Norman Botnik, one of Ted Fio-Rito's musicians, was late at Paramount studios the other day while making a band short, so Fio-Rito tipped off the director to dress Botnik up in a beard and make him think he was going to appear that way. They even had stiffs made, and now Botnik's entertaining offers for a bearded lady job. . . . Are press agents getting high on one of his first hunting horses, Ted Strauss, marks his release, "From Mr. Irving Seldman."

## Australia Still Open to American Acts Despite War

NEW YORK, Oct. 7.—According to reliable sources in contact with Australia and New Zealand, war is not likely to adversely affect employment conditions for American talent in vaude and legit. It is pointed out that during the last war the J. C. Williamson Theaters remained open and used mostly American talent. Dorothy Stewart, New York representative of Australian and New Zealand Theaters, Ltd., operating the J. C. Williamson Theaters, says there will be no difficulties in the way of transporting artists to Australia. Matson Line has advised that a special passport stamp may be obtained for traveling there via Pacific waters.

## Rosenberg Doubts "One Big Union"

NEW YORK, Oct. 7.—That the Associated Actors and Artists of America will form "one big union" is doubted by Jack Rosenberg, president of Local 802, American Federation of Musicians. "Those people," said Rosenberg, "are not going to give up their jobs." From this point the 802 president went on to sound off about the Four A's multiple membership card system. (See ROSENBERG DOUBTS on page 49)

## TMAT-League Contract Signed

NEW YORK, Oct. 7.—Theatrical Managers, Agents and Treasurers' Union and the League of New York Theaters finally signed a basic contract after the union had been technically on a two-hour strike which, however, had no physical effect at the theaters. Terms of deal follow: 1. Establishment of canteen board after (See TMAT-LEAGUE on page 48)

## Ferber, Hurst Sign Radio Deals; Follow Kathleen Norris' Click

NEW YORK, Oct. 7.—Use of script shows written by authors with established names, reputations and following seems to be gaining momentum as radio's latest program trend. Phillips Lord office, thru its sales head, Bernard Schubert, has obtained rights for material written by Edna Ferber, Fannie Hurst and the late S. S. Van Dine (Willard Huntington Wright). The S. S. Van Dine material was obtained thru his estate. A few weeks ago Columbia Artists signed Bayard Veiller for radio and is now trying to sell *The Life of Mary Dugan*, based on the same character as was *The Trial of Mary Dugan*, probably Veiller's best known play. Vogue for name writers probably got its latest start from the success the Lord office had with Kathleen Norris' radio script, which was recently tested by General Mills in Philadelphia, and which the account is now placing on CBS. It is reported that on the basis of the writer's name the show returned an exceptionally high rating the first week it was tested in Philadelphia. Miss Norris, Miss Ferber, and Miss Hurst are probably three of the best known and highest paid popular writers in the country.

Schubert's sales argument is that the Norris-Philadelphia-General Mills episode has proven that a script by a high priced writer starts off with a larger audience than others and no build-up period is necessary. Ferber-Hurst material will be used in five-time-a-week shows, the S. S. Van Dine stories in a half-hour mystery. Veiller's *Mary Dugan* is also a strip show.

Dramatic shows seem to have been more popular in sponsors' eyes this season than before. Standard Brands replaced Rudy Vallee with two script shows—*One Man's Family* and *Those We Love*, as well as buying *I Love a Mystery*, by Carleton Morse, one of the few radio writers with an established following. General Foods has held on to the *Aldrich Family*; Pepsiport, *Mr. District Attorney*; Grove Laboratories has *Sherlock Holmes*; Camel has *Blondie*; Gordon Baking has *One of the Finest* and others are in the works.

Name writers have avoided radio in the past because of the speed with which it burnt up material and because of comparatively low pay. Signing writers who have written many novels, however, actually gives them an unexpected income.

## 'Moulin Rouge' Break-In Rough, But Show Has Real Possibilities

DES MOINES, Oct. 7.—Producers N. S. Barger and A. B. Marcus have assembled a Broadway possibility in *A Night at the Moulin Rouge*, but it still needs streamlining and remodeling during the present one-night stands in the Midwest. The producers are said to have put in more than \$100,000 to get it started, but it seems odd they didn't spend more than a single week in rehearsals before starting out. The audience, which paid as much as \$3.36 for a seat, was critical of a one-hour curtain wait and far too many rough spots in the production. One critic spotted that the "production was co-ordinated as King Levinsky in the 16th round."

The show is about as much French as sauerkraut and pretzels, being built around brilliantly costumed vaudeville acts, with Helen Morgan and Toby Wing giving it an added uplift and Ada Leonard furnishing some of the nudity.

Four unheralded sinuous dancers and a juggler turn out to be the best crowd-pleasers, however, with the top billed numbers not properly fitted into the production.

Helen Morgan sings four songs, including *M'Ami*, in a single appearance which is not too well spotted. Toby Wing works

hard in her brief appearance and, with the aid of the State Brothers does a burlesque of a strip-tease.

Miss Leonard appears twice, the first a routine spot, but the second a flash act which is a novelty. Entitled *Hands in the Dark*, it is an exotic dance in which she attempts to escape hands that appear suddenly out of the darkness.

(See 'MOULIN ROUGE' on page 60)

Unusually Attractive • Colorful • Individual

## WINDOW CARDS and POSTERS

FOR EVERY PURPOSE.

MADE WITH OUR AMAZING NEW PROCESS

Little Effort At No Extra Cost!

**NO STOCK PAPER!**  
YOUR OWN SPECIAL PICTORIALS!  
What You Want • How You Want It • When You Want It!

PRICES INCLUDING SPECIAL DESIGNS AND ART WORK!

14x22 Cards, 3 Col., 100, \$3.95; Adf 100, \$2.50  
17x22 Cards, 3 Col., 100, \$5.00; Adf 100, \$3.50  
22x28 Cards, 3 Col., 100, 7.00; Adf 100, 4.00  
3 Col., 100, 7.25; Adf 100, 4.00  
Three Sheets, 3 Col., 100, \$2.00; Adf 100, 1.00  
24 Sheets at Low Prices. Trial Order Convinces.

**ARTCRAFT POSTER CO.**  
1423-25 Vine St., Philadelphia, Pa.

**ROOFLESS PLATES** with 3 POINT SUCTION FEATURE!

Featherweight—no sagging—Natural Taste—Holds Better, Bigger Eaters—Keeps longer—longer more, clearer mouth, All lowest prices—tear-free material—lowest prices—tear-free material—lowest prices—tear-free material.

Write for FREE Catalog and Information. We treat you. Sincerely, H. H. Servino. MOD. LAB., 2061 Mac William Bldg., Tampa, Fla.

## BINGO OPERATOR

Chicago Road Oct. 20, seeks connection operating in Bingo during winter for club or other organization.

Write BOX D-27, Care The Billboard, Cincinnati.

## WESTERN UNION

TELEGRAPH! IT COSTS LESS. WESTERN UNION OVERNIGHT TELEGRAMS ARE ONLY 50c FROM COAST TO COAST. THE LONGER THE MESSAGE THE LOWER THE RATE PER WORD. RATES TO NEARBY POINTS EVEN LOWER.

STOCK TICKETS	Special Printed
ONE ROLL...\$ 50	Roll or Machine
TEN ROLLS...2.50	10,000...\$ 6.95
FIFTY ROLLS...12.50	30,000...9.85
100 ROLLS...25.00	50,000...12.75
ROLLS 2,000 EACH	100,000...20.00
Double Coupons,	1,000,000...150.50
Double Price.	Double Coupons, Double Price.

Will Bring on an Increased Cost of Paper Stock. Order Yours.

**THE TOLEDO TICKET CO.**  
Toledo, Ohio

Write for FREE Catalog and Information. We treat you. Sincerely, H. H. Servino. MOD. LAB., 2061 Mac William Bldg., Tampa, Fla.



Conducted by JERRY FRANKEN—Communications to 1564 Broadway, New York City

## Report Rudy Vallee Insistent On Hour Show or Else; Film Yen

NEW YORK, Oct. 7.—Rudy Vallee is quoted as saying he will not do a radio program unless he can land a one-hour program. In the event he does return, it is known that he wants his sponsor to boost the talent budget a few thousand above the \$7,500 figure Standard Brands has allotted for the program produced by the J. Walter Thompson agency. Angle is

that with greater latitude in buying performers Vallee will be in a position to compete with programs which, by virtue of far greater financial resources, knocked down his rating.

Altho it is conceded that it might prove difficult for Vallee to pick up a full hour, it is considered highly probable by agency sources that he will grab off another show. This despite the fact that his name may possibly be linked to his old product, Fleischmann's Yeast, for a long time.

Since the expiration of the Standard Brands contract, Vallee has had two 30-minute programs offered him, one reportedly by Procter & Gamble. Both were nixed. Plans now are various, with plenty of reports floating around. One is said to be looking for another legit show. Coincident with this report is another having Vallee angling for an assistant directorship in pictures under Van Dyke Brown. Another is that John Ford, Ford is an old friend of Vallee's, wants to bring him on to the Coast in November, bring around until January, and then think of going to work—either in or out of radio. Should a good radio venture turn up, he figures he can do the show from the Coast.

## Television Reviews

Reviewed Saturday, 2:30-4:30 p.m. Style—Football game. Reviewed on RCA Television Receiver, Station—W2XBS.

The first collegiate football game ever to be televised came over remarkably well from the standpoint of both the television addict and the football fan. Game was Fordham's opening set-up against Waynesburg, played at Randall's Island stadium, New York. Three cameras were used, two at ground level on the sidelines and the other up in the stands, with another camera seemingly coming into use for a few longer range shots. It was a bright day and the sun glare blurred the lighter colored objects pretty badly, but there was no difficulty following the play and even, on occasion, the ball itself. Images were better when the teams got into the shadow of the stands.

An excellent job was done in following the play, with only the kicks and the forward passes presenting difficulty. The camera found some difficulty in moving as fast as the ball, usually catching it only after it had landed on the ground or in somebody's arms. Clearest shots came from the camera in the stands, the field-level views being often intercepted by the players.

From the entertainment angle also the game was better than expected. Little Waynesburg put up a plucky fight all the way, and the Fordham powerhouse failed entirely to live up to its advance hurrahs. All the way to the third quarter it was still a football game rather than a track meet. Burr.

Reviewed Tuesday, 8:30-9:40 p.m. Style—Legit. Reviewed on RCA Television Receiver, Station—W2XBS.

National Broadcasting Co. is proving rather adept in doctoring plays for television production. Tuesday's offering, *Case of Kaufman, The Butter and Egg Man*, was produced by Reginald Hammarstein, his first job for NBC.

Yarn, a successful legit show years back, depicts a phase of the show business and is funny in its treatment of agents and shoeing producers. Heavy use of tele's present state of some 70 minutes, and in this time developed both the yarn and the characters.

The NBC producers seem to have worked out a satisfactory technique of focusing upon as few people as possible—usually those doing the dialog. In view of tele's present state of development, this is a necessity, even tho it imposes severe limitations on production. With this in mind, chief task in presenting these abbreviated legit shows is to attain a fluidity in imagery as well as a continuity in plot development. Experience in adapting legit for radio has already shown the way as far as cutting script is concerned. But maintaining visual atmosphere and integrity when handicapped by a necessarily small image presents a problem, and the ultimate solution of which will probably take a long time. Cameramen have apparently nixed mass scenes and keep the lens moving from one small group to another. This is sufficient to maintain the story line and atmosphere but precludes development of more subtle production ideas. Considering the general situation, however, the result is good.

Cast included Helen Twelvetrees, Florence Sundstrom, Theodore Leavin, Anthony Blair, Arthur Lipson. Best of the story line was Blair as a vaude agent taking a flyer in legit; Leavin, the yoked butter and egg man who finds love when he seemed set for a financial trimming; and Florence Sundstrom as femme appeal. Reception was fairly good, facial images at times not very distinct. Ackerman.

## Call Him Joe

NEW YORK, Oct. 7.—Buddy Cantor, formerly an announcer with WGMCA, is now with WNEW. He used to work under his own name, then did film chatter under the name of Powell Clark. Then he took the name of Allen Stewart for his announcing chores.

Reported that when Bud Hulick and Arlene Frances, who used to co-annce *What's My Name*, think about Cantor-Clark-Stewart, they drool at the chops.

gram." This attitude is based on the belief that the press release is injurious to Lennen & Mitchell. Shaw, who has been replaced by Lennie Hayton, stated in the release that he resigned from the show because "the program's format hasn't been the proper showcase; Shaw has no desire to read comedy liner because he is a swing band leader and not a comedian." Benchley left the program for a vacation. . . . Shaw understood it was then to be a program musical idea, but the idea was never forthcoming, extraneous dialog having no connection with the music being inserted.

"Too, the program switches to a Saturday night and on a Sunday night at the Hotel Pennsylvania and Saturday is the most important evening at any hotel spot. Shaw feels it would be unfair to leave the hotel."

The Lennen & Mitchell official stated that Shaw's departure was mutually agreed on and that the agency has no desire to "hurt the kid," but that the agency could not let itself be damaged by a release inferring it had not executed an agreed-upon plan or inferring, even remotely, incompetence. Accordingly, the demand for a retraction was made by Andrew I. Weinberger, Shaw's personal manager, and Garfield-Zimmerman, Shaw's press agent.

Lennen & Mitchell could not fire Shaw, the agency man said, and only a mutual agreement could have ended the contract. Agency man would not comment on the fact that the adverse publicity Shaw has been getting lately caused the sponsor's dissatisfaction. "There was no morality clause in the contract," it was declared.

Benchley and Hayton move to a Saturday evening spot on the NBC Red away from the NBC Blue, as of November 25.

## Ad Agency Demands Retraction in Art Shaw-Ciggie Dispute

NEW YORK, Oct. 7.—Lennen & Mitchell advertising agency has demanded a retraction of a press release issued for Artie Shaw in connection with Shaw's retiring from the Old Gold cigaret program. If the retraction is not made, an agency executive stated, "The agency will be forced to tell the truth about Shaw's departure from the pro-

## Petrillo Threatens To Grab A Chi Speliers From AFRA

CHICAGO, Oct. 7.—James C. Petrillo, Chi musicians' generalissimo, has decided that it may be necessary to take over all local radio announcers, making them members of his union along with the WBBM speliers who have been in the musician's local for the past two years. According to present plans made Thursday, he will start this action next week and may, he said, carry it farther by annexing speliers in St. Louis and other Midwest cities.

A "peace" plea was wired to Petrillo Wednesday night by Emily Holt, AFRA's exec secretary in New York, explaining that her union was now willing to take over the WBBM boys' contract which still has a year to run. Telegram also said that an amicable agreement had been worked out in New York with CBS, whereby the net and H. Leslie Atlas, of WBBM, were willing to turn the speliers back to AFRA. When Petrillo did not reply to this, George Heller, also a national AFRA secretary, flew to Chi yesterday in an effort to see the music chief. But at this writing all attempts were futile, and Petrillo stated to *Pillboxer* Friday evening that he would refer to discuss the matter with AFRA at this time.

As reported in these columns last week, Petrillo has already demanded that World Broadcasting Co. use nothing but his announcers on the ET net in Chi by WBC; and this week he extended that order to RCA. A. J. Kendrick, prey of World, hurried to Chi to see Petrillo on this score and to explain that his company did not have the say on talent used in its studios, that being the duty of the agency cutting the show. Petrillo made it clear, however, that this did not

cut any ice with him and that he was making the same trip for RCA.

Spark that touched off this two-year-old brewing jurisdiction trouble between two AF unions, was the repeat *We, the People* broadcast on September 26. AFRA insisted on their man to do the show after WBBM had already set a Petrillo man to it that one of his men did the commercials on the Paul Whiteman show aired Wednesday. AFRA says this is a violation of its national code signed by the nets. Petrillo says he was willing to give the WBBM lads to AFRA, his organizing of them at the time being an obstacle to CIO intervention. Last February he wrote to Mrs. Holt telling her that if AFRA would assume his contract he would turn them over, but AFRA would not do so unless Petrillo had contacted him before the *We, the People* shot, he would have okehed their stand, but that he did not like their attitude of "sneaking past him."

Petrillo has always maintained that he was willing to give the WBBM lads to AFRA, his organizing of them at the time being an obstacle to CIO intervention. Last February he wrote to Mrs. Holt telling her that if AFRA would assume his contract he would turn them over, but AFRA would not do so unless Petrillo had contacted him before the *We, the People* shot, he would have okehed their stand, but that he did not like their attitude of "sneaking past him."

If Petrillo carries out his threat to grab all Chi speliers, it means a good

## Talking Shop

By JERRY FRANKEN

### Bango

Tums has started its *Pot of Gold* program, giving away \$1,000 a week; National Food Stores has a bingo-type show on WGN, Chicago; Colgate-Palmolive-Pect is giving away cash on one of its shows, with no contest angle.

It is now about 6 p.m. FLEEN, a commuter, is speaking to his friend, GLEETS, another commuter.

FLEEN: Whaddya doin' tonight?  
GLEETS: Listening to WEAF, I think. The wife don't wanna go out.

FLEEN: What's WEAF got?  
GLEETS: Not much; but they're giving away \$11,000 in cash between 8 and 10. I just had 12 extra phone numbers listed under my name so I got a little better chance to win.

FLEEN: Good idea. Say, I understand if you live next door to a winner you get a television set.

GLEETS: (Unimpressed): I hadn't heard.

FLEEN: Well, I don't feel like stayin' home. I think I'll go to the Rialto.

GLEETS: No fun in that, they're showin' a movie. Why doncha wait until tomorrow night, they're gonna give away a French cathedral.

FLEEN: No, tomorrow night I wanna stay home. Powell Croesley's givin' away the Cincinnati Reds on a program over WOR.

GLEETS: Croesley always gives those kinda shows to WOR. But who wants the Reds?

FLEEN: You got me. Croesley ain't givin' away Nick-at-once.

GLEETS: He's no dope. Incidentally, I heard that there's a show startin' on WJZ soon with some sponsor givin' away awards. You get an actor and he enters a program on the air donating free money the actors and the Internal Revenue Department are givin' nuts.

FLEEN: Yeah. I just bought a couple of tickets to a benefit they're throwin' for ex-producers.

GLEETS: I feel sorry for the poor guys.

FLEEN: You bet. Them an' theater owners.

Sound effect of ticket puncher clicking. Conductor enters.

CONDUCTOR (over sound effect): Tickets, please.

GLEETS and FLEEN are silent.

CONDUCTOR (clears throat impatiently): ticket puncher effect up); Tickets, please!

GLEETS and FLEEN are still silent.

CONDUCTOR (nastily): Hey, what's wrong with you guys? Come on, gimme your tickets.

FLEEN: Should I tell him, Manfred?  
GLEETS: Yeah, go ahead.

GLEETS: Okeh. You see, conductor, we're not going to let you punch our tickets any more. In fact, we're not even gonna ride your damn road if the future of the company don't give us a share of stock for each ride.

REST OF COMMUTERS: (shouting)! And that goes for us, too. Curtain.

## Agent Loses Commish Suit Against D'Artega

NEW YORK, Oct. 7.—The court ordered a verdict in favor of Al D'Artega, orchestra leader, this week, in a commission suit brought against the musician by Billy Wynne. Judge Aron Steiner presided.

Wynne claimed D'Artega owed him commissions for dates Wynne allegedly got him on the Jello, Enna Jettick and Admiration shampoo radio commercials as well as other personal appearances.

Harry A. Schwartz represented D'Artega and Jonas Silverstone the plaintiff.

## Hillbillies March On

PHILADELPHIA, Oct. 7.—The Pickens Family, hillbillies on WCAY, have obtained a sponsor for six full-hour shows weekly—consolidated Grid Trade Products, with a variety of noetrums, placed the account thru Benson & Dall, of Chicago. Addition of this early morning program has necessitated an increase of operating schedule for the station.

chance of open national warfare between the AFM and AFRA, but it is felt that before this takes place, nets and agencies alike will bring pressure against the AFL exec board in an effort to come to some agreement.



## Fred Allen

Reviewed Wednesday, 9-10 p.m.  
Style—Variety. Sponsor—Bristol-Myers  
Co. Agency—Young & Rubicam. Station—WEAF (NBC-Red network).

It's no trade secret that Fred Allen has been steaming at the changes he was forced to make in his program, and the publican deciding the show "streamlining" not only because it hasn't been changed in some years but because opposition (Texaco) on CBS is supposed to be stronger. Last is the debatable, since Texaco last year had the same unlimited guest star budget it has this year, only real new thing being the Playwrights' Co. scripts.

Streamlining that's been given the Allen program shows real brainwork. The agency has added two of the most worried gags it could swipe—a short quiz and a guest star—the last at a small spot which helps, of course, in competing with Texaco.

Program title is the *Fred Allen Show*, instead of *Town Hall Tonight*; the opening newscast, which used to get the show off to belly laughs, is out; and the *People You Know* stars to *Meet* into, to their human interest; so, to all practical purposes, in the Portland Hoffa (Mrs. Allen) spot, which was another sure-fire laugh session. Miss Hoffa, on the opening show, was used mostly in a running gag.

First program showed that Allen is no one accustomed to his new format. Quiz spot was halcyon and slowed up by too-so-hot quizzees. First half was weaker than the old *Town Hall* shows used to be, but there was a result of a new material Sparks is. The sketch had Stanley and Livingstone. Sparks' interview was a belly-laugh session—Allen gave Sparks most of the sock lines—but this thought persists, how many film or stage names are the interview material Sparks is. The sketch had Stanley murder the missionary because he didn't want Livingstone's daughter, to bring back her trained orangutan, Jack (Benny). Allen said they could be heard Sunday in "A comedy premiere."

New to the show is Wynn Murray, vocalist, who did *Sing for Your Supper*, and was not especially impressive. Peter Van Speeden's Band has been transformed into a swing outfit, as part of the amazing brainwork streamlining and sketch in that direction. Merry Mince did their customary excellent job, with Bea Wain substituting for Helen Carroll.

Program will have to go several weeks before it's established whether the new format is right for Allen.

Commercials are much better than average. Frankens.

## Screen Guild Theater

Reviewed Sunday, 7:30-8 p.m. Style—Variety show. Sponsor—Gul Oil. Agency—Young & Rubicam. Station—WABC (CBS network).

Gul's half-hour show featuring Screen Actors' Guild stars opened its second season with a mildly interesting program built around Mickey Rooney, Judy Garland, Cary Grant, Ann Southern, Roger Pryor and Oscar Brindley's Band.

Miss Garland stole the show with her punchy attention-compelling singing of *Good Morning* and a tune from her new film, *Babes in Arms*, called *In God's Country*. Rooney did all right, but he has to be seen to enjoy completely. Miss Southern and Pryor, the same, had a few lines which they handled nicely enough. Grant handled his lines well and got a roar from the audience when he did a Donald Duck imitation. The studio audience apparently went for the program in a big way, but it must have been dazzled by the appearance of the movie stars rather than the show as a whole. Brindley led the band thru a fine rendition of *Bring Along the Witch Is Dead* and also provided good background for Miss Garland's singing.

Joe Hill is producing this season's series and writers include Howard J. Green, Jess Oppenheimer, Charles Taze-

## Additional Reviews

Additional program reviews will be found on Page 8 of this issue.

## Program Reviews

EDST Unless Otherwise Indicated

well, Sam Perrin, Arthur Stander and Arnold Isenberg. The script for this opening program was nothing to rave about.

Program originated from Earl Carroll's night club, Hollywood, and was announced by John Conte. Gulf plugs are not too drawn out. Talent budget of the show goes into the Motion Picture Relief Fund. Denis.

## "Quaker Party"

Reviewed Monday, 8-8:30 p.m. Style—Variety. Sponsor—Quaker Oats. Agency—Ruthrauff & Ryan. Station—WEAF (NBC-Red network).

With this program Tommy Riggs' Quaker Party goes over 29 additional stations on the Canadian net. Fortunately, the program was better than it has been in recent weeks, the script being smarter and the comedy aided by Charles (Kewpie) Kemper, recent addition to the show's regular line-up.

Riggs' chatter with his voice creation, Betty Lou, was punchy—having the benefit of a clear script. Then they had to do with Riggs' election to the school board and the disastrous effects of Betty Lou's sub rosa election campaign. Kemper, signed by the agency after a few guest spots, figured prominently in the dialogue as Riggs' campaign manager. Known for his nut manner of talking, Kemper displayed good timing and generally able delivery. Program also has Teddy Bergman for comedy, but Bergman this time was not spotted frequently in the script.

Guest artists were Teddy Hart, legit comic, and Doris Kerr, singer. Hart was not so good, his delivery being loud and bistering, but not funny. Miss Kerr, singing Carole King's *Summertime*, was just so-so. Voice has style and wonderful quality.

David Ross gave the plugs, one based on the economy angle—how cheap Quaker Oats are—and the other based on the "spark plug vitamin angle." Vitamin angle not as effective as the other.

Freddie Rich Band plays program okeh. Ackerman.

## "I Love a Mystery"

Reviewed Monday, 7:15-7:30 p.m. Style—Mystery. Sponsor—Standard Brands. Agency—J. Walter Thompson, Inc. Station—WEAF (NBC).

*I Love a Mystery* is supposed to have been a popular show when it was broadcast on the West Coast. Written by Carleton Morse, author of the highly successful *One Man's Family*, it is now being sponsored on a national book-up by Fleischmann's yeast. The opening stanza was a dreadfully dull session, crawling along like a lame snail; the second program reviewed on this sheet the initial show might have been under handicap, but not much better.

Program tells the story of three adventurers, supergorges or something or other on a supposedly scientific yacht cruise. They're an Englishman, a Texan and one plain American; other voyagers include the screwball owner of the yacht, his wife and several others. Intrinsic involving one of the voyagers and the owner's wife, and the murder of a steward by "snake bite" were the action developed so far. Yeast plugs as usual. Frankens.

## Robert Benchley

Reviewed Tuesday, 9-9:30 p.m. Style—Comedy and music. Sponsor—P. Lorillard Co. Agency—Lennen & Mitchell. Station—WJZ (NBC Blue network).

Robert Benchley, one of the funniest guys in print, is still just a fellow named Joe when it comes to radio. Well, money is money.

Benchley is back on the air for Old Gold cigs with Artie Shaw and his orchestra. He is doing what practically every run of the mill radio comic does, surrounding himself with some excellent stooges (Minerva Pious is the best and funniest of these), and apparently forgetting about trying to do a program that will reflect his own personality or style of comedy. He had as his guest star one Jimmie Durante, who did just about the same stuff he's been doing in radio for years and which makes the studio audi-

ence laugh. Period. Durante's tremendous vitality seems lost in radio.

Artie Shaw's music is good as ever, despite his release by the sponsor. Frankens.

## "Sherlock Holmes"

Reviewed Monday, 8-8:30 p.m. Style—Mystery. Sponsor—Grove Laboratories. Agency—Stack-Goble. Station—WJZ (NBC Blue network).

Grove's Bruno-Quinn was a winner in the venerable Conan Doyle series, aided not only by the *Sherlock Holmes* following but the cast headliners, Basil Rathbone and that superb actor, Nigel Bruce, as Holmes and Dr. Watson respectively. On the first program, the story was a little on the antique side, involving a supposed vampire, the excellent acting and production, in which the music was crackerjack, made for a tense and interesting drama.

Commercial olio is along far lines, but nothing annoying. Frankens.

## Joe Penner

Reviewed Thursday, 8:30-9 p.m. Style—Variety. Sponsor—Ward Baking Co. Agency—Sherman K. Ellis. Station—WJZ (NBC-Blue network).

According to opening-show indications, Penner's program will shape up as one of the better half-hour stanzas available on the radio. Penner is building the Blue network. Line-up has Penner doing most of the gagging with Russ Brown and Gay Seabrook, songs by Kenney Stevens and music by Jacques Renard's Orchestra. In addition, program is committed to a guest policy. First was Dick Merrill, aviator.

While program clicked as entertainment, the commercial copy seemed rather banal. Plugs stressed "Winners eat Ward's" and mentioned a flock of geese. Merrill's guest shot, too, wound up as a plug, the aviator admitting in a very straightforward, albeit silly, spiel that he

did eat Ward's and felt wonderful as a result.

Penner's material was good, comedy situation centering around his inheritance of a hotel which he tries to turn into a night club. Russ Brown, a fast-talking lawyer, cuts himself in and Renard is hired for the music. Comedy is hokey but well timed and fast. Susi-bella plays a Dumb Dora who wants to marry Penner. Renard straightens it in addition to his baton job. His music is good.

Show closed with what Penner called a "Rhythmquiz," a series of questions and answers delivered in rhyme with a melodic background. Fair stuff and all right as variation.

Jim Bannon announced. Ackerman.

## Gabriel Heatter

Reviewed Monday, 9-9:15 p.m. Style—Commentary. Sponsor—Modern Industrial Bank. Station—WOR (MBS network).

Returning after a summer layoff, Gabe Heatter came back to WOR in topnotch form. His comments on the European situation, concluding with some thoughts about the eventual peace that must come, were stirring and absorbing. He's still No. 1 commentator in this reviewer's book.

Commercials tell you how easy it is to borrow money from the sponsoring bank. Frankens.

## "Hollywood Playhouse"

Reviewed Wednesday, 8-8:30 p.m. Style—Dramatic. Sponsor—Woodbury Agency—Lennen & Mitchell. Station—WEAF (NBC-Red network).

First of the Woodbury series with Herbert Marshall was fair dramatic stuff, the producers making an evident effort to give the presentation as much straight legit atmosphere as possible. Play was A. A. Milne's *Michael and Mary*, and Marshall played the lead role he created in London. Guest artist, Madeleine Carroll, played the femme lead.

Production was boiled down plenty, although no narrator was used to fill in the gaps. Characterization under such circumstances is never as well drawn as it

New York

Oct. 11, 1939

I wish to extend my sincere thanks to the  
**J. B. WILLIAMS CO.** for a very pleasant and prosperous seventy-eight-week run over WEAF every Thursday nite for GLIDER SHAVING CREAM...

★ Final Program (GLIDER)

THURSDAY, OCTOBER 12, WEAF, 11-11:15 P.M.

★ New Program (CALSDENT)

THURSDAY, OCTOBER 19, WEAF, 11-11:15 P.M.

NO TIME LOST—NO TIME CHANGE

Still Follow BING CROSBY

ALSO APPEARING NIGHTLY AS FOLLOWS:

ST. GEORGE HOTEL, BROOKLYN, 5:30-7:30 P.M.

MANNY'S CHICKEN FARM, 52D ST., NEW YORK, 11 P.M.-4 A.M.

TALK TO ME!!! TALK TO ME!!!

**BOB HOWARD**

Exclusive Management

EDWARD RILEY, 1560 BROADWAY, N. Y. C.



might be, but the general development was satisfactory.

Marshall is enough of a pica name to hold the *Playhouse* well up in program ratings—even tho this reviewer finds Marshall's manner of speaking rather tedious. Miss Carroll, who as *Marshall's* assistant, knocked off a good-enough Mary.

Plugs were very matter-of-fact, stressing an offer of free samples.

Ackerman.

### 'Adventures of Ellery Queen'

Reviewed Sunday, 10-11 p.m. Style —Detective-mystery, Station—Sustaining on WABC (Columbia Broadcasting System).

*Ellery Queen* is one of those sustaining programs definitely better than a raft of commercials now keeping sponsors fairly happy. That the series deserves a sponsor can scarcely be doubted; but whether CBS can sell it as an hour program is something else again.

Sunday show, titled *The Lost Treasure*, was a solid mystery with the theme involving the murder and dramatization. The hour period leaves plenty of time for introduction of minor climaxes, sub-clues and general building of suspense. Whereas this is all very well and aids in presenting a good story, there is scarcely any doubt that much of the interest could be maintained if the program were aired to a half hour. Perhaps this would necessitate more narration to cover events more quickly, and program might therefore lose something of interest, but CBS would probably grab a sponsor in shorter order.

George Zachary produces the series, and if all of them measure up to *Lost Treasure* he is doing a very capable job. Like most detective-mystery series, the business has a good shot of hoke in it, but no more than is expected by the average armchair detective.

Program has four guests who try to arrive at a solution before Queen does. Sunday they were Tony Garg, Suzanne Gutierrez, Ruth Gerth and Dean Cornwell. They aired their views but contributed very little to the program's appeal.

Ackerman.

### "One of the Finest"

Reviewed Monday, 7:30-8 p.m. Style—Serial story. Sponsor—Gordon Baking Co. Agency—Young & Rubicam. Station—WJZ (NBC-Blue network).

New evening serial show, on the Blue for Silvercup Bread, is the old story of cops and robbers with the theme of putting college education into law enforcement. Program is a Monday and Thursday half-hour shot, competing against Silvercup's former show, *The Lone Ranger*, on the Monday stint.

Altho B pictures have given the impression that even cops learn to see the day when his son will step into his flat shoes, Sergeant Quinn, as told by the Silvercup thespians, is strongly against his college-educated son joining the force. Son, Tom, however, is dead set on pounding a beam and injecting his scientific training into subduing law-breakers.

While father and son are at a bank to get a job for Tom a holdup occurs and the brave father is mortally wounded. Before the old man croaks, tho, he gives his blessing to Tom, tells him to join the force and bring law and order to his fair city.

Program should have some plug for the listeners of the "light" program. The full of melodramatics and cliches, cast manages to put some feeling into the script and enacts it with competence. Principals include Carlton Young, Coleen Ward (a newcomer to the East who shows a great deal of promise), Josephine Hull, Allan Reed (nee Teddy Bergman), Joan Banks and Cliff Carpenter. Leighton Brill is the author and Bill Johnston is announcer.

Commercials, on the amount of milk in Silvercup bread, are funny and old-fashioned. Maybe Johnston did go to the plant and watch the amount of golden cream that's put into each loaf, but

there's little need to become so passionate over it.

Zott.

### Bob Becker

Reviewed Sunday, 3:45-4 p.m. Style —Dog talk. Agency—Henri Hurst & McDonald, Inc., Chicago. Station—WEAF (NBC-Red network).

Bob Becker, who for some years has been broadcasting tips on care and handling of dogs, got his new series off to a rather middled start. Reason was that the program builders were too anxious to impress upon listeners just exactly what the series would include. In order to point out that Becker's show would offer practical information relative to the care of dogs, questions were fired at him in rapid order. The questions were not answered but were merely intended to familiarize the listener with what he might expect in the future. The procedure didn't take much time but was very noisy, and the unpleasantness was capped by the queer noises of a so-called "talking dog," who was evidently calling for more Red Heart dog food.

Program finally straightened out, and a good dog-yarn dramatization was presented. Following programs will probably shape up as much better than the first, inasmuch as Becker will be able to devote more time to practical stuff. Becker also read one of his editorials on dogs.

Becker had his offer of a dog-identification booklet and a copy of obedience rules.

Ackerman.

### "WCKY Dedication"

Reviewed Sunday, 6-6:30 p.m. Style —Variety. Station—WABC (Columbia Broadcasting System).

This dedicatory program was by way of welcoming WCKY, Cincinnati, to the CBS fold. Station's power has been increased to 50,000 watts, bringing the total number of CBS 50,000-watters to 16.

New York portion of the dedication included presentation of artists from CBS *Gay Nineties Revue*, normally on the network at this period. In addition, bouquets celebrating the occasion were tossed by Lieut.-Gov. Keene Johnson, Kentucky; Col. C. O. Sherrill, city manager of Cincinnati; L. B. Wilson, president of WCKY. Best part of these addresses was their brevity, which made possible the appearance of considerable talent from the *Gay Nineties Revue*. These artists included Genevieve Rowe, Beatrice Kay, Barry Wood, soloists; Four Club Men quartet and Ray Block's Orchestra.

Standout was Beatrice Kay, who did a comedy number *Don't Go in the Lion's Cops*. Delivery of this hokey tear-jerker was aided by the Club Men. Barry Wood's performance was spotty. One of his tunes, *An Apple for the Teacher*, came across with some buoyancy, but the other, *I'll Remember*, lacked distinction. Genevieve Rowe's *One Night of Love* was fair.

Block's Orchestra played well, delivering best in an arrangement of *Begin the Beguine*.

Ackerman.

## Comment

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

*Pull Over, Neighbor*, still is one of the more popular Coast programs. Dished up to other audiences for a year or more, *Neighbor* has been on the air on the Robert M. Scholle, sales manager.

Ruth Carhart returns to the Schaefer Beer show for guest appearances October 12 and 19. . . . George P. Burtis has joined Fomenko-Haupt Co., Inc., and is in charge of radio. Was formerly with the Addison Vars Agency, Buffalo. . . . Compton has been appointed agency by the W. J. Ham, S. Seal Co., Camden, N. J., for Boscu's coffee and tea. . . . WOR's Dick Dorrance is back from

Time sales for WQXR, in quarter ended September 30, were 58.8 percent in advance of those for the same period last year, according to Robert M. Scholle, sales manager. . . . Ruth Carhart returns to the Schaefer Beer show for guest appearances October 12 and 19. . . . George P. Burtis has joined Fomenko-Haupt Co., Inc., and is in charge of radio. Was formerly with the Addison Vars Agency, Buffalo. . . . Compton has been appointed agency by the W. J. Ham, S. Seal Co., Camden, N. J., for Boscu's coffee and tea. . . . WOR's Dick Dorrance is back from

# Radio Talent

## New York

the Mike these days as a result of torn ligaments acquired in a riding accident. . . . Ray Collins delayed his trip to the Coast several days this week so that he could sub for Jack Rosenthal on "Your Family and Mine." Ray joins Orion Weller's picture company in Hollywood.

FRANK LUTHER, singer, does one of the finest jobs of announcing I have ever heard on the *Life and Love of Dr. JEAN PAUL KING* announces GABRIEL HEATTER on the new Kretzel show. This is JEAN's comeback to Broadway, after having been away on a cruise for a year. . . . JAY JUSTIN, *Quartz Attorney*, was originally sought for the role, but had to turn it down because of other radio commitments which conflicted. . . . AL GARRY and WILL GLICKMAN are now writing the STOOPNAGLE *Quartz Goodie* about an American soprano, HAS CHEKKOVA, American soprano, has just completed an English translation of the opera *Columbus*, by Eugene Zador, Hungarian composer.

First New York apartment house to be wired for television is on E. 83rd street. . . . Elspeth Eric has been arriving at "Joyce Jordan-Girl Intern" broadcasts these days in heavy theatrical make-up. The rest is not being that she's posing for stills on her forthcoming legitimate stage show, "Marpin for Error." . . . Lucille Wall emotes on crutches before

ED BYRON, producer of Mr. D. A. E. is celebrating his 12th year in broadcasting this week. Claims it reminds him he must get a new crystal for his radio. . . . ARLENE FRANCIS may get the lead in a Broadway play based on the life of Mata Hari. . . . ANN BARBINEL, a newcomer to radio, writes and directs two programs on the New York Broadcasting System which have been approved by the United Parents' Association. . . . HILDEGARDE HALLIDAY, of the WALTER O'KEEFE cast, got her job mainly because of a trick news she does on "Car Wash." . . . SAMMY RASKYN hasn't been picked up by some smart agency. Did you hear SAMMY read Keats' sonnet in Negro dialect on a recent *Without Music* show?

## Chicago

By HAROLD HUMPHREY

ROSS JORDAN, the WBBM baritone, will join JOE REICHMAN'S Band Thursday when the maestro leaves the Palmer House for the Baker Hotel, Dallas. . . . SPIRIT KEN CLINGTON is the latest addition to the Wrigley Gateway to Hollywood exodus from Chi to the Coast. He left Wednesday to become commercial announcer on the opus. . . . "Soldier" JOHNNY BURKE is held over a second National Barn Dance show Saturday, and according to reports he should become a permanent fixture. . . . BOB ELSON, the WGN sports-caster, had to rush to get an AFPA card in New York before he could take up his duties of airing the World Series games for Mutual. . . . DANA BASTIANI, the prairie-flower yodeler and graduate of *Sach's Amateur Hour* show, becomes a member of the KPFX staff at St. Joseph, Mo. . . . CAROLINE ELLIS, star of GM's *Caroline's Golden Store*, which resumes over WBBM Monday, is one of the few actresses to be billed under her own name in a program.

June Travis and Hal Totten, of NBC, hopped out to Fowler, Ind., Monday to select the Indiana Corn Festival Queen. . . . Singer Wayne Van Dyne has collaborated in the composition of a couple of new tunes, "Love's To Blame" and "A Picture of You." . . . Daily News columnist Howard Vincent O'Brien starts a new sustainer over the NBC Blue Wednesday, a dramatization of highlight events during the past quarter century, to be called "These Amazing Years." . . . Actor Bill Bouckey and wife have just returned from a Niagara Falls honeymoon, but December 2 they will celebrate their sixth wedding anniversary; seems that is the first chance they've had to get in the honeymoon. . . . Wesley Summerfield will replace Gunther Decker as soloist with the WGN Grenadiers. Gunther is leaving for a concert tour. . . . Max Weber, the WBBM host, has married Thursday to Anna Suokoni. Weber recently returned from a European jaunt.

## Advertisers and Agencies

By PAUL ACKERMAN

NEW YORK: NBC-Blue network's *Renfrew of the N-Mountain* has not yet attracted a sponsor, even tho its rating has jumped considerably. Opinion in NBC is divided as to whether to take it off or leave it, tho wherever others claim the show is inexpensive and has a good audience. Likely to remain. . . . Ted MacMurray, director of *Vic and Sade*, is recovering from an operation in a Chi hospital. . . . Auditions for Compton's show, *Apartment 13*, are going on now at the agency. . . . Kin Platt, Hollywood radio writer, in town. . . . Freddie Elch just waxed a series for Associated Music Publishers.

Time sales for WQXR, in quarter ended September 30, were 58.8 percent in advance of those for the same period last year, according to Robert M. Scholle, sales manager. . . . Ruth Carhart returns to the Schaefer Beer show for guest appearances October 12 and 19. . . . George P. Burtis has joined Fomenko-Haupt Co., Inc., and is in charge of radio. Was formerly with the Addison Vars Agency, Buffalo. . . . Compton has been appointed agency by the W. J. Ham, S. Seal Co., Camden, N. J., for Boscu's coffee and tea. . . . WOR's Dick Dorrance is back from

His vacation. . . . Bob Colwell, head of script department at J. Walter Thompson, vacationing on his Connecticut farm.

### CHICAGO:

RALSTON PURINA Co. didn't renew its *Inside Story* show on NBC, shot following Tuesday; death of new ideas (Buck) reported reason. . . . J. Oren (Buck) Weaver is back in his old chair at the WBBM news department, after a week in New York where he was scheduled to work under Paul White, CBS public affairs director. . . . H. W. Kestor, who received more than 200 queries mailed to WGN from listener-inners on the first *Mistico* broadcast. Claimed they had a "bingo" but couldn't get anything but a busy signal when they called in to report their good luck. . . . Dave Smith, formerly with the Dayton Broadcast Co. is now on the WBBM sales staff. . . . John P. Patt, vice-president and general manager of WGAB, Cleveland, issued a complaint this week against that part of the NAB code which restrains speakers of the Rev. Charles Coughlin. Patt is assistant to George A. Richards, who is also president of WGAB in Detroit, the key station of Coughlin's present net hook-up.

### Loewy Casts for L. & T.

NEW YORK, Oct. 7.—Sylvia Loewy, formerly with Ruthrauff & Ryan, has become casting director for the Lord & Thomas ad agency radio department.

**Murvelles**  
ESTABLISHED 1890  
PAPER CLIPPING BUREAU, Inc.  
World-Telegram Building,  
125 Barclay St., New York, N. Y.  
Bklyn. 7-5371



Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City

## 802 HITS TRAVELING ORKS

Canadian Ballroom  
First Name Season  
Finds Bobcats Best

CRYSTAL BEACH, Ont., Oct. 7.—Crystal Ballroom, Crystal Beach Park, operated during the summer by Crystal Beach Co., reports a 7 per cent increase in the hall's business over that of 1938. Harry Hall, general manager of the company, stated that leasing the hall to Harold Austin for the season has proved profitable. Under Austin's promotion changes in policy included most importantly the use of name bands.

Departing from the 10-year-old policy of having one American and one Canadian band of lesser renown on the stand, Crystal Ballroom for the first time in its history this season saw names pull in the customers as well as the dollars. The expenses were far higher than in any previous season, hall did well and made money for everybody concerned.

Topping the list of names was Bob Crosby. Not only was he the first big band to play the hall this summer but also copped honors for being the biggest drawing card financially and in attendance. Record crowd of 2,700 persons was on hand in June, and the gross totaled a splendid \$2,300. Second in still plenty time, was Glen Gray, drawing 2,200 persons to the tune of \$1,750. Gene Krupa came in a very close third. His draw of 1,900 patrons made for a box-office gross of \$1,550. Blue Baron proved to be a fair bet, 1,500 in attendance making for a total gross of \$1,400.

Art Shaw's stand on Labor Day, promoted by an outside group, did well in attendance with 2,500 dancers on tap. Unfortunately, however, due to arguments over a late start and a proposed pay cut, Shaw never finished the dance. Jimmy Dorsey and Joe Sanders were at the bottom of the box-office ladder. Hall lost money on both stands, but weather conditions were partly to blame.

Dancers were consistently the same for the one-nighter. 83 cents advance and \$1 at the door. Crystal Beach Co. officials said that since this year was a good one for them they will continue the name policy next season.

## Sheet-Music Leaders

(Week ending October 7)

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	Title	Artist
1	1. Over the Rainbow	1. This We
2	2. The Man With the Mandolin	2. This We
3	3. Beer Barrel Polka	3. This We
4	4. An Apple for the Teacher	4. This We
5	5. Blue Orchids	5. This We
6	6. Cinderella, Stay in My Arms	6. This We
7	7. Moon Love	7. This We
8	8. Sunrise Serenade	8. This We
9	9. In an 18th Century Drawing Room	9. This We
10	10. South of the Border	10. This We
11	11. A Man and His Dream	11. This We
12	12. Oh, You Crazy Moon	12. This We
13	13. Day in, Day Out	13. This We
14	14. Moonlight Serenade	14. This We
15	15. I Poured My Heart Into a Song	15. This We

Sanders Moves Up  
To Head Chi CRA

CHICAGO, Oct. 7.—Bob Sanders, one-night man for Consolidated Radio Artists here, was named manager of the office this week, succeeding Russ Lyons, who returned to the CRA headquarters in New York, where he was stationed before coming here early this year.

Sanders is the former Dallas office manager for CRA and was transferred here when that branch was closed. Bob Ehrhart, West Coast band man, is now occupying Sanders' one-night desk. In addition, Sanders is vice-president of Glaser-Consolidated, Inc., CRA's colored band division headed by Joe Glaser.

LYNN, Wis., Oct. 7.—Lynn dance pavilion here, owned by Arthur Grassman, was destroyed by fire last Sunday (24) with a loss estimated at about \$2,000. Only part of loss was covered by insurance.

## Songs With Most Radio Plugs

"Moonlight," "You" Make  
Big Jumps To Annex Lead

Songs listed are those receiving 10 or more network plugs (WJZ, WJAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, October 6. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	Net	Inde
1	1. Moonlight Serenade	Robbins	31	14	14
2	2. To You	Paramount	23	12	12
3	3. Over the Rainbow (F)	Felst	21	20	20
4	4. What's New?	Witmark	20	23	23
5	5. Day in, Day Out	Bregman, V. & C.	20	16	16
6	6. Moon Love	Famous	20	10	10
7	7. Man With the Mandolin	Santaly, J. & S.	18	13	13
8	8. South of the Border	Stapiro, Bernstein	18	11	11
9	9. Blue Orchids	Famous	18	11	11
10	10. Man and His Dream (F)	Santaly, J. & S.	17	14	14
11	11. My Prayer	Skidmore	17	12	12
12	12. An Apple for the Teacher (F)	Santaly, J. & S.	16	13	13
13	13. Are You Having Any Fun?	Robbins	16	12	12
14	14. Lamp Is Low	Miller	16	11	11
15	15. It's a Hundred to One	ABC	16	9	9
16	16. Baby Me	Chappell	15	9	9
17	17. Good Morning (F)	Chappell	15	9	9
18	18. Little Man Who Wasn't There	Remick	14	14	14
19	19. Melancholy Mood	Harms	14	11	11
20	20. In an 18th Century Drawing Room	Circle	14	10	10
21	21. Jumpin' Jive	Marks	13	15	15
22	22. Cinderella, Stay in My Arms	Stapiro, Bernstein	13	8	8
23	23. My Last Good-Bye	Berlin	13	13	13
24	24. For Tonight	Remick	12	12	12
25	25. El Rancho Grande	Marks	12	5	5
26	26. Vol Vistu Gaily Star	Green Bros.	12	5	5
27	27. Goodnight, My Beautiful (M)	Crawford	10	12	12
28	28. Ding, Dong, the Witch Is Dead (F)	Felst	10	7	7
29	29. Just Two Weeks in July	Berlin	10	7	7
30	30. Don't Put the Bee on Me	Roy	10	2	2

New York Local Orders Bands  
To Clean Out Out-of-Towners

First on carpet includes Jenney, Millinder, Hopkins, Lunceford, Wilson and Basie—no hanging around town for work—nix organizing traveling bands here

NEW YORK, Oct. 7.—In a determined effort to prevent out-of-town bands from coming here, making New York City their headquarters and competing with home bands for jobs, and in like manner to prevent local men from organizing traveling bands here and using out-of-town musicians in preference to localities, the musicians' union, Local 802, thru the offices of the American Federation of Musicians, will shortly mail an ultimatum to bands and bookers thruout the country that it will enforce to the strict letter of the law the Federation's rulings covering traveling bands. It is expected that other key locals thruout the country, harassed by the continual inroads of traveling bands in their territories, will follow suit with similar mailings.

PW Band, With Pops  
On Sidelines Sick,  
Hits Turnpike High

LINCOLN, Neb., Oct. 7.—Paul Whitman's \$2,000 go at the Turnpike Casino Sunday (1) broke the more-than-a-year-old record of Ted Fio-Rito (\$1,640) and placed a mark for other bands to shoot at for some time to come. He was priced at \$1.10, \$1.35 advance and \$1.95 per person at the door. Whitman, too sick to appear, never climbed on the band stand, which caused R. H. Pauley, the Turnpike manager, to crawl up to the mike and make the first apology of his 3½ years of operation for an imposed band leader. Failure of Whitman to show brought dozens of squawks from advance sale ticket holders, but the ticket window warned all door buyers that he would not appear, which averted any refund casualties of size.

Whitman was bought for \$1,250 for the date, 60 per cent placed with his office in advance. Pauley is attempting to get settlement of his contract with a dock.

STEPHEN SWEDISH set to play the auto show at the Milwaukee (Wis.) Auditorium, October 21 to 28.

Crosby Dance Fave, Gray Tops  
Show Draw at Det. State Fair

DETROIT, Oct. 7.—Comparative drawing power of four of the country's leading bands, running the gamut from swing to sweet in style, was put to test here at the Michigan State Fair, which ran from September 1 to 10. Day by day breakdown of attendance figures in the Coliseum, housing the bands, was prepared for *The Billboard* by fair officials and shows draw of each band for both show and dance. Shows were presented both afternoons and evenings.

Bands, all booked by Music Corp. of America, included Benny Goodman, Glen Gray, Wayne King (Tony Martin added for show) and Bob Crosby (Rochester added for show). Following are net ratings on each band based on gross attendance and the resulting averages:

Dates	Band	No.	Shows	Total	Ave.	No.	Dances	Total	Ave.
1-3	Benny Goodman	7	15,129	2,161	3	6,716	2,239		
4	Glen Gray	3	8,931	2,977	1	2,071	2,071		
5-7	Wayne King	5	11,411	2,282	3	4,786	1,595		
8-10	Bob Crosby	3	16,590	2,074	1	5,530	2,510		
Totals		23	52,061	2,264	10	21,103	2,110		

Glen Gray, while drawing 30 per cent over the others for the shows (playing a single day, Labor Day), stacked up third as a dance draw. Further, band had advantage of poor weather on the grounds for the matinee, drawing the holiday crowds to the indoor Coliseum. While Bob Crosby rated on bottom as a show draw, he topped the others for dancers, and on Saturday (9) pulled the

highest gate for a dance during the run of the fair, with 3,354 dancers on tap.

Low spot of the 10 days was the first matinee show played by Wayne King, only 498 people in a building with maximum capacity of almost 10,000. King also fared under all the others for dances.

Benny Goodman, rating second in drawing the dancers and third for the show crowds, was handicapped by higher admission prices, as was Gray. Cutting reserved seat prices after Labor Day considerably increased sales for that section.

Comparisons on band draws was based by fair officials on admission figures rather than box-office gross because of this price differential.

Biggest single day's attendance for one band was Sunday (3) when Goodens drew 12,375 for two matinees, one evening show and dance. On the same running schedule, Gray drew 11,002 the next day. Lowest day, on which there were no matinees, was Friday (1), when Goodman drew 3,468 for the evening show and dance. King, on Tuesday (5), (See CROSBY DANCE FAVE on page 35)



## No Bingo

NEW YORK, Oct. 7.—Altho Horace Heidt is an MCA band and his Pot of Gold airshow, wherein 1,000 smackers are shelled out each broadcast to a name picked at random from a telephone directory, is produced by Music Corp. of America, there isn't a Chinaman's chance of any of the MCA-ers bagging the "grand" jackpot. All they can do is bemoan the fact that office routine makes it necessary for them to have unlisted telephones at their homes.

## Gale Eyes Paleface Orks; Signs Murphy

NEW YORK, Oct. 7.—Heretofore restricting his managerial activities to Negro bands and attractions, Moe Gale, head of Gale, Inc., is giving white bands the once-over, aiming to take over promising paleface names under his personal management wing. First of the white bands taken over is Lyle (Spud) Murphy, who opened Thursday (5) for a 16-week ride with Coast-to-Coast airshots for the builder-upper at Blue Gardens Inn, Armonk, N. Y. Spot is only 23 miles from New York and plan is to make it a buy-one stand for bands out to Meadowbrook Country Club, Glen Island Casino and Murray's, all near the city line. New policy for the inn was paved by Irving Lazar, of Music Corp. of America, booking the spot. Gale, manager for the late Chick Webb, will carry on his Negro properties, which include Ella Fitzgerald, Benny Carter, Erskine Hawkins and The Ink Spots.

## Brooks Agenting Bureau in Richmond

RICHMOND, Va., Oct. 7.—William R. Allsbrook, formerly known when he directed a band of his own as "Billy Brooks," has now opened a band booking office here. Ork bureau will be known as American Amusement. Allsbrook has over a dozen bands under contract, among them being Bill Lorin and Fran Eichler, and is agenting dates for name bands barnstorming in Southern territory.

Movements of band bookers centering in these parts indicates many new avenues of employment will be paved for bands in this territory. American Amusement joins the scene in competition with the Holt Pumphrey Office, and before the month is over Music Corp. of America hopes to have its branch at Washington running on all four.

## HERBIE and his HOLMES ORCHESTRA

Opening Oct. 14 Brown Palace Hotel, DENVER, COLO.

Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Chicago.

## RAY HERBECK and his ROMANCE

SCHROEDER HOTEL, MILWAUKEE, WIS.

BRUNSWICK-VOCALION Records.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Chicago.

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

**Walter POWELL**  
and his ORCHESTRA  
Hold over indefinitely at SCHROEDER INN, George Jessel's Old New York  
Personal Direction ALMON SHAFER

## Orchestra Notes

By M. H. ORODENKER

## Growing Pains

NOW that JOE MARZALA has fully launched his full grown jive gang and RAYMOND SCOTT is ready to reveal his quintet peddled out with full-fashioned instrumental sections, another of the big-little swingers is preparing to enlarge the scope of the stand to accommodate a large band . . . while his jim jam jumpers are making 53d street's Hickory House habitues hop, LOUIS PRIMA has taken to the woodshed with a large band . . . Prima is assured the usual quota of MCA vitamins when he steps out with his big band . . . on the same street, the darkened MUNDY former Goodman-Krupa arranger, preening a 14-piece band of his own . . . for the relief rhythms, Onyx will have scater Leo WATSON and his 50,000 Watsonrhythm . . . B. L. FREDERICK, Frederick Bros. Music Corp. chief, adds a seven sound doll, Patricia Ruth, to the family household . . . William Morris grabs off a choice spot for DEL COURTNEY, who opens at the East Side's smart Ambassador Hotel in New York next Tuesday (17) . . . TEDDY POWELL continues to keep up fast company . . . coming out of the Famous Door, where he is making his metropolitan bow—but big, Teddy gets a ticket from New York's Paramount Theater, coming in the 25th for two weeks . . . Powell's moniker will get a sound doll, Patricia Ruth, in the marquee lights three weeks, Teddy sharing the billing with movie-land's DICK POWELL . . . however, it promises to be a happy holiday for all the Powells concerned, Teddy and Dick being old school chums and both playing at one time in the same band under Abe Lyman's stick.

## Chicago Chat

Town is still gushy on the gutbucket, but there'll be no swingers on the follow for TOMMY DORSEY at the Palmer House, where he opens this week . . . already signed to step in on the act are ORRIN TUCKER and EDDIE DUCHIN . . . DON ORLANDO, vet local combo, moves into the Colony Club next month, Lew Fiddler's fiddling bowing out . . . CARL SCHREIBER started his Powell moniker will get a sound doll, Patricia Ruth, in the marquee lights three weeks, Teddy sharing the billing with movie-land's DICK POWELL . . . however, it promises to be a happy holiday for all the Powells concerned, Teddy and Dick being old school chums and both playing at one time in the same band under Abe Lyman's stick.

## On an Eastern Wing

SILM GAILORD preems his floogies five on Wednesday (11) at Irwin Wolf's Rendezvous in Philadelphia . . . Kay Hansen-N. Williams office, pair of Manhattan's most potent publicists, are press agenting Silm's career . . . WILL BRADLEY, Willard Alexander's new swing hope, gets his hotel baptismal this week in Boston, rolling up the Roof session at Ritz-Carlton Hotel . . . Beantown's Southland Cafe gets GRAY GORDON'S toes next Friday (20) with CHARLIE BARNET taking over for two weeks November 4 . . . LEN GRAY, in his fifth month, continues indef at the Firsede, South Westport, Mass., for JERRY DOODWIN, who's Key Ansted for the songs, playing the New England ballroom stands, booking out of the Slater Orchestra Service at Worcester, Mass. . . New Kenmore Hotel, Albany, N. Y., figures on JOHNNY LONG to follow Bubba Becker within the next fortnight, singing the account to MCA's books . . . EDDY ROGERS gets back at Beivedere Hotel, Baltimore, this week.

## Broadway Bandstand

BOB CROSBY sticks to these parts for the remainder of the year instead of returning to Blackhawk's Chicago . . . Bob's are set to follow BENNY GOODMAN into Waldorf-Astoria Hotel in January, with Goodman jumping to the West Coast to make good his return commitment at Victor Hugo's, Beverly Hills, Calif. . . . CORYN W. CATAPALVA continues indef at the Blackhawk, with Crosby making good his return next spring . . . Davis, who had been fronting Vido Musso's Band, reverted to the Mickey Mouse music, with Musso and some of the boys in the band following and heading here . . . GEORGE OLSEN comes from the West Coast into

Biltmore Hotel to follow Horace Heidt, who moves to the West Coast . . . gnashing of teeth heard along booking alley among the one-night boys is the coup scored by MCA's HARRY MOSS in clinching three choice Virginia colleges and has two other in North Carolina hot on the fire . . . Arcadia Ballroom celebrates its 15th annl on Tuesday (10) with GLEN GRAY making the night's music . . . General Music Corp. cut in on MCA at the Roseland Ballroom account further down the street, JOE VENUTTI first in this week.

## On a Western Wing

PHIL LEVANT plays the Midwest Statler hotels following his run at Hotel Schroeder, Milwaukee, ending mid-November . . . with JOE REICHMAN taking over at Hotel Peabody, Memphis, AL KAVELIN comes to Dayton to follow BOB CHESTER into Hotel Van Cleve . . . in the same Ohio town, Frederick Bros. Music Corp. has REE NICHOLS opening a monther this week at the Dayton Biltmore Hotel, with four weekly CBS airshots for his music . . . before Levant takes over at the Schroeder, FBMO has JACK DENNY taking in three weeks starting Tuesday (10) . . . HOOPIE MOORE takes to the Far West one nighters with Casper, Wyo., the hub . . . RAY PEARL located at Trianon Ballroom, Cleveland . . . Grande Ballroom, Detroit, gets CECIL GOLLY on Friday (13) for four weeks.

## Notes Off the Cuff

CLYDE McCOY stays an extra fortnight at Beverly Hills Country Club, Newport, Ky., closing the 26th to fill a theater date at the Colonial, Dayton, O., and then jumps to St. Louis to start a two-weeker November 3 at Coronado Hotel . . . DON GORDONI is the name of Phil Levant's new vocalist, erroneously listed as Tony Gordon in an earlier pillar . . . STEVE LEONARD closes at Melody Mill Ballroom, Riverdale, Ill., November 18, making it a full complement of six months at the spot, and then takes to touring, route being arranged by Kenneway Corp. of Chicago . . . FREDERICK BROS.' MUSIC CORP. has HERBIE HOLMES opening an indef stretch Saturday (14) at Brown Palace Hotel, Denver, and CARL LORCH taking over next Tuesday (17) for an indefinite sentence at Paxton Hotel, Omaha . . . MEYER DAVIS gets DICK WHARTON at Bellevue-Stratford Hotel, Philadelphia; WALTER MILLER at Cavalier Hotel, Virginia Beach, Va., and a unit fronted by SASHA LUCAS at The Troika, Washington . . . BEN CUTLER, returning next week to Rainbow Room, New York, added BETTY RANDALL, socialite, for the singing . . . TED PIO RITO takes in Loew's State Theater, New York, for the October 19 week . . . BUS WIDMER takes in a 10-weeker at Riverside Park, Phoenix, Ariz., making his third 10-weeker at this ballroom stand in the past 18 months . . . December first brings DICK JERGEN to Chase Hotel, St. Louis . . . and so we send our cuffs to the cleaners.

## Saved by a Stork

PHILADELPHIA, Oct. 7.—The Ken Martin house band at KYW is already reporting late for rehearsals. They explain that they are practicing pacing up and down corridors in preparation of the blessed events shortly expected by four members of the crew. Chick Jansen, trombone; Maurice Evans, trumpet; Johnny Warrington, sax, and Joe Sokolowsky, cobbist, are the prospective papple.

## Cafeteria-Dansant New B'way Wrinkle

NEW YORK, Oct. 7.—An ambitious band policy is planned for the Fiesta, new cafeteria-and-dance spot now under construction for opening around November 1 as a "danceteria," combination cafeteria-ballroom-nitery. Place is located in heart of Times Square sector and will occupy two floors when complete, one for food service and the other, summer or winter garden, depending upon the season.

Plans call for a "name band" playing simultaneously on each floor, with orks to be changed weekly. Thus far no bands have been signed and negotiations have not been started with any booking offices.

About \$200,000 is being invested in the spot by the Midtown Broadway Corp., of which Richard M. Decker is general manager. Steve Rogers and Joe Rickman will serve as managers of the place, which will be open daily from 5 p.m. to 3 a.m., Saturdays from 11 a.m. Sixty cents will entitle a patron to a complete dinner, cafeteria style, and an evening of dancing to either band. Small Cuban combo will be added for relief rhythms. Despite the high overhead of three concurrent orks, management feels that offering the lower income class name bands, dancing and food in night club atmosphere but at cafeteria prices presages a large nightly attendance that will make more than a small profit.

## GAC Gets Chi Chez Paree With Breeze

CHICAGO, Oct. 7.—Lou Breeze and band have been set to take up the stand at the Chez Paree around December 8, when Abe Lyman closes.

Altho Breeze has been a prime force at this spot several times in the past, it marks the first time that the General Amusement Corp. has booked an act into the spot. Breeze joined GAC in July.

Club has been on the William Morris books for a long time and marks the second first for GAC here, having grabbed off Edgewater Beach Hotel last month.

## F. Leary Leaves Clinton

NEW YORK, Oct. 7.—Ford Leary, featured vocalist and trombonist with Larry Clinton, leaves the band the end of the month with intentions to start a band of his own. Makes the unimpeachable in a long string of starred instrumentalists breaking out of bands within the past six months for a fronting career of their own. Leary leaves with the good graces and blessings of Clinton, who carries no managerial ties on his outgoing feature.

25th Anniversary  
MISSOURI WALTZ  
(HUSH-A-BYE MA BABY)

A song that's held the spotlight for 25 years. Why not pay tribute to the memory of a great writer and a great song?

Include it in your programs during the next several weeks.

FORSTER MUSIC PUBLISHER INC.  
CHICAGO



# Music Items

## Songs and Such

**You Can't Escape From Me** comes to you from the pens of Erskine Hawkins, Samuel Lowe and Charles Pench. Jerry Vogel has **Oceanic Roll**, by Lucien Danni and Roger Lewis.

**Surtugal** is a late addition to the E. Y. Tarburg-Harold Arlen score for the Marx brothers' new flicker. Paramount Music has still another Teichowitsky adaptation, this time from the master's **Melodie**, titled **Here Comes the Night**, words by Frank Loesser.

Jack Lawrence penned a new lyric and Harry James a new arrangement for **My Girl**. **My Girl**, Paramount Music releasing. Johnny Mercer's latest tunes are **Blaze** and **Make With the Kisses and I Thought About You**, all for the newly formed Mercer-Morris firm, which bought out the Joe Morris catalog this week.

Joe Davis announces that the following songs will comprise part of the catalog of his new firm, **Georgia Music Corp.**: "It's You Who Taught It To Me," "Georgia Moonlight," "Peach Tree Street," "Georgia," "All Abroad for Georgia," "Home Bound" and "The Moon Looks So Tonight." Georgia Music was a subid of Joe Davis, Inc.

## Publishers and People

Harry Link signed Alec Templeton as a talent composer. The blind pianist's first to be published is Mendelssohn's **Mosce** in D minor.

Bert Hankon, old-time songwriter, is in the cast of Paramount's **The Farmer's Daughter** pic. Arthur Murray devised a new conga step for Xavier Cugat's **Onco-Three-Kick**, Larry Spier publishing. Walter Donaldson has a tune for Ginny Simms to warble in Kay Kyser's **That's Right, You're Wrong** film, titled **I'm Fit to Be Tied**. D. R.

CHICAGO, Oct. 7.—Stan Zucker, former CRA manager here, has opened his own hand agency in New York and will have several names under personal management. Associated with him are his brother, Ben; Morrey Davidson, formerly of Cleveland's CRA office, and Gene Carey, formerly with MCA.

## Solid Thanksgiving

COLUMBUS, O., Oct. 7.—Roger Bruce, maestro at Club Gloria here, is carrying out the spirit of Thanksgiving to the letter this year. He has bought 17 turkeys that he intends sending to all the managers of spots he has played during the year, along with his band's wishes for a pleasant Thanksgiving.

## Name Orks Not Too Terrific in Teeing New Tulsa Season

TULSA, Okla., Oct. 7.—New season brought a stream of traveling bands for the starter, town playing host to five in six days. Clyde Lucas, first in, opened Calvin McKee's refurbished Century Room last Friday (29). Capacity of room is 1,150, with 900 seats around the dance floor. Clyde, however, pulled lightly, only 490 paying the 90-cent gate fee for a \$441 door gate. Room is an MCA exclusive. Same night, Pinky Tomlin fared better at the Casa Del, playing to a full house that will accommodate about 700. Admish \$1 in advance and \$1.25 at the door gave Ralph Britt a profit in the take of about \$900.

Following night (30) Anson Weeks gave Century Room a better showing. Filled 721 persons at the 90-cent tariff for an okch \$648.90. Only competition in town against Weeks was Ban Wilde, playing a private party at Southern Hills Country Club. Jan Garber, starting the season on Tuesday (3) at English Village, made money for the house. Priced at \$1 in advance and \$1.25 at the door, Garber pulled a good house, altho manager Johnny Mullins would release no authentic box-office figure.

Lloyd Snyder, starting a two-weeker Wednesday (4) at Century Room, started off nicely with 256 dancers turning out, considered unusual in view of the light draw by the bigger names preceding him. Eddie Dunesmoore, with a floor show augmenting, is at Casa Del for the week.

## Ritz H., Philly, On Unfair List

PHILADELPHIA, Oct. 7.—The battle between the local musicians' union and wired music, long confined to verbal biases, started in earnest when the union put Ritz-Carlton Hotel on the local unfair list and sent a request to the national body for similar action.

Ritz was placed in the prescribed category for its refusal to remove the wire installed by Muse-Art Co. After several weeks of negotiation between Rex Ricard, union sec, and hotel management, hotel insisted on retaining the music box instead of hiring a band and was subsequently closed to music by the union.

Union charges that the installation of a Muse-Art wire violates the contract consummated between the union and Muse-Art stipulating that no speakers shall be planted in spots which previously used a band, union being able to negotiate such contracts because of the regulation of utilities by the city. Before any firm can get an okch for the use of telephone wires a special ordinance must be passed by city council. Advice of the union is adhered to in all cases.

## J. Jenney Complains To 802 About Heidt

NEW YORK, Oct. 7.—Jack Jenney filed a complaint of unfair dealing against Horace Heidt with Local 802, AFM, yesterday (6), basing his action on alleged release of a story to the effect that Jenney was giving up his band to join Heidt's organization. Jenney, ex-studio trombonist, is one of the newer maestri presently undergoing a build-up by Music Corp. of America. Story in question allegedly pointed out that Bob Knight, Frankie Carle and Bobby Hackett had joined Heidt's ork after disbanding their own organizations.

Art Thornton, Heidt's manager, denied releasing such a story, and up to press time Jenney's complaint could not be checked with Max Arons, 802 Trial Board chairman, who was home ill and knew nothing about it.

## Teeth for Two

NEW YORK, Oct. 7.—It could only happen in this business. Teddy Powell was asked by Russ Morgan to air his (Morgan's) theme song on one of his programs from the Famous Door here. Teddy sent a note back to Russ informing him that if he sent his upper and lower molars he'd play the tune. Powell had better make good now because a few days later he received a letter with two teeth.

## Lopez Cleans Up as A Busy Barnstormer

CHICAGO, Oct. 7.—Vincent Lopez played 29 one-nighters during the month of September, and during last two days of month shattered records, according to reports at the local William Morris Agency.

At the ballroom in East Grand Forks, Minn., on the 29th he played for a \$750 guarantee and collected an additional \$150 on his percentage split. Following night he collected a \$1,000 guarantee and \$389.50 additional on his percentage for the \$2,250 gross at the Auditorium in Winnipeg, Can. Over 3,000 customers showed up that night.

## Kenney's \$880 a Can. Kick

REGINA, Sask., Oct. 7.—Mart Kenney and his Western Gentlemen at Trianon Ballroom Wednesday (27), under auspices of the Regina Kinsmen Club, drew 800 dancers at \$2.20 per pair, no stags. Weather was plenty cool, with snow falling for first time this season, but \$880 take kept the box office plenty heated.

VOLMER DAHLSTRAND, Milwaukee, was re-elected proxy of the Wisconsin Musicians' Association at the 23th annual convention of the organization held last week in Watertown, Wis. Other officers named are Earl Sorenson, Racine, vice-president; E. J. (Doc) Sartell, Jerseyville, secretary, and A. F. Vanderberg, Green Bay, treasurer.

# TED WEEMS IS COMING!

- WITH A GREAT SHOW!

PHILA. NOV. 3RD

EARLE

TED WEEMS & ORCH

HARTFORD OCT. 27TH

STATE

TED WEEMS & ORCH

PITTSBURGH OCT. 20TH

STANLEY

TED WEEMS & ORCH

NEW YORK OCT. 6TH (TWO WKS)

STRAND

TED WEEMS & ORCH

BACK ONCE AGAIN TO PLAY BEFORE THE THOUSANDS OF THEATRE AUDIENCES WHO HAVE SO GENEROUSLY RECEIVED US IN THE PAST.

FEATURING PERRY COMO MARVEL MAXWELL ELMO TANNER "RED" INGLE ORM DOWNES

MANAGEMENT OF AMERICA

MUSIC CORPORATION OF AMERICA









## Music in the Air

By DANIEL RICHMAN

## Pop Stuff?

THE phrase "pop stuff" is conspicuously thrown around to denote that type of tune that is regarded as "popular" by the general public. But with these pop tunes filling the air half hour after half hour every night of the week one wonders just how "popular" these numbers are with the public when the same owners' songs are rammed down its throat week after week, including not enough good ones.

The point that is being made is simply that bands lucky enough to get a wire ought to take no chances of sickening listeners with the same old stuff despite that "pop" designation. It's acknowledged that there is a certain demand for the current hits of the day on dance remotes (and not only by song pluggers), but the smart one is the one that leaves them with little heard or unknown numbers that make the band stand out from its competitors on surrounding networks and that make it stick in people's minds as a delineator of something a little different.

## Examples

TWO classic examples of the radio monopoly of clinging solely to established current tunes were the remotes turned in by TOMMY TUGGER (Murray's, Tuckhoe, N. Y., WOR) and EMIL COLEMAN (Mark Hopkins Hotel, San Francisco, WOR). In each case only one out of a whole half hour got off the beaten track that's currently lined with the Moon Loves, the Over the Rainbow, the White Sails and the Comes Loves. If leaders would only realize it, the smart one to go to a good job of cutting their own throats with the hackneyed reiteration of these too often stated themes.

In Tucker's case something called Willie, Willie, Willie was the only relief from a barrage of eight out of nine standard tunes. Stuck with it thru both fairs (1933-34) and was so used to it he stayed in the band his.

His talent includes the Embassy Boys (The Ragan, trumpet, Les Penner, sax; Ray Thorne, trombone, Les Penner, Duke Durbin and Moid (Ragan, Penner, Duke Durbin and Lorraine), and Lorraine (Mrs. Raeburn), solos. Drum hammer is Claude (Hey-Hey) Humphrey, who is handy at it.

Band occasionally shows ability to smooth out if called for, but mostly cut out for spots demanding atomp rhythm.

## 802 HITS

(Continued from page 9)  
and complete for and fill local engagements with same.

Not only does the ruling hit bands being formed here now but also those already established. Situation, according to Max Arons, chairman of 802's Trial Board, has become so acute that these bands are being necessary to insure local members getting the word coming to them. Jenney, Wilson, Hopkins and Millinder are hit, among others who will find themselves in the same circumstances, because they are local bands. Arons formed traveling bands in the local jurisdiction and use some out-of-town musicians.

All such leaders will be forced to weed out the out-of-towners and use 802 boys if they hope to compete for local jobs. And those just starting bands will have to forget about the stars out in the sticks and depend entirely on 802 cardholders. Any attempt by a local member to go into a near-by jurisdiction to organize a band and then to come back to New York will be regarded as subterfuge and a violation of the law.

Union claims, however, that these rulings will not affect the "legitimate" traveling bands, such as Benny Goodman, Artie Shaw and the like. Rather than those who consider themselves traveling bands and who are being canned down in hope that the booking office may be able to grab off a local location for them. Most of the bands affected are those that organized here with out-of-towners, broke the band in here and are playing on a charge. If they are there until the booking office can make another local connection for them.

As for Basie and Lunceford, it was pointed out that, although they are not 802 boys, they have residence and headquarters in Chicago. And, according to the strict letter of the law, they cannot compete for engagements in this territory as long as they make their headquarters here. While Basie would be able to work here if he moved his headquarters to Chicago, for example, Arons pointed out that such a move would close the Chicago territory to him.

Arons further pointed out that strict enforcement of the AFM ruling would not necessarily kill the initiative of mu-

## The Reviewing Stand

## Jimmy McPartland

(Reviewed at Off Beat Club, Chicago)

THIS eight-piece swing combo has gone a long way since organizing just a year ago. Fronted by a personable, horn-blowing youth (McPartland), it dukes out the hot spots with snap and rhythm. McPartland is a vet trumpeter around Chicago, formerly with Richard Himberg. His boys take active parts in this venture, each giving out in top fashion in solo rides.

Particularly noticeable is the fine organization and bounce evidenced in each offering. While going overboard on the swingeroos, they also bring in the slow ones for contrast and, at the same time, relief. As it stands, it caters to jitterbug trade.

Instrumentation includes three rhythm, three sax and two brass, the latter section enlisting the services of a mellophone. Boys have a number of dandy arrangements constructed by Floyd Bean, pianist.

Honigberg.

## Boyd Raeburn

(Reviewed at Turnpike Casino, Lincoln, Neb.)

SWINGER, with four brass and four sax hitched to a three-man rhythm section, Raeburn's crew churns up rostrum-stopping music. Repertoire features rhythm jams, some six-instrument Dixie-land and many novelties.

Raeburn came onto the music scene six years ago in Chicago, yanked from University of Chicago and given a year's contract at a single spot during the Century of Progress. Stuck with it thru both fairs (1933-34) and was so used to it he stayed in the band his.

His talent includes the Embassy Boys (The Ragan, trumpet, Les Penner, sax; Ray Thorne, trombone, Les Penner, Duke Durbin and Moid (Ragan, Penner, Duke Durbin and Lorraine), and Lorraine (Mrs. Raeburn), solos. Drum hammer is Claude (Hey-Hey) Humphrey, who is handy at it.

Band occasionally shows ability to smooth out if called for, but mostly cut out for spots demanding atomp rhythm.

Oldfield.

## Milton Clayman

(Reviewed at Chi-Am Chateau, Westfield, N. J.)

PATTERNED along supper club salon style, Clayman manages to get a bit more lift, adding a strong selling point for dancers. Make-up in three fiddles, three sax, three rhythm and a trumpet. Maestro and Ruby Lynn handle vocals. Harold Olickstein rates mention for his piano work.

Disappanion is strictly on the smooth side in new gets sticky. Sax section is particularly strong with lead-man, Ed Wagner, getting a good share of the credit. Clayman makes a good front and knows how to handle the dancers.

Kern.

## Jay Mills

(Reviewed at Beverly Hills Country Club, Newport, Ky.)

ORGANIZED in New York three years ago, this is the same combo that carved itself an enviable niche in the radio ladder with its Pitch Bandwagon programs and held sway for 14 weeks at the Hotel Lowry, St. Paul, the past summer.

Dubbing its product "Music in the Mills Mood," the aggregation gives a heavy lift on the sweet side, although giving out occasionally with a mild form of swing with the aim to please all comers. One of the band's outstanding virtues is its ability to mix the pops with the classics, thus giving it an edge on most of its contemporaries.

Employing four saxen, two fiddles, two trumpets, trombone and three rhythm sections in other cities who harbor yens to work in New York with the big bands. The individual musician may come here under regular transfer regulations, which provide that he must stay here continuously for three months before he can accept engagements.

Band bookers will be notified to adjust the business relationship with the bands so as to keep within the rulings. Union feels that bookers will not be guilty of infractions, but observes that if such is ever the case the booker will be breaching his AFM license.

pieces, the Mills men beat out a smooth and danceable tempo that is best suited for a class hotel room or the better clubs. Band lads do a raft of doubling, the various switch combos including a sweet string sextet that proves a valuable asset to the classical offerings. In addition, Walter Libera doubles with a corking brand of piano work of concert quality. The band lads combine for some solid glee club work.

Dick Bauer and Joe Parker do a good job at the arranging, while Vianne Layne and Tommy Port, the band's vocalists, register nicely in appearance and voice. The Mills combo radiates class and impresses with its clean-cut appearance. Jay Mills, a five-letter man (singer, dancer, fiddler, pianist and emcee), fronts the ork in a big fashion although he appears too serious at times. Sachs.

## Benny Goodman

(Reviewed at Empire Room, Waldorf-Astoria Hotel, New York)

WITHOUT resorting to the superlative adjectives, the maestro never having fallen abnormally last night, did not go idle boasting on his part in claiming that he would return to New York with the best band of his career—or bust.

There's no bending over backwards for the cat suit, band is hitting on all fours with a brand of rhythmism that makes for maximum audience appeal. And when they do hit out on a stomperoo there's as much fire and kick as ever before to send the hoppers out of this world into the seven heavens beyond. With Fletcher Henderson, who holds down the piano stool, providing the toot-tinkling arrangements, and Ed Sauter giving the songs a smoother setting, there's enough musical meat in every orchestral performance to satiate sitters and steppers alike.

Musically, Goodman's band bettered the par to these calloused ears. And for the first time there has been a personality equation added to the band stand. Goodman has developed a sense of showmanship that shoots his rating to even a higher peak. It's a greater Goodman opening throngs halled and the master rightly justified that acclaim.

Oro.

## Ken Baker

(Reviewed at Pasadena Civic Auditorium, Pasadena, Calif.)

AFTER fronting several combos in this sector Baker has found an outfit at last that can dish out good danceable stuff. Sticking moody to sweet swing, he leaves the listener with a note and then on some ripe stompers in a creditable way. With Baker doubling on sax, band features a lot of five-reed stuff in Glenn Miller style. Four rhythm, five brass round out the stand.

Wailing in hand with Jack Lake, a good tenor with real delivery and enough individuality to make his numbers stand out. Marcia Cheri, a new addition, has looks and knows how to put her songs over.

Oscar.

## Lain Freres Unite To Form Ork Office

NEW YORK, Oct. 7. — Howard and Lester Lanin, who individually have been servicing the society set and swank resorts throughout the country, have merged interests in the newly formed Howard and Lester Freres Orchestra Management, Inc. Set-up brings under one management an initial line-up of 30 orks now playing society spots.

Supplementing orchestra offerings is a new talent department, with Eleanor Martinez in charge. To look a variety of entertainment attractions. Sales reps are Mark Towers, Victor Mitchell, Joe Stearns and Hilbert Serbin. P. K. Thomajan will handle publicity.

Plans call for a Hollywood branch to be opened late in October with another brother, Sam C. Lanin, in charge. Consolidation does not include a fourth Lanin, brother Joe.

## Raymond at Hotel Astor

NEW YORK, Oct. 7. — Dick Raymond opened offices this week at Hotel Astor, centering his social club and party bookings at the hostelry. May Sherman is manager of the office.

## Review of Records

DECCA dishes out a tasty morsel—in fact, it's quite a full-course meal—in pocketing the more desirable music of Victor Herbert and Irving Berlin in attractive albums. It's music of both masters that any needler would want for keeps. Bing Crosby, Rudy Vallee, Florence George and Frances Langford, singing angularly, with Victor Young's Ork and Max Terr's Choristers providing an understanding musical setting, combine efforts for some Herbert immortals as When You're Asleep, Kiss Me Again, A Kiss in the Dark and Pan Americans among the 10 sides. A companion piece, an album in salon music style played by Harry Horlick, includes such delectables as Hebonera, Suite of Kerenaders and Miss Dolly Dollars among its 10 sides.

## Pops Is Tops

FOR the Berlin songs, Decca has given the assignment, calling for two albums of 10 sides to each, so Paul Whiteman. And Pops acquires himself admirably. Without resorting to symphonic treatment to smear the melodies, Whiteman makes modern music that's highly acceptable to those who would just as soon be the one who might cast to roll up the parlor rug. The melodic intent of Berlin's songs are ever inviolate, and the Whiteman interpretation makes them all sound as fresh as if Berlin had just scratched the notes on manuscript paper.

Nor does Whiteman permit stagnation ever to set in for a single bar, in most instances adding a tonal coloration to the simple songs that makes them live all over again. For the first set, including Say It With Music, All Alone, Easter Parade and Say It Isn't So among others, Joan Edwards and Clarke Dennis share the song selling, individually and in duo formation, with Miss Edwards grabbing the honors vocally. For a change of pace, *Crimoine Days* and *Tell Me Little Gypsy* are handled by Whiteman's Woodwinds, one of the many ensembles within the entire organization.

For the second set, the sides gladden with the lush Whiteman instrumental wings, each adding a distinctive note. The full complement of the orchestra, with the Four Modernaires highlighting vocally, carry the first leaf with the Swing Wing, Bouncing Brass, Sax, Sock-in-the-Face and the RCA-cas on tette and Bouncing Strings on the other sides. Here again tune selection leaves nothing to be desired with such formerovers as *Blue Skies*, *Alexander's Ragtime Band* and *A Pretty Girl Is Like a Melody*.

Oro.

## Garber Signs For US Wax; Grosses \$1,981 in Mobile

MOBILE, Ala., Oct. 7.—Jan Garber filed an engagement last Thursday (28) at Fort Whiting Auditorium. Event was sponsored by the Alabama National Guard units located here. A crowd of 1,275 persons greeted Garber, the gross a good \$1,981.

Garber told *The Billboard* here that on October 15 he would cease his recording activities for the Vocalion label and that he closed a new deal to record for United States Record Corp., Eli Oberstein's waxworks.

## Clinton-11C Rich for Ritz

BRIDGEPORT, Conn., Oct. 7.—Attendance figures last Sunday (1) at Ritz Ballroom here perked up considerably when Larry Clinton, prime face in these parts, drew 1,900 dancers. Admission was set at 75 cents, a low new price for Clinton at this spot, duca for his engagements usually being the \$3 or \$5 cents. Evening's gross totaled \$1,125, making everybody fairly happy. Cecil Golly is next in.

## CAN USE

SECOND TRUMPET MAN WHO DOUBLES ON GUITAR AND VIOLIN

## Freddie 'Schnickel' Fisher

Care The Billboard, Cincinnati, O.

## PHOTO REPRODUCTIONS

IN ALL SIZES  
100 KTI, 25-75—50 for \$3.25.  
50 KTI, 25-75—25 for \$3.25.  
MOSS PHOTO SERVICE  
155 W. 46th St., New York City.  
References: RCA, ORA, William Morris, RCA Victor, Etc.



# Equity Finally OOs Agents As Result of Hyped Commish

Examination of percenters, reported for weeks, gets under way after exposure of Morris-Shurr 15 per cent—co-operation of other Four A unions is suggested

NEW YORK, Oct. 7.—As a result of a specific violation of its agency rules, Actors' Equity Association is reopening the agency issue, having appointed a committee this week to investigate the present set-up, and having asked the fellow unions in the Associated Actors and Artists of America to appoint their own committees for purposes of co-operating with the Equity committee in setting up a standard plan whereby policing would be co-operative. The Equity requires members to file a triplicate copy of contracts with the union, and requires agents to make quarterly reports of all business. Union has found constant violation of this rule, particularly those which limit commission to 5 per cent. Made public was the case of George Tapps, dancer, who, during the run of *I'd Rather Be Right*, paid 5 per cent to the William Morris agency and 10 per cent to Louis Shurr. The agencies hold that the commissions were legitimate, the council ordered the Morris office to return to Equity fees received from Tapps, and the Shurr agency to return the 5 per cent. The \$1,400 will be turned over to Equity's emergency fund, the union indicated.

Paul Dullzell, executive secretary of Equity, said the committee would ultimately have to decide whether the suggestion that Equity set up its own employment bureau, which would theoretically be a solution, would be a greater or lesser evil than the agency. It is likely, he opined, that committee recommendations would not favor increased commissions, but rather would seek greater restrictions on members who, he holds, are frequently more to blame for violations than are the agents themselves. Philip Loeb has been named chairman of the committee.

Since American Federation of Radio Artists and American Guild of Variety Artists are in the throes of licensing negotiations with artist bureaus, bookers and agents, and since Screen Actors' Guild has not yet been able to settle its licensing problem, and since the deal between American Guild of Musical Artists and the radio artist bureaus is being held in abeyance awaiting the outcome of the SAG pact, Equity wrote to the Four A's asking union heads to appoint committees to work with Equity's so that a co-operative plan might be devised now, while all were in the formative stage, rather than waiting until each had set up its own and then hoping for an interchangeability or reciprocal pact to be drawn up. It has been tried for years on the dues subject.

Dullzell pointed out, too, that a problem facing the committee was the practice of exclusive agent rights in production offices. Thru this means, agents collect commissions from actors who are employed directly by producers.

## Review Percentages

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

### "Straw Hat Revue"—56%

YES: Atkinson (Times), Mantle (News).  
NO: Brown (Post).  
NO OPINION: Anderson (Journal-American), Lockridge (Sun), Coleman (Mirror), (World-Telegram), Watts (Herald-Tribune).

### "They Knew What They Wanted"—38%

YES: Lockridge (Sun).  
NO: Watts (Herald-Tribune), Brown (Post), Anderson (Journal-American).  
NO OPINION: Atkinson (Times), Whipple (World-Telegram), Coleman (Mirror), Mantle (News).

on the dailies in estimating favorable public response. Suffering from the otherwise unfavorable press, *Lawyer* struggled a day or two, but is doing nicely enough now for George Abbott, producer, to make plans to make a run for his money. Daily receipts since opening September 27 are \$1,700, \$750, \$1,600, \$500 (Saturday matinee), \$2,148 (Saturday night with standees; house capacity is \$2,133), \$1,450, \$1,700 and \$800 (Wednesday matinee). Critics gave the show only 32 per cent.

The limited two-week engagement of *Journey's End* fared none too well at the box office, as the critics seemed to feel, the percentage being 56.

## OUT-OF-TOWN OPENINGS

### "Too Many Girls"

(Suburb Theater)

NEW HAVEN

## Critics Tab Three; 'Lawyer' Doing Well Will Buck Notices

NEW YORK, Oct. 7.—Among the three shows that opened and had a chance to catch on since August 1 daily critics gauged box-office returns fairly well, going off the deep end on *See My Lawyer*, but coming closer on *Scandals* and *Journey's End*.

*Scandals*, going since August 23, started off slowly but has gained momentum, with the box office listed at \$28,231 for the week ending September 30, and an estimate that by tonight this week's total will be \$29,000. Critical opinion was 75 per cent in this show's favor, but many hedged. The no-opinion scribbles include John Anderson (Journal), Burns Mantle (News), Richard Lockridge (Sun) and Richard Mansion (Post).

In reviewing *See My Lawyer*, Richard Lockridge (Sun) stands alone among lads

A new collegiate musical, with music by Richard Rodgers, lyrics by Lorenz Hart, and book by George M. Cohan, Jr. Staged by George Abbott, in settings by Jo Mielzner, with a cast including Marcy Wescott, Hal LeRoy, Mary Jane Walsh, Richard Kolmar, Diana Costello, Desi Arzoo, Eddie Bracker, Madeline Gay, Jay Scott, James MacGill, Clyde Fillmore, Hans Robert and Byron Shores.

*Too Many Girls* is full of life and promise never fulfilled. Staged at a lightning pace, it depicts the conflict between football training rules and the romantic predilections of co-eds in a desert college, giving chance for the utilization of the Latin-American abilities of Diana Costello and Desi Arzoo, a night club team gone legit. They are quite competent and measure up to the recognized standard set by Hal LeRoy, Marcy Wescott, Mary Jane Walsh and Richard Kolmar.

The play opens slow with a superfluous scene at an inn called the Hunted Stag, probably for no other reason than to permit somebody to get a laugh later on by referring to it as the Stunted Hag.

# From Out Front

By EUGENE BURR

Predictions of increased business during the season just getting under way are already being doubted in spades by the actual facts. The past week brought gleams of delight even to the stony phizzes of the box-office boys, and sellouts at one time or another (mostly on Wednesday night) were reported by no less than 10 of the thin dozen of sistrions on what is sometimes jokingly referred to as the show street of the world. Of course, there was a little hazy squint known as the World's Series that was being performed locally at around the time, and which, a chance that it may have drawn three or four visitors to New York, but the ticket windows' new gilt coating didn't depend merely on that. The week's business was the crux of a trend that's been making itself felt for almost a month now—and indications for the future are as bright as the eyes of a summer-stock ingenue who's just signed Broadway contract.

Now what about a few more productions? One big reason for the present leanness of the schedules—which look like a parcel of starving Armenians—is what seems to be an acute shortage of producible plays. They are few enough at any time, but the famine seems worse now than ever, and even those that do pop up include at least one role that eventually turns out to be uncastable.

If you don't mind a hunk of personal history, in a single day last week there came to my office three gentlemen with the wild gleam of incipient production in their eyes. They were ready to go—rarin' to go, as a matter of fact—and in each case they were prevented by only one thing: Not one of them, after weeks (and in two cases even months) of earnest reading, had managed to hit on a suitable play.

Two of the three had money in the bank for productions, providing they could find plays. The other had backing assured. But not one of them wanted to risk a bank roll on the tripe and terror with which play brokers had flooded their desks.

It may be argued that these are a trio of super-poetical, hyper-aesthetical young men who would be satisfied with nothing less than a new *Hamlet* or *Able's Fish Rose*. But they're not; their complaints are, in fact, heartily attested, for I read a good number of the best items that they had managed to glean from months of frantic playreading. And those items, too, they occasionally offered the hint of a good idea or managed to come within hailing distance of competence in their writing, were none of them bases on which to build a Broadway production. Speaking as a disinterested observer, on not one of them would I even have considered risking the money of my best friend—much less that of my worst enemy.

Thru it all comes the deadening conviction that the playwrights are in a slump. The bigger names among them, of course, continue to turn out plays, but these are snapped up by established management. The newer crop of writing comers—and there have been many of them in the past few years—have either sold themselves out, or they're not; their complaints are, in fact, heartily attested, for I see potential writing talent unless it happens to be surrounded by first-line direction, first-line acting and a first-line production. The number of really promising playwrights who have been driven off by unseeing criticism is probably even greater than the number drawn off by films.

Anyhow, that's the way it stands. Has anybody written a good play?

Hasty aside to unproduced playwrights: Don't get me wrong, boys; that last question was purely rhetorical. This corner, although pitifully eager to oblige, is in a position that makes it impossible to recommend scripts—or actors or directors or scenic designers or stagehands or ushers or cleaning women—to any producer whatever. If you think your script is good, send it to a reputable playbroker, not to me. And if no playbroker will handle it these days, the best thing to do is to put it in the parlor gate.

Hasty aside to producers with world-beating scripts but no dough: The three money-lads above mentioned can't be reached under any circumstances—at least not thru this column. So far as this column is officially concerned, they are all in a state of suspended animation in Elysium or Carthage or Cain's Warehouse.

The show is full of that sort of thing.

The audience in New Haven was a large one, turned out to witness the beginning of the new legit season. It was friendly, too, and roared its approval on the slightest provocation.

The show's humanity, however, its tunes are lively enough to listen to, but they are not sufficiently haunting to put them on the Hit Parade. Diana Costello's rendition of *Spic and Spanish*, Marcy Wescott's *Love Me Just the Way I Am* and Mary Jane Walsh's *Hearts of the Team* are the highlights.

The ensemble scenes are pretty to look at and the dances directed by Robert Alton are okeh. *Julian D. Tutbill.*

## "Skylark"

(Nixon Theater)

PITTSBURGH

A play in three acts by Samson Raphaelson. Directed by the author. Setting by Donald Owsage. Presented by John Golden. The cast: Walter Gilchrist, Harold Webster, Donald Cook, Gertrude Lawrence, William David, Gertrude Bryan, Ann Driscoll, Glenn Anders, Victor Vance, Robert Burton.

Raphaelson's picture of advertising tycoons belabored by Cupid, the dramatization of the *SEPost* serial is neither caricature nor character study. Rather, a thin impression of Big Business and American high-pressure salesmanship, with not much evident conclusion drawn outside of a few witticisms.

As a setting for Gertrude Lawrence *Skylark* is merely a foray into unimportant prattle. The piece is entertaining, her role is central, she attracts all the meat from it that a play butcher could hope for—but that isn't enough.

The story is simple. Donald Cook is an advertising agency man, married 10 years, who starts neglecting the teeny weeny Miss L. Gertrude, which makes him an ordinary husband. Instead of a romantic. Encouraged by wise semi-sodden Bill Blake, Glenn Anders' tip-top portrayal of a wise and weary corporation lawyer, Miss L. decides for divorce. But what chance has she against an ad man whose office collaboration plot a campaign for her heart that could take its place alongside the promotion plans for soap, automobiles and chewing gum? After a slow first act, a good second and an almost-gooey third, Gertrude winds up happily in the proper arms. Except some of the audience who may wonder why Raphaelson wasted so much excellent stagecraft on such a weak reason. Then every play can't be a word maker. Gertrude's scenes with Lawrence and Cook onstage and Anders off is almost worth the price of admission itself.

The setting and direction were ace high. So was the supporting cast.

Morton Frank.

## Ben Ami Scores in Strong Singer Play

NEW YORK, Oct. 7.—Chaper Nachman is a treatment in Yiddish of the gods-toy-with-man theme, taken as renewed and unexpected interest this moment because of its Poland-Russia locale. As presented at the National Theater last Saturday night (30) the production is an engaging character play wherein Jacob Ben Ami, Jerry Bonchick, and his son (the latter two portray Hochman as a young boy), build a tragic hero slowly but impressively by the art of understatement. To Ben Ami is given the job of turning qualities which normally are regarded as many attributes of rabble, so that the hero becomes just so much "putty in the hands of Fate. His portrayal is compassionate and stirring, and his direction is equally commendable, since the lesser characters, rather than being eclipsed by the central figure, have been developed fully as folk. Well pruned (cutting was going on at the second showing) this dramatization of I. J. Singer's *East of Eden* will be welcomed by a clientele which thinks for itself occasionally. A patron who wishes to understand Yiddish might lose, of course, the neat turns of speech—which would be lost even if translated—but he would still be getting his money's worth in good acting. English synopsis is more than adequate.

That the story offers something more than just the stereotyped family drama with man's inhumanity to man is Chaper Nachman, born of pious parents, turns from a Rabbinal career and Ood whom misfortune constantly besets the family despite everyone's faith. His alternative (See BEN AMI on opposite page).







## AGVA Pushes Organizing Drive; Claims 13 N. Y. Closed Shops; Mrs. Bryant Asks for Support

NEW YORK, Oct. 7.—Thirteen local night clubs are now operating under agreements with the American Guild of Variety Artists. Spots added this week were at the El Comodoro, Jimmy Kelly's, Monte Carlo, Queen Mary, Village Barn and La Conga. Previously signed were Famous Door, Leon and Eddie's, Havana-Madrid, Paradise, El Chico, Bertolotti's and Cafe Society. AGVA claims more than 6,900 members, and the office is now its new secretary, Mrs. Dorothy Bryant, spent her first week at AGVA busy with committee and press meetings, organizing office procedure and setting up an advisory committee.

Mrs. Bryant has appointed to the committee Alan Corelli, Henry Dunn, Dewey Barto and Mario Naldi. All accepted but Naldi, who is out of town and whose acceptance has not come in as yet. Mrs. Bryant hopes to familiarize herself with night club-vaude conditions thru this advisory committee.

Mrs. Bryant said she is approaching the problems with the feeling that "there is a very definite job to be done" and says she always felt that it's about time the vaude performers got a break. She added that this is no time for "sniping" and says she came into the job with "hands clean." She said that no matter how people regard AGVA, the fact is that it is here to stay and that it should be given support.

In the meantime the AFA national headquarters has been dormant except for a skeleton office staff winding up affairs. AFA Secretary Ralph Whitehead has gone out of town. There is a report he headed for Los Angeles for a brief stay in Cincinnati, but this could not be verified at press time.

Guy Magley, AFA Chicago representative, came to town Monday to "find out what's what." He said he had virtually suspended operations, but the less he has not yet expired. He also said he had signed the four leading Chicago vaude-filmers to contracts the day before the IA bombshell fell and that the AFA was at the peak of its power in Chicago when the IA was out. He said that the AFA collapse had thrown back performers to open-shop conditions in Chicago and that he felt AGVA would have to spend years to recover ground gained under AFA.

Chicago manager, AFA Los Angeles representative, arrived Thursday (5) here and said he had closed his office upon orders from AFA headquarters. Both he and Magley admitted they had been stunned by the sudden turn of events.

CHICAGO, Oct. 7.—The Entertainment Managers' Association of Chicago, organization of some 27 local club-date bookers, voted at a meeting Thursday to co-operate with the AGVA. Action is expected to help the local AGVA branch for a booker to handle most of the local and visiting talent.

AGVA at the same time is proceeding negotiations with the cafe managers' association here, but as yet no agreement has been signed. Union, in addition to recognition, wants to handle most of the local and hotel rooms.

SAN FRANCISCO, Oct. 7.—Sally Rand, a member of the board of the AFA, has joined the AGVA.

AGVA offices are closed, with AGVA claiming to have signed up all clubs which formerly held working agreements with the AFA. According to Vic Connors, local AGVA rep, membership is now almost 1,000.

A contract negotiated this week puts all sportscasters into the American Federation of Radio Artists.

HOLLYWOOD, Oct. 7.—Taking over reins of AGVA for the 11 Western States, Aubrey Blaine moved quickly this week by telling AGVA members that sniping either on the part of actors, agents or employers would not be tolerated. At another meeting jointly held by AGVA, the American Federation of Musicians and the IATSE, Blaine told agents they would have to cut out the chiseling or consider themselves outlawed.

Blaine pointed out that now the AGVA has strong allies in the AFM and IA and that anybody not playing ball with one group would automatically be outlawed by the others. Blaine went on to

state that any actor or agent convicted of chiseling wages would be thru with show biz for all time.

The Million Dollars Theater and the Burbank are at last being forced to operate under AGVA rules, it was claimed. AFA tried for two years to get these spots into the fold.

Agents and bookers were told to be careful and not handle any acts that were not AGVA. It was pointed out that agents who steal each other's acts would come under the AGVA guns.

When questioned as to the reported salary scale changes being made, Blair said the matter will remain the way it has been taken to study it thoroughly. There are 1,200 members now in this locality.

When questioned about the vaude and night club outlook for this vicinity, Blair said the club with the winter season looked promising. Most significant move to create new biz has been the clamping down of the issuance of liquor licenses by the Board of Equalization, Blair said. This naturally will limit the number of night spots and enable those who are in business to show a better profit. Layoff Hollywood spot to get the padlock was Burp Hollow.

## Concert Names For One-Niters In Beach Hotel

NEW YORK, Oct. 7.—Concert musicians and radio commentators will play one-night Sunday stands in a Florida hotel this winter.

The ritzy Hollywood Beach Hotel, Hollywood Beach, Fla., is making the announcement during the tourist season this winter. Jack Bertell, of Columbia Artists, Inc., booking subsidiary of CBS, has booked Misha Eiman, January 28; Il V. Katenborn, February 4; Cornelia Otis Skinner, February 11; Jose Iturbi, February 18; Lucy Monroe, February 25; Pray and Braggiotti, March 3, and James Melton, March 10. They will probably perform in the hotel's grand ballroom.

Milton Douglas will emcee and be in charge of the hotel's Bamboo Room, with the following names set for one-week engagements, also booked thru Bertell: Sheila Barrett, the Hartmans, Hildegarde, Eddie Garr, Gross and Dunn and Gail-Gall.

Walter Johnson is manager of the hotel. All names set on straight salaries.

## Palumbo's Resumes; Philly Spots Open

PHILADELPHIA, Oct. 7.—Palumbo's Restaurant, operated by Frankie Palumbo, who during the summer operated Renault Tavern in Atlantic City, has reopened. Inaugural bill consists of Eddie White, Karen Brooks, Reeses Sisters and Morrison, Nelson's Boxing Acts, The La Pons and the Music Hall Girls (four). The afternoon bill, Jack and Jerry Delmar plays for dinner, and Howard Reynolds for the late show. Eddie Sue is the booker and Mort Schwartz the p. a.

The Cocktail Room of the Hotel Wellington has also reopened with Roy Concorde's Oct. 7.

On the outskirts of the town, along the Roosevelt boulevard, the Evergreen Casino opened with a bill headed by Beth Challis, Tudell and Jean, Joan Hope, Johnny Chandler and the Pat Kelly Trio. Jolly Joyce booking with Sam Bushman in charge of publicity.

## Morris Books St. Louis

CHICAGO, Oct. 7.—William Morris Office made a band booking deal with the Coronado Hotel, St. Louis, which reopened its dining room with an entertainment bill for one night. The act will run in three years. Vincent Lopez moved in for a two-week run, with Duke Ellington's Band set to follow. Only names known in that area will be employed.

## 1938 Miss America's \$8,000 in Cafes, Vaude

PITTSBURGH, Oct. 7.—Comes the revelation. Manager George Tyson of the Atlantic City Miss America pageant returned here to his regular post as publicity director of the Harris Amusement Co., revealed that last year's titleholder, Marilyn Meske, of Atlantic City, netted about \$8,000 in night club and vaude bookings.

As pageant major-domo, Tyson has the winner under exclusive contract for one year after being named "Miss America." The current beauty crown wearer, Patricia Donnelly, of Detroit, is appearing at the local Old Shay Gardens in a six-act show that also includes Gene Ohio, dancer; Miss Chicago, monologist, and Miss Pennsylvania, singer.

## Latin Music Not Enough Solo Draw But Okeh in Combo

CHICAGO, Oct. 7.—Latin music and entertainment will be an part of a new attraction bill, as has been proved in many local spots, but cannot be given the feature attraction spot to pull in sufficient business, an experiment attempted at the Rose Bowl Club shows.

Recently reopened under new management, the Rose Bowl Club, in the midst of several prominent niters, wanted to feature off-the-beaten-path music as a trade stimulant and engaged Jose Del Prado's Band to furnish all the dance music. The band plays pop tunes familiar to American audiences, the band's Latin label kept customers away, the management figures. Plans are now being shaped to change the Rose Bowl policy.

Latin combinations and foreign acts are being used in both hotel rooms and clubs, but are of secondary importance. Small rumba and tango outfits furnish intermission music only to please dance couples with a penchant for Latin steps, and judging by the combos' long-run engagements they fill in those innings nicely.

## Crosby Ork Clicks Heading Sunday's Bill at N. H. Arena

NEW HAVEN, Conn., Oct. 7.—General Manager Nathan Podoloff continues to bring name bands to his weekly Sabbath vaude shows at the Arena. Bob Crosby and his orchestra were featured October 1. Despite light rain in afternoon, Arena was packed in fine manner. Evening show was hurt by downpour.

First part had a set-up of vaude acts. Harry Berman and 11-piece band supplied music. Lou Saxon emceed. Among the presentations were Morgan and Randolph, Burns and Fisher, Three Fashionables, Marian Melton, who was encored quite a bit because of her blues singing; the featured Buck and Bubbles, who also won much applause, and the Six Antaleks, clever act.

Intermission was followed by the band. Bob Crosby and his Bobcats started supplying the rhythm and entertainment about 5 o'clock, the first part of the show taking almost a couple of hours. Crosby ork looked good and went about its presentation in able manner with each section being featured thru clever arrangements. Dorothy Claire sang Corn Pickin' and other hotcha numbers. Bob Haggard's new tune, What's News, also was received okeh.

Following in band did a take-off of "Sally Rame" fan dance which got laughs. Other interesting bits were a bass and drum duet, jam session by seven boys in band, Bob Haggard's Whistler and His Doghouse and Bob Crosby's singing. Final featured Bugle Call Rag Show concluded 9:35 p. m. Jimmy Evans booked acts. Andrie T. Colacope.

## Philly Club Resumes

PHILADELPHIA, Oct. 7.—The outdoor Rainbow Terrace, 15 miles from Philadelphia, closed Saturday (23), transferring show to the adjoining Overeared Wagon Inn, where Leo Zollo's Orchestra will continue. Margareta Jean Bachman is the operator.

## Club Talent

### New York City:

SOPHIE TUCKER'S road tour of Leave It to Me will also pick up night club dates. First engagement is at the Walton Roof, Philly, October 18 for two weeks. Last date set is the Book Cadillac, Detroit, week beginning November 13. . . . HARRY RICHMAN follows Tucker into the Walton November 2 for a four-week stretch. . . . CASS DAILY goes into the International in Chicago next week. All booked thru Paul Small. . . . FRAZER SISTERS AND JOE E. LEWIS are the first William Morris Office bookings for the winter in Florida. Opening the Club Continental, Miami Beach, January 19.

PATRICIA NORMAN is the first singer to record Frankie Carle's new tune, Shadows. . . . CHARLES AND BARBARA held over at Leon and Eddie's. . . . DELLOYD MCKAYE going for first Coast-to-coast program over CBS with Louis Prima at the Hickory House. . . . BOB RINALDO, comedy magician, opened Thursday (28) at Don Dickerman's Pirates' Den in Washington. . . . CARL AND LEONE BONNER back from London after a disastrous trip. Claims that due to the war they lost \$5,000 in contracted bookings.

TEDDY RODRIGUEZ and his rumba troupe are the first act signed by Walter Brooks for the new Cafe Comique, opening this month. . . . CLARE LEWIS and WYNE, formerly of the Gale Sextet, have formed a team and are brushing up on routines. . . . GLORIA YOUNGBLOOD, Myra Stephens, Cynthia Cavanaugh and Eileen Stone, all of whom were stranded with the Georgia Plaza Hotel in S. O. B. as a result of the war, are joining Hal's Hello Beautiful revue at the International Restaurant.

JEAN MONA, who recently closed at the Biltmore Hotel, Providence, is now at the Georgia Plaza Hotel in S. O. B. She has completed new ballet routines at the Wally Jackson-Anthony Scotti Studio.

### Chicago:

THE DUFFINS go into the Royale Prolix opening show middle of this month. . . . MANNY GOTTHELF, pianist, is now doubling between the Morrison Hotel's Boston Oyster House and Cocktail Lounge.

MARY ANN, the clown, this week celebrates his third year at the Sherman Hotel. . . . AL FULLER, publicist, is back at his old job at the Palmer House. . . . EDGEWATER BEACH Hotel, thru the Dave O'Malley office, set its show for the week of the 14th. They follow the Lathrop Brothers and Lee October 28. Raul and Eva Reyes come in November 10, the Four Collegians November 24 and Earl and Josephine Leach December 1.

### Here and There:

FLORETTA AND BOYETTE concluded a three-week stay at Hotel Hildebrecht, Trenton, N. J., October 3, to open at the Hotel Belvedere, Baltimore. . . . BARNET AND LONGIE, after two weeks at the Glenlea Golf and Country Club, Hull, Conn., opened for Fred Norman at the Bellevue Club, Montreal, from where they're doubling for four days at the Francis Theater. . . . JOHNNY GUILFOYLE and Odette Herrington, after two weeks at the Stockton, Los Angeles, are set for two more weeks there. . . . DAVE TANNEN has finished six weeks of cafe and theater dates in the Northwest for Joe Daniels and is headed for Chicago. . . . PIERRE AND RENE are at the Hotel Nieuwland, St. Paul, opened at the Drake Hotel, Chicago, October 7.

CAT AND FIDDLE CLUB, Cincinnati, has on its current bill Joe and Jackie DeMarco, Captain Roni, Madeline Lee, Al Moe, Lulu and four-week Ben Rafalo. . . . THE THREE GENTS have been contracted for an indefinite stay at the George Washington Hotel, Jacksonville, Fla., opening October 24. The Royal Rollers and Micky will move into the same hotel soon. . . . GREGG AND JO-ANN open at Beverly Hills Country Club, Newport, Ky., October 18 for two weeks and then go to Chicago.

AL MERCUR'S Nut House, Pittsburgh, has added "Tubby" Rives, comic to the present crew. Entertainmenters Other included "Boogy Woogy" Sherman, Regie Dvorak, Joe (Zip) Klein and Jim Buchanan. . . . JEAN RICHEY goes into Palm Garden Club, Columbus, O. . . . HENRY (HANK) LEWIS is back at Mattoon's, Stockton, Calif.



## Leon &amp; Eddie's, New York

Fifty Second street swing dives come and go but Leon and Eddie's apparently goes on forever. Remodeled and with a new press agent, Ed O'Brien, the club is still doing nice business, both at the large bar and at the tables for dinner and the late hours.

The current entertainment is okeh. The emphasis is no longer on a big floor show. This time the two bands are played up with the short floor show times a night coming as pleasant relief from the zingy dance music.

Ramona and orchestra, 11 men, take featured billing, and provide good, lively dance rhythms, with Ramona herself singing occasional ditties and displaying somewhat technique at the piano. Relief music comes from Godoy's rumba band, a vital smaller outfit that backs the La Playa Dancers in their demonstrating of Latin dances and that also supplies the music for the floor for Latin rhythms. Native song-shouting by the leader helps.

Gloria Cook and Bob Conrad, a handsome couple, lead the six La Playa Dancers in demonstrating congas, tangos, rumbas, rumbas and waltz dances, later sitting patrons to come up and get a free, easy lesson. Their session is smartly presented.

Charles and Barbara, a small, young couple, please easily with lively, eccentric novelty dances that include song, acrobatics and comedy touches. Offered two fast and actionful numbers. Three Chords, youths including one at the piano, combine voices to simulate name band styles and musical instruments. Interesting stuff and got a fair hand.

Paul Denits is bringing in a line of girls for the next show.

Leon Enken is still around making sure everything runs smoothly.

Paul Denits.

## Walnut Room, Bismarck Hotel, Chicago

Art Kassel, veteran maestro, celebrated his 10th return engagement here on the opening of the fall season and early in the evening he was surprised by the management with a cake large enough for a hungry army.

It was his eighth night for orchestra leaders are known to get plenty of orders from the hotel moguls and too frequently are such good-will feelings exhibited by the front office. The press representative made by Pierre Andre, pioneer radio announcer, who was also on band during Kassel's initial run here. Andre stayed on for a couple of nights to emcee and to announce the NBC broadcasts.

Kassel's outfit still dishes out orthodox dance music, even tho he took on a lot of new men only a few days ago. Equal instrumentation in the three departments enables him to play solid stuff all the way. Vocal end has improved considerably; the honors held up by Kassel; Marion Holmes, cute personality warbler, and Danny Bridge and Art Wayne, two newcomers who double on drums and guitar, respectively.

Show is one of the best production values. This room has seen in a long time. It is beautifully dressed by a talented line of four girls, who appear during two succeeding shows, frolic thru four neatly dressed and commercially designed routines. Alfred Floyd, graceful dancer, fronts the line, which includes Betty O'Brien, Beverly Elbridge, Ruth Klaur and Ruth Kell. The girls include a Post end Peasant tap novelty, musical comedy parade, Vintner flower garden waltz and a Jitterbug.

A highlight on the bill are the adagio, acrobatic and novelty routines by Maurice and Betty. When on the roof, and fresh-looking dancers. They are limber, crisp and full of bounce. The girl is a striking-looking blonde with a baby-doll personality befitting the specialties. Lou Hoffman, comedy juggler, gets laughs once he is seated down to business. Juggles hats, balls and boxes and stresses the satire angle at all times. Augmenting the bill are the band's Marion Holmes and Art Wayne, who vocalise a couple of pop tunes.

Theresa Meyer, organist, fills in intermissions nightly except Tuesdays. W. H. Padgett, hotel p. a., also in charge of this room. Sam Honigberg.

## Night Club Reviews

## Maxim's, Bronx, N. Y.

Bronx County has been developing quite a few night clubs that compare favorably with a lot of downtown spots and Maxim's probably the slickest Bronx spot today.

The management has hired a Broadway press agent, Ed Dukoff, and okehd the biggest ad budget of any Bronx club, in addition to bringing in Lou Taylor, a familiar Broadway night club emcee, as host and also presenting a good floor show and a fair dance band.

The floor show is dominated by Jackie Miles, young emcee-comedian, who doesn't knock you over when he first comes on but who grows on you steadily with each appearance. His material is much above average and he injects enough ad libbing to please noisy night club audiences. Altho his delivery is a bit too quiet for a large room, he manages to attract attention and pile up laughs. His forte is satire and his razzing of fancy singers, pop songs, hammy emcees and corny baritones is something to enjoy.

Ann Lester, a veteran of vaude, is a dancer, singer, alternating between sobby ballads and swiny rhythms. Scored with *Laugh Your Way*, *Yiddisher Mamma*, *Well, All Right* and a swell rhythm number, *That's the Way*, which includes *Yiddish*. Knows how to sell songs. McDonald and Ross, tall youth and a cute brunet in leg-dipping costume, unhook some novel tap routines and had no trouble pleasing. Their routines, including stair dances and simultaneous and challenge tap, successfully get away from the conventional.

Only other specialist is Sharon Harvey, a shapely gal in fancy toe numbers. Her spinning top and kick routines put her over nicely. Johnny and George closed the show with a razzing of the emcee. Two colored men, one at the piano, they harmonize beautifully thru smart syncopated arrangements.

Billy Lustig, for whom the Dorsey Brothers once wrote, is leading the band here. His fiddle is augmented by piano, drums, string bass and two saxes. The combo plays the show nicely and its dance music is okeh, drawing full dance floors. Jose Rodriguez Band will inaugurate rumba sessions next week. The club has a capacity of 350 and has an adjoining handsome bar.

Mack Bergman is president of the corporation running the club.

Paul Denits.

## Jack &amp; Jill, Portland, Ore.

One of the most popular with Portlanders who like night life, this spot sticks to the theory that the customers want to see girls. So it gives them plenty of them and shows that seem to meet their demands.

Except for a few vocal sallies by Norm Anderson, the show is all dancing. Six young lovelies directed by emcee Anderson, who joins them in some of their mad routines, make up the bulk of the program.

Definitely outstanding was Sally O'Day's toe tap dancing, skillfully and gracefully tapped thru a series of difficult steps with seeming ease. Other toe-tap numbers won her response almost as hearty.

Most of the rest of the show was built around a line of five girls, including the Parker twins. They performed in six routines, which were split into three parts in the three editions of the night's entertainment.

Best liked was the girls' Floradora routine in the second period. They followed up with the Booms-a-Daisy, demonstrating how it should be done, then engaged patrons into joining them in a hilarious session.

In the first period the girls gave *Masquerade*, a ballet in tap shoes that didn't seem to click. Precision was poor. Warning up, however, they followed with *Prize Ringer*, an acrobatic routine in scanty attire.

The third period saw them in *Powder Puff*, more or less a parade in elaborate costumes, followed by a high-kick walking-stick number.

Paul Moncreau's five-piece orchestra played accompaniments and for the dancing sessions.

Kenneth Madden.

## Grand Terrace, Chicago

Back in fold with an all-colored policy under management of Ed Fox, veteran operator of "Cotton Club" type spots and personal manager of Negro bands, Name

orchestras are used, augmented with floor bills produced and emceed by Leonard Reed. Business since its re-opening a couple of weeks ago has been comparatively better than the initial fortnight last year.

Ella Fitzgerald and the Chick Webb Orchestra are filling a six-week run, and are responsible for a good share of the improved trade. A name over the air in the music machines, she has unlimited b-o possibilities for a club operator. And she entertains the customers royally, proving herself a grand vocal stylist in the delivery of both ballads and the fast ones of the Well, All Right variety. It's during her activity to singing, both during dance sessions and shows.

Floor show is furiously paced, thanks to the rapid parade of talented Negro entertainers. Reed contributed a deft job in blending the acts and production numbers into a zestfully entertaining revue.

A dozen brown-skinned shapelles open with a Lesos in *Singsie* idea, compiling all the zany dance steps of the past two years in one number. Bebe Stone, vivacious soubrette, fronts them with a bouncing specialty. Al Tobin, tenor, sings *Waltz in the Moon*, a catchy sentimental tune, and Grant Page, riotous jitterbug, revives the swing tempo once more with contortional body movements.

Next production number features Tobin and Lucille Wilkins in an original waltz duet. A. Walker interprets in dance by the chorus with a nice soft shoe routine. The Nortons climax this scene with familiar but beautifully executed ballroom work. The girl is a fetching looker and responds to the music with admirable grace.

Roda and Boogy, two tap dancing lads, wear out plenty of leather with lightning toe and heel taps. Miss Fitzgerald is ushered in majestically thru a trumpet-blasting chorus and lets her melodious pipes loose on a set of sentimental and swingy tunes. Had trouble begging off after doing *Baby*, *Waltz in the Moon*, *A Ticket*, *Darkest Strutters Ball*, *Jumpin' Jive* and *Well, All Right*. Her voice has true quality.

The Beachcombers, dance duo working on the order of an Apache team, close the show with a fierce exhibition in which the man portays a half-breed and his partner a fair native maiden. Dramatically portrayed. The girls precede this number with a jungle dance.

The band is swing all the way, with the big brass and four reed giving out full blast on all pop that lend themselves to torrid arrangements. The top drum work of the late Chick Webb, of course, is missed, but as a dance band furnishing hot rhythm it can stack up with most of them. Sam Honigberg.

## Flamingo, Boston

This nitery, formerly known as LeVag's, has been drawing goodly throngs since opening last week. The attraction is Woody Herman and his 14-piece ork.

## BOOKERS, MANAGERS, PRODUCERS, ATTENTION!! SOMETHING EXCITING IN NEW IDEAS!!

The Billboard, Oct. 7, 1939, in "Possibilities" has to say:

## For LEGIT MUSICAL

CALYPSO DANCERS—group now appearing at the Village Vanguard, New York night spot. Dancers, directed by Bill Matons and featuring Alles Gilmur, offer satirical acts on the most important issues of the day, and present a fast and entertaining show. Matons appears capable of creating routines to fit any situation, and Miss Gilmur is a young and talented lass who would be a distinct asset to any show. Rebecca Brody of the group, is also a fine dancer. The show has had several spots in revue—particularly a topical revue—would be sensational.

## BILL MATONS

127 Columbus Avenue, NEW YORK TR. 4-8422-2275

Woody is to be here for a month and, judging from the applause, he can stay longer. William J. Gaffney, part owner, who is now actively managing the Flamingo, announces a policy of name bands.

The floor show is small in number but the acts stay on for a long time in the two-a-night performances. Herman, in almost a melancholy manner, does the emceeing. Bert Layton and the Four Firls open the show in Wild West costume and go thru an entertaining routine. Later, Bert and the four girls come back in Musical Footnotes, an amusing novelty in which they use their feet only to play small xylophones placed on the floor. They did sympathy and Chintown in this manner and received a good hand.

Louanne Neville and Harry Day do a waltz punctuated by jitterbug steps and then an adagio dance to *Make Believe*. They stepped in very gracefully and were well applauded.

Woody and the band join in the display, doing some of their show pieces. They did *Blue Room*, *Blue Upstairs* and *Blue Down*, which are plenty of blues, and were encored by an enthusiastic crowd. The band, composed of Isham Jones' boys is due for a big year. Joe Bishop, the arranger, adds a nice tone with his *Floodlights*. The club serves dinners from 1.50 to \$2.25. Minimum charge of \$1.50 is upped to \$2 weekdays. Manager Gaffney expects a good year. Gerald Hern.

## Saks Show Bar, Detroit

Long rated about top of the better uptown spots, Saks has just been re-modeled, featuring much satisfactory changes. Lighting is well adapted to the atmosphere of this stable spot. New supper show policy went into effect this week, seven days instead of two as formerly, and the early week supper show caught was accordingly off on attendance.

Show opens with the Muriel Kretlow Girls in flowing blue costumes in a semi-classic number, giving a properly near-highbrow taste to the show, appreciated by the dinner customers.

Rayave and Margo come on for a fast rumba, done with colorful costuming and lighting effects that help to dramatize the number. Markel and Fawn follow with a comedy-aero dance, largely tap. This act has plenty of variety, including slapstick, somersaults and a wealth of eccentric effects. Especially effective is the grotesque melancholy expressions with which they pull off the more outrageous stunts, including crude practical jokes.

Margie Franklin, a talented member of the chorus, goes a fast tap interlude, getting a good hand.

Yonagan, Brothers, accordion, violin and clarinet trio, open with theme songs of famed bands, managing to get the full volume effect with aid of the mike and with some assist from the band. Their imitations are genuine and highly accurate.

Jerry Rayave returns for an Apache bout done realistically with a full-sized rag-doll dummy. The Kretlow Girls close the show with a streamlined Scotch

## BILL MATONS

Presents

★ The "CALYPSO" Congo Dancers with Gerald Clark and his Decca Recording Caribbean Srenaders.

Just Completed

★ A Five Week Highly Successful Run at the VILLAGE VANGUARD, New York.

★★★★★★★★

Dance Director and Choreographer of "Railroads on Parade" at the World's Fair, New York.

Personal Representative MARTIN YOUNGE



number, abbreviating the traditional kilt in both directions.

Bob Shafir is emcee, officiating with speed and a real personality that maintains an intimate atmosphere in this big room. He has a powerful and melodramatic tenor voice, giving excellent versions of *Rose Marie*, *Because* and similar ballads.

Coyle Makay and band furnish the music with Makay himself fiddling and having a lively almost frisky manner of conducting that keeps up interest between shows and dance sets. Makay's professional manner is slightly a la Bernie.

Shows for Saks Bar are being booked by Abe Schiller.

H. F. Reeves.

### Essex House, New York

Frankie Masters' Band opened at the hotel's Casino-on-the-Park here Thursday (6), his first local hotel date since his appearance at Hotel Roosevelt recently.

Masters is a good-looking band front, has a pleasing way and sings occasional choruses, either solo or with band vocalist Marian Frances. Miss Frances is a sweet-looking girl who is certainly above average as a band singer. Jay Matthews steps out for trumpet solos and Buss Dillon does a lot of fancy left-handed drumming.

The band as a whole (11 men) is a youngish, easy-to-look-at crew that dishes out stylized Bell-tone Rhythms. The bell-tone effects, achieved thru a series of single notes played with bell-like clarity and pulsing into a harmonious chord, make pleasing listening and also give life to melodies that make them very danceable. The music stands carry special spotlights which are used for special mood effects. It all makes for that extra bit of showmanship so important today in the band field.

Only other entertainment is the Arthur Murray Dance Hour, 9:30 to 10:30 evenings, except Mondays, when the band is off. Mlle. Illans, pianist and psychic, works the tables upon request.

Ruth R. Maser is still in charge for the hotel and Oscar Wintrab is still managing director.

The room itself is a handsome, not-too-stiff affair. Food, liquors and service are the best.

Paul Denis.

### International Casino

Since Milton Berle's leaving for a flyer in legit, Alex Finn's ultra nitery has been coming rather desperately for a suitable replacement to hold the elaborate, almost two-hour show together and give it the pace and life it needs.

Dean Murphy, taking over the emceeing duties after his turn midway thru the first half, isn't quite capable of it, and the production therefore remains more or less status quo—beautiful but dumb.

Murphy, Ames and Arno and Ginger Harmon constitute the second set of replacements since the departure of Berle. Murphy's mimicry is really tops, and his FDR take-off is a fine climax to his aping of pic stars. His patter is on a similar high plane. Ames and Arno blend old and original fooling in their knockabout comedy with a couple of bits that are a high spot for this type of routine. Miss Harmon, out of Phil Spitalny's Hour of Charm sorority, raucously swings a trio

of ditties, including the inevitable *Old Man Mose*.

Adding over are the Honey Family, three boys and three girls in some spectacular acro and tumbling stunts, and Paul Remos and his Toy Boys, novelty act with plenty of show-stopping qualities.

Bill Rand remains for the show music, with Manny Weeks supplying the banishment. Weeks also works in the show, emceeing until Murphy takes over and doing a couple of vocal choruses for the production numbers, discharging both duties creditably.

Daniel Richman.

### Top Hat, Union City, N. J.

Fall opening of this sumptuous dining and dancing spot (12 minutes from Times Square) got under way last week with a lavish show and a name-band policy. Its main boast is a 40-girl line (It claims 60), including both dancers and singers who are good-looking and don't need very much talent to get by.

Headlining the show-girl contingent is Noel Carter, Paradise chorine, who got herself a lot of publicity in the Buckner bond swindle and then went to Europe to cash in on the bond racket. Carter, who is at the Top in London came the war and she is back and in the chorus line. Club doesn't take advantage of the obvious benefits that can be derived by playing her up (or even announcing her name).

Lavis production, as such, is on the skimpy side, lacking the co-ordination a big show of this type should have. And, despite the presence of so much pulchritude, there is no nudity. There's a bit of alleged comedy, tho, that could be downright funny.

Girls are heavily featured in three production numbers with the accent on beauty, patriotism (Jersey seems bent on re-entering the Union) and dancing. There's a bit of colorful costuming and routines danced by Mildred Ray are well executed.

The Richards Adrian Trio, adagio dancers, take off (in full dress) with a slow waltz routine and wind up in acro costumes doing a trick routine with balance and grace. This is brought out in the perfection of catching a spinning hoop while the girl is being catapulted thru the air.

Only female singer is Gloria Grant, compelling looking brunet whose voice isn't as compelling. She is the prima donna type, but her voice is not adapted to nightclub work. Rendition of *Being the Beguine* and *I Poured My Heart Into a Song* were delivered very laboriously.

Tap dancing Le Purdy, a very purdy and shapely blonde, did several numbers to exotic music accompaniment and all-around bar own variety. A pleasing combination. Only fault with her numbers is their lack of variety.

Barry, Prince and Clark, comedy song trio, delivered none too well three numbers of a more direct than double-entendre nature. Material was not clever or novel. Boys are good-looking, have decent voices—consequently the basis of a good act—but their material is not appealing.

George Hall's Band, in for a two-week engagement (new policy on name bands) plays for the knock-out the Julie Winitz, with his house band, accompanies the show and emcee, in addition to relief music for dancing. Hall and his vocalist, Dolly Dawn, keep the proceedings at a high pitch, while the Hall music is commercially appealing. Highly rhythmic and very looking, having decent voices—consequently the basis of a good act—but their material is not appealing.

Johnny Hanna is the spot owner and Henry Stack is the general manager.

Joe Russell press agents. Sol Zatt.

### Cotton Club, New York

This Broadway Negro nitery is filling in the three-week between-shows gap, when it ordinarily would close for rehearsals, with a variety bill headlining Bill Robinson, whose smooth style of work is a constant show-stopper.

Show has been hastily put together, with weak spots thruout, but withal has a lot of snap and dash that's contributed by the individual performances. In addition to Robinson, current line-up includes the Dandridge Sisters, singly singing *Keep a Knockin'*, *Hot Chickadee*, *Hot Hot Chickadee* and *Hot Hot Chickadee*, the blues in okeh fashion; Rubberneck Holmes, grating dancer with a screwy routine that could be more entertaining.

Also Katherine Perry, singing well but too loud; Son and Sonny, two dancers who have a perfectionist's taste at the club's outstanding; Kaloah, exotic coo-coo dancer; Barrington Guy, excellent baritone, and Princess Orelia and company with a hot rubms routine. Don Red-

man's Band handles the show and dancing.

Show, scheduled for October 12, will be revue featuring Stepin Fetchit and will include Avis Andrews, Chilton and Thomas, Kaloah, Alan and Anise, Princess Orelia and Company, Bobby Evans, Stump and Stumpy and Barrington Guy, Sonny and Sonny. Chilton is in the going the musical score. Louis Armstrong's Band will also be featured.

Harry Sobel and Ted Hartman handling the press assignment.

Sol Zatt.

### Chantier, Millburn, N. J.

Chantier, often called the Rainbow Room of New Jersey, opened the season Wednesday (30), with George Sterney and orchestra replacing the Mace Irish crew, which finished two years at the spot the night it closed.

Sterney moves over from the Coq Rouge but fronts an entirely new band. Those remaining (30), with George Sterney and orchestra replacing the Mace Irish crew, which finished two years at the spot the night it closed.

Sterney moves over from the Coq Rouge but fronts an entirely new band. Those remaining (30), with George Sterney and orchestra replacing the Mace Irish crew, which finished two years at the spot the night it closed.

Lee Rogers, strolling guitarist, now in his fourth year, continues to entertain in the Terrace Room between dance sets.

Bigelow and Lee, two zanies who sing any type of song at any time, are back in the Serpentine Room after an absence of several months. They feature a Gay 70 party Wednesdays and Saturdays.

Place has been doing turnaway business for the past three week-ends.

Bruno Kern.

### LaMartinique, New York

On the site of the LaConga on West 57th street is the new LaMartinique, which made its bow Tuesday evening (3) at an informal, press opening. Official public opening was the following night. The LaConga name was transferred to Mario Tosatti's 51st street club.

Judging from the press preview this new spot should be able to make a go of it. The old LaConga failed after a couple of very prosperous seasons, the main being due, by many, to management laxity that comes with easy money. The new spot, it is hoped, will be more careful.

Ramon (Ramon and Renita) and Darío (Darío and Diane), ballroom dancers, are fronting the new venture. They do the hash-making, both having a wide acquaintanceship, and Ramon having operated his own successful El Patio club years ago. Maraschino, who was maitre d'hotel under the old LaConga management, is back on the job. The waiters are a first class sailor garb and the hair-check girls in colorful Martinique native costumes. Angle is to make the place completely atmospheric. The murals and decorations carry out the Martinique exotic Latin-Indian motif. With the upstairs bar abandoned, everything (except dining) is being better treated downtown. It means a smaller nut.

The chief attraction is good music, and the Dick Gasparre and Oscar de la Rosa bands, both of which are excellent, are taking care of that. Gasparre, at the piano and Fred Astaire, who, just before his fine 11-man band which plays pope and Latin rhythms so well. And La Rosa and his eight men come thru with tingling, dashing Latin rhythms that will surely draw full dance floors.

The floor show has two dance teams and a solo singer. They performed at the preview in street clothing their talent was obviously first grade. Evlra Rios, a slender Mexican who has appeared in three Hollywood films, makes her local debut singing plaintive Mexican ballads with a strong expression. She bewitched her audience and tried one American tune, *It's Funny to Everyone But Me*. Altho this one was weak compared with the Mex songs, she proved conclusively she is an unusual singer. Medrano and Donna offered a set of Latin character songs with a strong Latin team, and drew great applause. They are first rate and undoubtedly the finest Spanish character team in the country.

Will Hassan and Alles Oilmour offered

two numbers, an exotic waltz dance and a lively Martinique number, backed by four native boccodri drummers. Excellent dancers and will be probably even more effective in costume.

A marine insurance executive is said to be the money man back of the club, with Ralph Maurice also having a finger in it. B. S. Bercovici is running the spot, his first night club job since he switched to WINS as an air commentator.

Food excellent and service without fault.

Paul Denis.

### FRONT LAWN

(Continued from page 3)

the first thing that's cut is the entertainment allowance.

Long Island is dotted with newly built communities. A recent article in *Collier's* states that of all the building now going on in the United States one-fourth is centralized on the island. The fair and the comparatively new Long Island branch of the Independent Subway, plus the help of FHA mortgages, are primarily responsible.

### Population Figures

Officials estimate that Queens Borough has been gaining population at the rate of 42,000 annually, or about 10,500 families annually. Census of 1930 gave Queens a 1,979,129 population; estimate for the population as of Oct. 1, 1938 was 4,566,821—a gain of nearly 380,000. This, however, does not tell the whole story since data fails to include increases in Nassau County. According to *The American Home*, the first World War building boom, the population of U. S. construction increased in 1916 over 1915 by \$110,000,000. For 1939, residential construction is already 61 per cent of 1938.

Picture is not completely gloomy for show business, however. Number of small night clubs and roadhouses, most of which use inexpensively budgeted floor shows, has been increasing in direct proportion to the population climb. Similarly, business is reported better for many neighborhood picture houses. Week-ends are always jammed, even with bum film product.

### 2 SOUTHERN CITIES

(Continued from page 3)

door amusement interests, clubs, dance halls and schools and churches that put on shows for profit come under the new tax ruling.

The local theaters generally are collecting the tax under protest. A court attack on the measure has been threatened, but up to this writing no definite action along that line has been ordered.

PORT ST. JOE, Fla., Oct. 7.—Board of city commissioners has passed an ordinance levying from 1 cent to 5 cents on all admissions any form of entertainment within the city limits, except those staged by school children or civic organizations in the form of benefit performances. The tax, which went into effect yesterday, levies 1 cent on all admissions exceeding 1 cent and up to 15 cents; 2 cents on all admissions from 15 cents to 25 cents, and 5 cents on all admissions exceeding 25 cents. No tax is levied on 10-cent theater tickets for children.

### HANLON SAYS

(Continued from page 3)

as "block currency," and no New Zealand money can be taken out of the country. For a long time therefore buy Australian money with their New Zealand currency, and for this exchange a cut of 10 to 15 per cent is knocked off. Further, the exchange itself is unfavorable because Australian money is much below par in relation to the dollar.

Hanlon's show, staged by Alex Gerber, played 12 weeks. It opened in Sydney and then went to New Zealand, where the war caught up with it. Hanlon's view of business being off, Gerber took the show to Australia. Selti Puppets and Carr Brothers and Betty, however, did go back to Australia. According to Hanlon, Seltis went because they are Italians and, under the immigration laws, cannot come to America until 1940. Carr Brothers and Betty went back figuring they could line up more engagements. Remainder of the show returned, including Ross and Edwards, Lang and Green, Van Sisters, Bozo Snyder, 12 line girls and Alex Gerber.

According to Hanlon, the American show is going there in the near future. Hanlon's show followed the successful tour of Harry Howard's Hollywood Hotel revue, which in turn followed the successful tour of A. B. Marcus' show.



MARILYN  
AND  
MARTINEZ  
\* \* \*  
featured with  
GEORGE HAMID'S "FANTASIES OF 1939"  
Available for Bookings Nov. 1.  
Address Care The Billboard, New York.



ANN SUTER  
Dynamic Comedienne  
and  
Mistress of Ceremonies  
Permanent Address:  
20 EAST DEWLAWE PLACE,  
Phone: Whitehall 8070, CHICAGO.



Vaudefilm Grosses

# Miller 2d Week Tops Shaw; Sheridan Strong at Strand; Chester Morris Good Chi Draw

NEW YORK.—Glenn Miller (Paramount) continued to outdraw Art Shaw (Strand) on the second week of their respective engagements in Broadway's two top vaudefilms. Second week of Miller at the Paramount, along with Honeymoon in Ball on the screen, and with the aid of the Inkspots on the stage, drew \$48,000. Shaw, with a weak picture, only hit \$27,500 for his second week at the Strand. Picture, Espionage Agent, didn't help any. During the first week of their engagements, Miller out-drew Shaw by \$16,000, Miller drawing \$34,000 and Shaw \$38,000. Paramount holds over third week with the current show. Strand, however, opened a new bill Friday (6) with Ann Sheridan and Red Weems' Band on stage and Dust Be

My Destiny on the screen. Headed for a very big week.

Boxy's *Here I Am, Stranger*, on the celluloid, and the stage bill consisting of Pauline Alpert, James Evans; Lowe, Hite and Stanley, and the Stapletons was responsible for a very weak gross of \$27,000 for week ended Thursday (5). New film, *Eternally Yours*, seems headed for a low gross.

Second week at the Musto Hall, with *Nurse Edith Cavell* and the spectacular stage show, drew a good \$74,000, making a total of \$124,000 for the two-week run. *Intermezzo*, which opened at the Hall Thursday (5), did capacity business opening day and grossed \$27,000 for the first two days of the run.

Lowe's State was weak, with \$26,000 for the *Wizard of Oz*, and Gus Van and Andy Kirk heading the stage bill. Show which opened Thursday (5) is doing only fair business. *Lady of the Tropics* is the film, and Del Courtney's Band, Jack Drum and Jackie Heller top the vaude bill.

CHICAGO.—In his second engagement at the State-Lake and the only vaude house name in the Loop this week, Chester Morris will attract a favorable \$16,500, or nearly \$5,000 better than last week's figure which trickled in during run of *Karloll in Men*. *They Couldn't Hang* and seven acts. Morris has Coast Guard on the screen for support, but is of no box-office help.

Chicago opened well with Louis Bromberg's *The Refus Came* and is figured to be in a nice \$44,500, strong enough to hold over. Not much money expected from stage bill topped by a Dorothy Hill line and three acts. Rochester's unit and second week of *The Old Maid* closed to a big \$43,000.

Palace, too, is counting on its picture to spur the gross, for flesh end with Chester Hale line and four acts is just a routine layout. Screen has timely *Nurse Edith Cavell* and, judging by opening day business, should wind up with a good \$18,000 gross. Second stand of *Orlinal* has a winning combination in second run of *Stanley and Livingston* and *Lady of the Tropics*, which is drawing the bargain-conscious trade. Gross heading for a healthy \$15,500, a \$2,500 improvement over last week's combo of *Goodbye, Mr. Chips* (second run) and *Earl Bines* Brand.

Orlinal has a winning combination in second run of *Stanley and Livingston* and *Lady of the Tropics*, which is drawing the bargain-conscious trade. Gross heading for a healthy \$15,500, a \$2,500 improvement over last week's combo of *Goodbye, Mr. Chips* (second run) and *Earl Bines* Brand.

**Goodman's Strong \$7,600**  
ST. PAUL.—Orpheum, with Benny Goodman Band on the stage, grossed \$7,600 for the week ending September 29. House average without stage show is \$3,200. Pic was \$1,000 a Touchdown.

**Grosses Up in M'p's**  
MINNEAPOLIS.—Orpheum, with Eddie Dunstetter on stage, lifted the take to \$6,100, as against average of \$4,800, for week ending September 29. Pic, *Fifth Avenue Girl*.

Minneapolis Theater, with Bob Hall, Dick and Dot, Henning and Ray, Johnny Sanna, Jack Malerich and Lew Brock, plus pic, *Irish Luck*, did \$7,500 for week ending September 29. Average is six grand. Previous gross was \$5,100.

**Flesh Booms Buffalo Gross**  
BUFFALO.—Twentieth Century, inaugurating a stage-show policy, booked a large *Flesh Isour* headed by A. B. Marcus Revere. *Le Tigre Parade*, including cost of \$75. Gross was more than doubled, figure hitting \$13,150 for week ending September 30, as against average of \$5,200. House ork was led by Johnny Lyons. Pic, *Panama Patrol*.

**Washington Biz Varied**  
WASHINGTON.—For the week ending October 12 Warner's Earle expects an excellent week with *Honeymoon* in Ball on screen and the *Roxettes'* birthday party on stage. The Virginia Frisco, Goodrich and Nelson, Stanton and Curtis, and the *Roxettes* complete stage show. Gross should reach \$18,000 partly due to

strength of film and also because the other local vaude house doesn't feature a strong attraction.

Lowe's Capitol relies upon Phil Spitalny's girl orchestra to sell the tickets for the week ending October 12. Stage headliner outdrawing a poor film, *Here I Am* a *Stranger*, and gross should settle on \$20,000.

For week ending October 5 Earle squeezed thru for a \$17,000 with Ann Sheridan's personal appearance. The Capitol did not fare too well. *Dancing Co-Ed* rinding up \$13,500 for the week.

## Spitalny Makes Philly Par; Others Only Fair

PHILADELPHIA.—Local biz was slightly off in all houses week ending October 5, interest in the World's Series causing (See VAUDEFILM GROSSES on page 57)

## Cincy Spots Grab Off Series Dough

CINCINNATI, Oct. 9.—Huge World Series crowd, augmented by hundreds of delegates to the American Federation of Labor Convention being held in Hotel Netherland Plaza here, has caused the largest influx of visitors in its history over the week-end and sent night club, restaurant, theater and hotel business skyrocketing. The biggest crowds since New Year's Eve, but much more orderly and strangely enthusiastic considering that the Cincinnati Reds had about shot their series bolt, jammed the basin of the city Thursday, Friday and Saturday nights. Clubs and bars got the biggest play.

At the Hotel Gibson more than 200 cots were placed on the Roof Garden. At the Netherland Plaza cots were placed in sample rooms and private dining rooms. Netherland management also took over some 40 offices in the Carew Tower, which houses the hotel, to take care of the crowds.

Cincinnati Baseball Club engaged the Netherland's class bistro, Pavilion Caprice, where the club played host to the 400 hungry and thirsty newspaper men covering the series. Across-the-river enterprises, such as Beverly Hills Country Club and Jimmy Brink's Lookout House, also benefited from the series crowds. Night haunts along this city's Gold Coast, Central avenue, reported a big hike in attendance and receipts.

The Gayety, local burlesque house, staged an extra midnight show Sunday.

## Babb Pilots Childs Unit

SPRINGFIELD, O., Oct. 7.—Kroger Babb, former ad man for the Phil Chakkers Ohio Theaters, with headquarters here, has joined Solmie Childs' French Polles as advance and press agent. The unit, which recently began its tour at the National, Richmond, Va., is set in Warner and Shea houses in Ohio and Pennsylvania. Featured with the Childs show are Van Horn and Carlos, Anna DeBorja, the Gordvas, Clark and Curtis, the Donnelly Sisters, Ruth Morgan, Jean O'Brien, Al (Rags) Boke, the Arabian Tumblers and a 10-girl line.

**"THRILLS" WOLANDI**  
First and only bounding high wire in existence. Performing original tricks not duplicated by any other high-wire artist.  
**HELD OVER, HOFBRAU NIGHT CLUB**  
LAWRENCE, MASS.  
Write for Literature and Details, Care The Billboard, 1564 Broadway, New York City.

**ANOTHER THEATRICAL ART SPECIAL!**  
16x20-Inch Hand-Colored Enlargement for \$1  
Send your small photos now. This offer good anywhere in U. S. or Canada until Nov. 15. No limit on number per customer. We are also extending our offer of 25x42 enlargements for \$2-46 each.  
Write for Price List.

**STITES PORTRAIT COMPANY**  
Shelbyville, Indiana  
"The American Showman's Art Headquarters"  
**DANCE HALLS!**  
PROTECT YOUR PROFITS  
Our Patented Dance Check fits through bottom and rear of each record and reacts to another without disturbing. Guards your profits. Priced low, \$16.00 a Thousand. Available without special charge. Sample on request. Order today. Made in U. S. A.  
**WESTERN BADGE & NOVELTY CO.,** 402 N. Exchange St., ST. PAUL, MINN.

**50th ANNIVERSARY**  
**THE GUS SUN BOOKING AGENCY**  
Production SHOWS  
WRITE! WIRE! PHONE!  
Sun's Home Theatre Bldg., SPRINGFIELD, O.

**BUY NOW! SAVE**  
SUN BOOKING  
Everything UNDER THE SUN

**PHOTOS**  
Reproductions From Your Copy  
**SPECIAL—LIMITED TIME ONLY!**  
100 Postcards \$2.00  
12 8x10 D. W. Lobbies \$2.00  
Quality work, No-Gloss finish. 50% with order. Cal. C. O. D. Get prices on larger quantities. Hundreds professional people use our customers. Special Negro and Xmas Cards on order.  
**REPRODUCTIONS CO.,**  
224 High St., HAMILTON, OHIO

**STANDARD ACTS**  
Ministry New York State, Michigan. We offer three weeks' Broadway Time. Semiregular dates. Full Description First Letter.  
**Bill Stewart Attractions**  
(Under New Management)  
DUNDAS, E. TORONTO, CAN.  
WANT GIRL LINES FOR STYCK

**WANT 15 STRIP TEASE GIRLS—15**  
Experienced or inexperienced. Must be at least 21 years old, but not over 28, for 20-year-round Florida Night Club. Young and attractive. Not over 100 pounds in weight unless girl is tall. Those with head photographs preferred. Ticket if necessary. Send photograph and state all necessary information in first letter. Also send Girl Statistics and Teams of Hair, Eyes, Hair Decorations, \$1 B. TALK-ROBINS, 906 Jefferson Ave., Miami Beach, Fla.

**HOLD AUDIENCES SPELLBOUND WITH STROBLITE**  
Luminous colors that glow in dark. Produce spectacular effects on Ontonago, Scenico, Lobby Displays, Night Club Decorations, etc.  
**STROBLITE CO., Dept. B-19, 35 W. 52, N. Y.**

**ACTS, PLAYS, SKITS, MINSTRELS**  
540 NEW MINSTREL SHOW. See GAMBLES NO. 3 NEW COMEDY COLLECTION. \$1.24  
100 NEW PARODIES. 12. 12 COMIC RECITATIONS. 12. 12 New Decorations. \$1 B. TALK-ROBINS, 906 Jefferson Ave., Miami Beach, Fla.

**Harry Freeman Wants NIGHT CLUB ACTS**  
If all Affiliations, Send Photos and Permanent Address.  
**DEFILATED BOOKING SERVICE**  
101 South High St., COLUMBUS, O.

**Tusk! Tusk!**  
CINCINNATI, Oct. 7.—John Boies, singer and screen star, led a safari into the basement of the Shubert Theater here at noon today, and a few minutes later brought back alive one full-grown elephant, meanwhile proving that the garden hose is mightier than the bull hose.  
It all came about when Myrtle, twoton member of Adelaide Neilson's Dancing Elephants, crashed thru the floor of the Shubert stage Friday afternoon while waxing hot on a rumba. Workers labored all thru the night to get Myrtle out of her predicament, but all efforts to coax, prod, pull, push and hoist her out of the cellar were of no avail. Even the local fire department tried everything at its command, but gave up.  
It was then that Boies thought of the nose idea. Just a few splinters from Boies' weapon and Myrtle meekly paraded up the improvised steps that had been hastily constructed during the night in an attempt to get her out of the cellar.  
The Shubert continued its vaude after Myrtle's fall Friday, but kept the house dark Saturday until Myrtle was freed and the stage could be repaired.

**Wilson, Powell, Armetta Put Over Newark Sun. Vaude**  
NEWARK, N. J., Oct. 7.—After four weeks of Sunday vaude, Adams Theater, formerly the Shubert, is coming into the black. October 1 proved to be the outstanding attraction so far. Teddy Powell and orchestra, plus Marie Wilson and Henry Armetta, get credit for drawing a swell \$3,200. Screen fare was Universal's *Code of the Streets*.

Vaude shows began September 10 with Guy Lombardo and orchestra, plus several acts. House is legit for the remaining six days. Prices ran from 75 to 99 cents, and biz admittedly was poor. Screen fare was Gene Autry's *Colorado Sunset*.

The following week, when Belle Bae, NTO and Eddie DeLange's Orchestra headed the bill, prices were dropped to the present scale, 35, 55 and 75 cents.  
Helen Morgan, Rufe Davis and Henry Youngman were in next and rolled in the biggest dollars. Without a band the \$2,000 gross, however, was not so bad. Reversal of biz came with the Teddy Powell show. From all indications the policy has finally caught on.  
First-run features with the Sunday vaude present an interesting booking situation. Adams is owned by A. A. Adams, who also controls the Paramount Theater. Consequently he is booking the pix used as the Sunday first-run film as the second feature in the Adams Paramount the following week.

FIRST traveling band to play at West Plains, Mo., in several months is Blondie Childers. Came here from Detroit for a fortnight at Cozy Grove Ballroom.





## Strand, New York

(Reviewed Saturday Afternoon, Oct. 7)

Broadway this week has its chance at last to observe just what Comph looks like at close range. After one of the most nonsensical publicity build-ups ever accorded a movie star, particularly one whose screen appearances indicated no reason for same, Warner now caps the climax by putting the young lady on display in the flesh—and the young lady turns around and confounds a lot of scoffers (including this one) by displaying a charm, a personality and a manner that add up to a great deal more than that idiotic five-letter grunt. Her name is Ann Sheridan.

Despite the handicap of her designation, despite the cynicism that holds that anticipation is better than realization and despite the obvious plug for a forthcoming Warner epic, which takes up half her routine, Miss Sheridan handles herself in a manner that makes one wonder if her wooden characterizations in films weren't played by two other people. As far as personal appearances go, this is probably the best to hit a vaude house in some time. Miss Sheridan sings, if not brilliantly certainly pleasingly, and handles lines and bits of business with admirable grace, poise and a sense of humor. Her self-derogation about her trade-mark falls pleasantly on the ears and a parody on *Are You Havin' Any Fun?* is perhaps the cleverest material ever included in a Hollywood p. s.

Sordid commercialism, however, had to rear its ugly head with her warbling of several oldies featured in the soon-to-be-released *The Roaring Twenties*.

From an audience standpoint the rest of the bill isn't much more than a prolog to glamour, but actually it provides good entertainment and one or two show-stops. Ted Weems does an excellent band supplying swing, balladry and novelty in a better and more generous blend than some of his conferees on local stages. Featuring Perry Como, who show-stopped with his vocals; Barbara Maxwell, also a big applause-getter on the rhythm wodge; Elmo Tanner, whose whistling long has been a Weems hallmark; the famous *Martins* and the *Cops*, this time with motion pictures illustrating the ditty, a different touch in a band performance, Weems' work, as always, is entertaining. It deserved a better fate than playing stooge to Comph.

Bill also offers Cass, Owen and Topay in some humorous and unusual tumbling, acrobatics—part of which, in slow motion, is exceptional—and general fooling. Trio followed Miss Sheridan, and still managed to wring plenty of palm-beating from the worn-out pepholders. Ruth and Billy Ambrose likewise drew their share of enoountments with a really fine exhibition of ballrooming, in waltz and tap tempos. Their impression of high-school kids dancing is old, but this

good-looking and personable duo turned it into a more humorous than usual bit. The act lasts 37 minutes. In a *Mad* Priscilla Lane, *Barrrr*, *Dust Be My Destiny* (Warner), is on the silver sheet. The show caught us at S. R. O. The Greeks had a word for it. Could it, after all, have been Oomph?

Daniel Richman.

## State-Lake, Chicago

(Reviewed Friday Afternoon, October 6)

The presence of Chester Morris, a stage performer both on the screen and stage, strengthens a mediocre seven-act vaude revue. While he has changed his act little from his preceding engagement here some months ago, his pleasant personality and admirable gift of gab in both the skit portraying his visit in a fan's home and during a few moments of magic with the aid of a productive Chinese job enable him to hold the audience all the way. He will no doubt boost the box-office gross, for his p. a. is neither that of a has-been nor of a publicity-still puppet, still appearing as he does in major screen attractions. He winds up the bill and leaves them begging for more.

The Gaeco Brothers, three novelty ball rollers, start things off with several balancing tricks. The pattern is old but some of the stuff still brings response. For an act that they put their teeth to task, two of them holding up the rope on which their third partner is balanced.

Marion Ryger, announced as a dramatic soprano from Station WGN (local Mutual chain outlet, is had all the way. She is not making her voice to any commercial advantage and has not developed a personality that projects across the footlights. At first she delineates in song the trials and tribulations of a prima donna from her first-silk-dress days to the opera stage and closes with the *Beer Barrel Polka*.

Hanlon and Clark, nick comedy pair, are the first to warm up the customers with some old but funny goods. Follow the nut lane most of the way, with gags, bits and screw songs. The woman's work is funny despite a rather thin voice that doesn't lend itself to any rowdy situations.

The Golden Pair (True and Trudy Wilkins), hand balancers working in gold satin outfits, hold the attention with their ability to take either top or bottom positions. The tricks are smoothly executed and act would be aided immeasurably if less time would be lost between feats.

Mirth and Mack prove a real highlight on the bill with a cock tap and imper sonation act. The boys are fast and clean-cut dancers and their take-offs of celebs are presented in a novel manner, closing with a Harpo and Groucho Marx bit that is a show-stopper. At first show opening day they encoored with a military tap routine.

Pritchard and Lord, tap and ballet ballroom team, precede Morris with three numbers that are good in themselves but do not look their best in this bargain house. Ann Pritchard excels with her turns but they come too late in each routine to keep impatient customers in place. Lord doubles as emcee.

J. Walter Davidson fronts the house band on the stage. Screen has Columbia's *Coast Guard*. Business heavy end of first show. Sam Heinberg.

## Music Hall, New York

(Reviewed Thursday Evening, Oct. 5)

With the new film, *Intermezzo a Love Story* (UA), opening to S. R. O., the new show should run two and perhaps three weeks. Stage show is a bright novelty idea, apparently devised to offset the heaviness of the film story.

The stage show is called *The Clocks* and is run off before one set, except that new pieces are brought on and off several times. *Society* represents a great variety of clocks, and talent is presented as coming off a clock's pendulum or stepping out of a clock's box, etc. Opener has Alfred Latell, in a bulldog skin, doing a surprisingly faithful dog impersonation that won the audience completely. Elinor James and Doris Berg did a tap and puppet bit and the ballet girls joined to form a colorful background.

Louise Fornaca offered a lively toe solo and Jack de Merchant sang in a lovely garden setting and then Pearl Robins came thru with a punchy toe specialty and a fast ballet piece. Well impressed, as usual, with his banjo, elec-

trio guitar and uke playing. He is superb on these instruments. The 30-man glee club then sang in Swiss costume, some of them stepping out for slap dancing and yodeling. Nick Nickols held close attention with unusual novelty tap solos and acrobatics atop a small platform. A stunty specialty.

Florence Rogge produced the show and did an excellent job. Color, movement, novelty, girls and talent is all there. The show is preceded by the huge symphony orchestra rendering Erno Rapee's arrangement of several pieces from *Carmen*.

Paul Denis.

## Orpheum, Los Angeles

(Reviewed Friday Afternoon, Sept. 29)

A classy array of acts this week that more than give the customers ample return for their money. Shaw and Lee still have the ability to get plenty of laughs with their antics. Working with precision that so many comedy acts lack today, Shaw and Lee open fast and build every minute they're on toward a flashy finale. Best bit is the pantomiming done with their hands.

Irene Vermillion is back with her four female partners. The act works good, well here, and Miss Vermillion's dance routines click handily too. Her stuff is intricate and, combined with good showmanship, makes for a top act.

Ben Chaves offers a turn that is refreshingly novel by putting comic new twists into a stock magic act. Chaves is a showman and his stuff with thimbles and cards is above the average. Best trick was swallowing an egg and bringing up several more.

Chaves has played club dates successfully for years around here, and his vaude turn is equally as flashy.

The Martingales present an adagio act that is pleasing because of their ability to get away from trite routines. Combining contortions with their other stuff, they make a good band.

Al Samuels, with Chiquita and Andie, offered tap routines that were okeh. The trio knows its steps and rounds out the bill nicely. Best effort was the military turn.

Flickers were *Hotel for Women* and *Moto Takes a Vacation*. Bis fair at this show.

Dean Owen.

## Loew-Globe, Bridgeport

(Reviewed Monday Evening, October 2)

Show got off to a good start with the Small Brothers, two husky fellows, in some clever hand-to-hand balancing, getting show-topping applause. Had to encoer.

Brooks, from radio, warbles well, but should stick to straight stick instead of her burlesque on *Tevers In Our Toss*, which detracts from her really good singing.

Jackie Richards, youthful comic who also doubles as emcee, got off to a slow start, with gags falling flat, but his bubbling personality had the audience howling after a while, along with his eccentric hoofing, closing with a tap imitation of the latest dances.

Olsen and Fabor, mixed team, were the comedy highlight with many comedy, lingo and mugging. Their pantomime bit being a standout. *Varieties of 1939*, flash act with top billing, closed the show. Three misses in harmony singing and instrumental accompaniment went over fairly well. Gains were a bit nervous. This week break-in date for a couple of other jewels do some difficult acro routines, with the well-shaped miss doing taps being outstanding. Fellow act piano accompanies, but seems like mere atmosphere.

Show show lasted an hour. House was packed. House Manager Harry Rose is increasing seating capacity by several hundred. Too bad that short-sighted Loew executives don't give City Manager Mack Saunders free rein to install either split or full-week vaude here, as munition factories are taking on a wartime boom and there is a steady influx of new workers here.

Two first-run flickers, *Mattiny* on the *Black Hawk* and *The Challenge*, kept the four-hour bill a hot one.

Samuel A. Lefkowitz.

FIRST TIME ON THE COAST \* \* \* \* \*

## Enric MADRIGERA

AND HIS ORCHESTRA

featuring

RADIO'S FAVORITE SONGSTRESS

PATRICIA GILMORE

THE SENSATIONAL VOCAL TRIO

THE HANSONETTES

NOW PLAYING

COCOANUT GROVE

LOS ANGELES, CALIF.

RECENTLY

BON AIR COUNTRY CLUB • RITZ CARLTON

CHICAGO BOSTON

NBC NETWORKS

COLUMBIA RECORDS

Dir.: MUSIC CORP. OF AMERICA



## WINNIE HOVELER GIRLS

Six Glamorous Dancing Darlings

WINNIE HOVELER

Producer  
 AUDREY HOVELER LORRAINE LEATO  
 HELEN SHEP MARCE ANTHONY  
 TONI DARNAY

NEWEST ROUTINES—  
 GORGEOUS COSTUMES

NOW PLAYING RETURN  
 ENGAGEMENT  
 HARRY'S NEW YORKER, CHICAGO



## ROSS, PALMER and STANTON

Originators of the Dance to  
 RAYMOND SCOTT'S "POWERHOUSE"

Introducing their latest creation, the "Sha-Conga"  
 Now Appearing at LOEW'S STATE, NEW YORK

Direction—LEW WEISS, New York

Note: Routine and Ideas Registered With The Billboard's Material Protection Bureau

Princess and Baby  
 YVONNE  
 "PSYCHIC WONDERS"  
 "ANXIOUS OFFICE" and "DOC. M. IRVING"  
 "SENSATION" 431 Roosevelt Blvd., Philadelphia







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

Abdallah, Sam, Girls (Lotus Garden) Washington, D. C.
Ace, Red (Silver Star) Detroit, Mich.
Acker, Peggy (Blumstein) NYC, h.

(For Orchestra Routes, Turn to Music Department)

Acts—Units—Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; pb—amusement park; r—road house; rc—restaurant; s—showboat; t—theater. NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Bear, Billy (Food Show) Milwaukee, 9-14.
Baldwin & Bristol (Half Moon) Steubenville, O.
Bea, Eddie (Old Romanians) NYC, n.
Bianchini, Barbara (Waldorf-Astoria) NYC, h.

DeCamp, Ronnie (Old Rumanian) NYC, n.
DeCort, Hiana (Russian Art) NYC, re.
DeForest, Jack (Music Hall) NYC, n.

Harris, Whitley, with Lynch's Death Dodgers (Whitley's Pair) NYC.
Harrison, Spike (Gay 90's) NYC, n.
Hart, Carmen (Old Shay Gardens) Pittsburgh, n.

Callahan Sisters (Rosevelt) NYC, h.
Carr, Palmer (Show) Chi, h.
Carr, Billy (606 Club) Chicago, h.
Carroll, Helene (Leasing) NYC, h.

Flores, Marissa (St. Moritz) NYC, h.
Flora & Boyles (Jockey) Baltimore, h.
Flower, Consuelo (Queen Mary) NYC, n.

Inga, Gregory (Russian Art) NYC, re.
Ink Spots (Paramount) NYC, t.
Irwin, Clara (St. Regis) NYC, n.

La Mae & Glover (ML Royal) Montreal, Que., h.
LaMonte, Lee (The Madison) Baltimore, n.
Lane & Cook (Mac & Macrus (Jungleland) World's Pair, NYC.
Lane, Mary (Jimmy Kelly's) NYC, n.

POLLY JENKINS AND HER PLOWBOYS PAIR - DUNDUE, N. Y. For booking address personal representative, Edith Selomons, 1560 Broadway, N. Y. C.



# Burlesque Notes

(Communications to New York Office)

**NEW YORK:**  
**TOM BUNDY**, stage manager and character man at the Eltinge, was again engaged on an emergency situation when George Boyle, juvenile tenor, became ill one day last week and was forced to lay off, bundy taking over for the time being.  
**MARGIE HART** and **Manny King** threw a double birthday party in the cocktail room of the Crawford House, Boston, September 26. One of the guests, singer Johnstone, writes of the affair: "Never saw so much to eat and drink in all my life. And talk about your gifts. Present were everyone from the Columbia. Gayety and Howard Jones, too. VIRGINIA JONES, at the public, enjoyed to find a substantial increase in her last pay envelope. . . . **HERBERT K. MINSKY'S** latest to hippo satness at the Triboro is a program with a photoed insert. Also new, elaborate lobby and outside picture frames.  
**ALLEN GILBERT** introduced a novelty number, *Cinderella*, in the set of assemblies for September 29 week at the Triboro, Brooklyn, and intends following up with similar ideas over the remainder of the season. Erna Vogelweiss was the Cinderella. . . . **LILLIE DAWN** left the Triboro to open an extra attraction at the Troc, Philadelphia, week of October 8.  
**REALLY CELAMBRINO**, general manager of the New People's, installed Italian lyrics and dramatic shows Sunday (24), all in conjunction with five-day follies shows. . . . **BOB LEONARD**, new Tracy, formerly burly juvenile, here on a honeymoon auto trip last week in company with Billie Cecil, a Los Angeles dame who became Mrs. Leonard July 31. Last film for Bob Tracy was *The Hunchback of Notre Dame*. . . . **RED BUTTONS**, new eccentric comic who debuted at the first September show and who was discovered in the Catskills by Tommy was has been held over indefinitely by Harold Tinsky. . . . **PAT KEARNEY**, BAA delegate, celebrated a birthday September 25. A few days before he suffered a long cut on one side of the face as the result of a badly inserted safety razor blade. . . . **MARGIE LEE**, known as Steffie, closed at the Garrick, St. Louis, with a first unit play at the National, Detroit, week of October 6, heading a cast composed of Ed Welles, Jean Wade, Irene Wynn, Billy Hagan, Jack Fields, Charles Harris, Tony Lyons, Jack Morrison and Wyn Wyn. . . . **PAT JOYCE** was added to the

Bob Carney unit in Detroit September 29. . . . **EARL ROOT** closed with *Venus on Parade*, first unit, in Pittsburgh to ensemble in the Bowery night club in Detroit with Billie LaMont. . . . **HENRY ARMETTA**, movie ace, spotted in a Triboro box with his wife and Mrs. Al Dow Saturday night (30), was induced to come on stage as a show, as **SAUL**, dancer, shifted from *Follies* to show here to vaude for two weeks. Opened October 1 at the Hippodrome, Richmond, Va., followed by Jefferson, Norfolk, Va. . . . **BOB TAYLOR**, straight man, is in the Medical Arts Hospital under treatment for ulcers. May have to remain the next six weeks.

**UNO.**

**CHICAGO:**  
**THE A. B. MARCUS-N. S. Barger** show, *A Night at the Moulin Rouge*, had a number of Chicago visitors at its opening in Dayton, Ohio, last week. Among them were **Milt Schuster**, Mr. and Mrs. **John McDonald**, **Jack Davies**, **Irving Yates**, **Sam Tishman**, **Miles Ingalls** and Mr. and Mrs. **William Vannerson** (he's the Rialto treasurer). Show is using a number of burly boys, among them **Ada Leonard** and **Natasha**. . . . **ARTHUR CLAMAGE**, operator in Detroit, Cincinnati and St. Louis, was a local visitor. . . . **GAYETY**, MINNEAPOLIS, switched to a three-show-a-day policy Friday (6) with the **Bob Ferguson-Charmaine** show. . . . **RIALTO** next Friday (13) is getting the **Billy Foster** unit, which has **Danny Jacobs**, **Ginger Britton**, **Eulalia**, **Dolores Dawn**, **Melanie Lebau**, **Jack Curtis** and **Claude Mathis**. . . . **RUBE BERNSTEIN**, former burly man husband of **Hinda Wausau**, is the company manager of the **Marcus-Barger** show.

## Garrick Does Good Business

ST. LOUIS, Oct. 7.—Garrick Theater, which opened September 9 as the only local burly house, has been enjoying good business, according to Jack Beck, manager.  
*Broadway Follies*, with **Ceil Vendell** and **Pat Paroe**, is current. **I. Hirst Circuit** books the Garrick and shows scheduled for the week of September 30, **Ziegfeld's Carnival**, featuring **Zorita**, **Tiny Fuller** and **Harry J. Connelly**; October 7, **Rockin' the Town**, featuring **Mary Joyce** and **Bob Carney**; October 14, **Amy Fong's** **World's Best**, with **Amy Fong**, **Billy Hagin** and **Billy Felder**; October 21, **Don't Give Up**, featuring **Renee** and **Max Coleman**; October 28, **Crystal Ames' Torrid Teasers**, with **Crystal Ames**, **Fred Binder**, **Jack Rosen** and **James X. Francis**.

## Shuberts Want Brooklyn House To Drop "Follies"

NEW YORK, Oct. 7.—Court has set October 14 as trial date in suit filed by **Ed and Jacob J. Shubert** September 28 against the **Amusement Co. of America**, for \$250,000 damages and an injunction to prevent defendant from using name "Shubert Follies." The defendants operate the Shubert Theater, Brooklyn, and have been billing and advertising as "Shubert Follies." Name "burlesque" has been censored by Mayor La Guardia and the Department of Licensing.  
 Shuberts' suit states that since 1933 they and **Billie Burke Ziegfeld** have owned the right to the *Ziegfeld Follies*. Complaint contends that public has since associated the word *Follies* with the Shuberts, therefore, any combination of words such as "Shubert Follies" is misrepresentation and giving the impression that enterprise is run by the Shuberts.  
**Milton R. Weinberger**, attorney for the Shuberts, said the suit was not seeking removal of term *Follies* from all burlesque theaters, but was confining his suit to the Shubert Theater. Trial will be in Supreme Court.

*It's Art*

KANSAS CITY, Mo., Oct. 7.—Because arresting officers could not distinguish adequately between lewdness and art, Judge James E. Anderson of the Municipal Court here Monday discharged 11 persons arrested when a vice squad raided the Gillis Theater. For the past five years the Gillis Theater has been the only local burlesque house.  
 There were eight chorus girls, two comedians and the manager of the show before Judge Anderson. Pictures showing the girls in scanty attire were exhibited.  
 "They were staging a lewd show," said the officers.  
 "The difference between lewdness and art is a matter of opinion," Judge Anderson said. "Describe what you saw."  
 "The police couldn't. So the charge was dismissed.

# Magic

By BILL SACHS  
 (Communications to Cincinnati Office)

**PAUL ROSINI** headlines the floor show which cracked the new season at the Commodore Club, Detroit. . . . **GEORGE LARAY**, former APA rep in Pittsburgh, has joined the Great Huber as advance publicity and personal manager. Huber, who recently augmented his turn with assistants and effects, is working Western Pennsylvania and Ohio. . . . **S. S. HENRY**, formerly prominent in magic organization circles but who has kept his hand in a dark secret in recent years, is still trouping 'til with the **Harley Sadler Show** in the Lone Star State. S. S. is seriously contemplating launching a 16mm. pic show on his own, augmenting his film programs with his said paintings and magic. . . . **PUNJAB**, magician and fire eater, plans from Seattle, where he is now playing, that business is good in the Pacific Northwest. . . . **OTIS MANNING**, now spending most of his time writing fiction rather than on magic, informs that his auto and de luxe trailer are pointed toward the West Coast, altho he says he may change his route at any time for parts unknown. . . . **ROY HOWARD** opened Monday (9) at the Plaza Cafe in his home village of Pittsburgh to play *ARTER* taking those gullible pictures used in the October 7 issue of *Pic* magazine, **Bill Neff** while doing a show at the Pennsylvania State Teachers' College, caught his finger under the chopper, the blade mashing up the digit. . . . **Paul** has the finger bandaged, but the doctor says the injured member will come out okeh. . . . **PAUL R. McCULLOCH**, amateur magician and superintendent of public schools in The Dalles, Ore., writes that he has been in the **Amusement Co. of Great Virell** (**Virgil Mulkey**) and **Philip Foxwell**. Where are you boys hiding? . . . **HARRY WONG**, with **Hilderbrand's United Shows** early in the season, is currently presenting his Chinese magic thru the State of Washington. . . . **WEST COAST** magic lads are wondering if anyone has heard of **Cantu**, who opened in London July 15 and who was to have gone to Paris from there.

**LOS MAGICOS**, Los Angeles, gathered **Ed** recently at the home of **Edgar Bergen** and **Charlie McCarthy** for one of their regular meetings, with practically all members turning out. Event was dubbed **Corigan Night**, with those entertaining doing their tricks in reverse. **Bergen** opened the show with a chalk talk and finished with **Charlie cracking** wise on the floor. . . . **JOHNNY BAKER** scribbles on some of the interesting stunts pulled by **Harry Houdini**. The shots dated back to 1910 when **Houdini** flew the first plane in Australia. **Edward Saint**, manager for Mrs. **Houdini**, furnished the film. . . . **JOHNNY BAKER** scribbles from Akron O.: "The town is full of magi—Baron Ormsby, the Maginis, the Delmonicos and myself—all working. Several of us have been out to partake of **Horace Marshall's** hospitality. I've just spent week with the **Fairs** at Michigan and Ohio and am heading east to fill three weeks in Pennsylvania niteries." . . . **WILFRED BELANGER**, known professionally as **Beckman** the Magician, has temporarily laid aside his wand to pick up with the **American Corps of Les Fusiliers Mont Royal**, better known as the 65th Montreal Regiment. His father has been in military

## Briskman-Leventhal Burly Into Prov., Bridgeport Spots

NEW YORK, Oct. 7.—Sam Briskman, operator of the Shubert, Brooklyn, in partnership with **Julien Leventhal**, has taken over the Park, Bridgeport, Conn., and the Modern, Providence, both 1,750 capacity, for a burly policy. Similar policy prevailed in these theaters several years ago.  
 Plans are for two shows daily, with seats reserved. Park opens October 23 and Modern October 30. Company will rotate from the Shubert, Brooklyn, to the other two for a run of three weeks. **Eddie Lynch**, now at the Shubert, will be general producer. Permission to use the name "Burlesque" has been obtained from authorities in both towns, said Briskman.  
**Max Rudnick**, part owner and operator of the Eltinge here, who signed a lease for the Lyric, Bridgeport, was undecided today as to what policy he would install, but that the Briskman-Leventhal group is to invade the town with its girlie show.

## Burlesque Review Follies, Los Angeles

(Reviewed Monday Evening, Sept. 25)

Bit really on the upswing here after the last spell, the show tonight found the house nearly filled. Follies has been dishing up some top entertainment in the past few weeks, and the production this week is tops for burly fare.  
 The show is being better than average. **Blackout** featuring **Bob Freeman** taking the part of a hoodlum was good for plenty of laughs. Bit about the lost aviators got good response.  
 The comic department **Betty Rowland** still heads the parade. She is tops and her strips, combined with real dancing ability, put her act in a class by itself. **June March** takes the bows for being the best looking girl to seem to be getting plenty of the boys back for each change of show. **Joe Ann Dare** is okeh on looks and knows how to get the most out of a strip. **Gay Knight** packs plenty of personality and manages to sell his show.  
 In the comic department the laughs go to as well a line-up as seen around here in many seasons. **Billy Reed** and **Gus Schilling** got plenty of chuckles. **Jack Romig** also does okeh.  
 Straightening is handled by **Bob Freeman**, **Paul West** and **Larry Norman**. **Norman** broke into burly at this house as a warbler and has been improving right along. **Paul West** was the best.  
 Best production number was *Start the Day Right*, with the line girls opening in a prop bed and going into their dance. Very effective stuff. **Norman** handled the vocal on this one.  
 Femme warbler is **Roddie Ritchie**. She has a good voice for this type of spot.  
**Paul Locke** handles production, with **George Clark** as stage manager, and **Edvoro** or **Webb** house manager. **Milt Stein** is p. s.  
**Dean Owen**.

**MARTY WHYTE** returned to Chicago to take charge of the new theater department opened by **Eddie Sligh**. Whyte has been in New York for the last year.

service in Canada for 29 years and his brother died on a Belgium battlefield in 1915. . . . **JIM SHERMAN**, of the National, New York, shoots up the first copy of his new supplementary catalog No. 6, containing 96 pages of magical effects, most of them brand new. The nifties pictured are ideally adapted for magicians working clubs or for the emcee looking for a novelty or two to pep up his routine. . . . **CHESTER MORRIS**, the movie star magic enthusiast, is greeting his host of Chicago magician friends during his engagement this week at the State-like Theater in the Windy City. . . . **THE GREAT NICOLA** writes friend that he is now in Singapore and doing a swell business. Press clippings show that the Nicola mystery here is being well received. . . . **LOS ANGELES MAGI** will work numerous free shows at hospitals and institutions in and around the town on International Magic Day, October 31.

## JOHN TAYLOR Magician

Kindly get in touch with me immediately. It is very important that you do so. H. G. MILLER, 722 Lavoie Ave., Penfield, Pa.

**McNALLY'S BULLETIN No. 20**  
 PRICE ONE DOLLAR  
 NEW, BRIGHT, ORIGINAL COMEDY  
 15 Monologues, 7 Acts for Two Males, 7 Acts for Male and Female, 16 Parodies, 16 Sketches, 16 Songs, 16 Dances, 16 Acts and Dance Specialties, Tab and Burlesque, 16 Musical First-Prize, Overtures and finales, 48 such as "Shubert Follies", "Reds", "Jones and Macintosh", "Blackboard", "Reds", "Jones", "Dance Band Stanzas", Hundreds of other bits.  
 BULLETIN No. 20 is only one dollar; or, 10 copies for \$10.00. No. 10, 11, 12, 16, 17, 18 and 20 for \$1.50, with nearest-back Guarantee.

**WM. McNALLY**  
 81 East 125th Street, New York

1270 SIXTH AVENUE  
 RADIO CITY • NEW YORK



## Winstead Minstrels End Season Nov. 4

PAYETTEVILLE, N. C., Oct. 7.—Winstead's Mighty Minstrels will call it a season November 4 after a 36-week trek under canvas. Up to this writing, the show hasn't lost a day, with business to date highly satisfactory. Show is transported on seven trucks and three passenger cars.

The Winstead organization, which carries 40 people, including a 13-piece band, is slated to resume early next March under a new top, a 70 with three 30-foot middle pieces.

The show's staff comprises E. S. Winstead, owner-manager; David Wiles, stage manager and producer; Willie Wiles, chorus producer; Frank Stone, bandmaster, and Red Jernigan, electrician. C. E. McPherson is agent.

## Ward, Smith Folk Clash In Reunion and Picnic

VERNON, Tex., Oct. 7.—Johnnie H. Ward and Ray Smith shows clashed in a friendly reunion and picnic here October 1, with 25 persons joining in the festivities which lasted from noon until late in the evening. Song dances, eating, spinning, broadcasting and story telling comprised the program. Lecta Ward was crowned "Queen of the Dumping Dish." The other women of both companies took a free hand in serving salads and desserts.

Those present from the Ray Smith Show were Manager and Mrs. Ray Smith, Mr. and Mrs. Wally Harris and family, Harry and Jean Wright, Larry and Jayne Flood, Lecta Ward and George O. Smith. Members of the Johnnie Ward Show present were Johnnie and Bobby Gean Ward, Bob and Marguerite McLean, Mr. and Mrs. Insel Smith, Mr. and Mrs. Bud Day, Eddie Deloy, Roy Wyatt, Tommie Cook and Master Anthony Ward.

Both shows have just invaded Texas territory.

## Kirk's Georgia Minstrels To Remain Out Till Dec. 15

NATCHEZ, Miss., Oct. 7.—H. L. Kirk's Famous Georgia Minstrels played a successful engagement at the corner of State and Canal streets Monday night. Weather was cold but failed to keep away crowd. Business was good. Show was snappy, well uniformed, with considerable new equipment.

Personnel of 35 people is all colored with exception of owner and advance press agent. Manager Kirk said he hoped to keep the unit out on one-nighters in the South until December 15.

Band composed of 15 pieces, paraded here at noon on day of show. During the performance and the after-piece the "pit" orchestra of 10 played. Troupe recently played successful dates at Ferriday, Vidalia and other towns in Northeast Louisiana, and from here continued the swing thru Mississippi.

Show was enlarged recently by the addition of equipment purchased from Jack Naylor, of Alabama Minstrels, whose show burned recently in Texas, Ark., Tex.

## Spaun Show Will Wind Up Tent Trek Late This Month

FRESPECT, O., Oct. 9.—Spaun Family Show, which launched its canvas season early in April, will continue outdoors until late this month, according to Byron Spaun, manager. Show is this season working with all new equipment and trucks.

Spaun, who says the show has made money this season, reports the company is now being booked by Jack Richards. This week the Spaun organization is a feature of the Fall Festival here.

The outfit will again winter in Adelphi, O. Mr. and Mrs. Byron Spaun will remain in quarters all winter, but the remainder of the family will go on the road.



VIRGINIA MEACHUM (left) and daughter, Patty, who have been with the *Mansville Show* in Wisconsin all season. Virginia is the wife of Homer Meachum, comedian with the *Mansville* company.

## Bryant Showboaters To Air Over WLW

CINCINNATI, Oct. 7.—Billy Bryant and his showboat players, winding up their 10th summer season at the foot of Lawrence street here, take to the air waves over Station WLW here at midnight next Saturday, and will be heard in condensed versions of showboat plays at the same time for the next four consecutive nights.

First offering will be *His Dead Sister's Secret*. Co-starring on the other programs with Billy, who claims the title of "the world's worst actor," will be his 15-year-old daughter, Betty Bryant. Billy's humorous curtain speeches will be one of the highlights of the air program.

The Bryant Showboat is slated to wind up its local season around the middle of November.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Fox-Pughe Jamboree Ends; 75,000 Attend 11-Day Run

ST. LOUIS, Oct. 7.—The Jitterbug Jamboree of 1939, which opened here September 21 under direction of Sam Fox and George W. Pughe, closed Sunday night, October 1. Show played to over 75,000 people, according to the promoters, during the 11 days at the Auditorium. General admission was 40 cents, but the city was flooded with special coupons, which admitted the public on payment of 15 cents service and tax charges.

Fourteen teams entered the contest, with the final winners being Sammy Mann and Mary Ann Carroll, first; Eddie Johnson and Virginia Connors, second; Marge and Wally Hoppy, third. Runners-up who were eliminated on the final night were Mel Ahlmeier and Caroline Milner, Buddy Fleet and Pearl Knie and Val and Juanita Arnold. Ed Randall's colored orchestra furnished the music, with Rajah Beraman, Lenny Paige, Art Wolfe and Hal Brown acting as emcees.

Special vaudeville acts presented nightly during the jitterbug contest were furnished by the Joe Erber Theatrical Booking Agency, St. Louis. The show moved from St. Louis to Cleveland, where they opened Thursday night at the Auditorium.

## Norton Show Hits Stretch

LOS ANGELES, Oct. 7.—Opening here September 7 to fair business, Red Norton's Walkaround continues to pull satisfactory attendance. Four couples out of the 14 starters are battling it out at this writing, and with judges Forrest Bailey and Walter Grafsky turning on

## Rep Ripples

BEN and LILLIE HEFFNER, out of the tent-show game this season, with Ben pursuing an advertising wrinkle to success, have been in Cincinnati the last several weeks visiting relatives. Lillie journeyed to Chicago over the last weekend to visit with her brother and sister-in-law, Mr. and Mrs. Larry Cassidy, Larry being president of the stage electricians' union in the Windy City. Ben stuck close to Cincy to take in the World's Series games. . . . LEON HARVEY, well-known repertorian, who recently lost his leg in an auto crash, writes from Columbus, O., where he has been recuperating, that the benefit show, which was to have been held here for him recently has not yet materialized. The benefit sponsors who have been waiting for better show weather have plans all set and are ready to spring at the opportune time, Leon says. . . . POSSUM GILL and wife, afraid of being trapped in ice and snow, left Columbus, O., October 3 for their home grounds in Oklahoma and Texas. . . . PICKERING FAMILY have had a favorable summer season. . . . TATE & DEMAREST are framing a one-night stand trick at Seattle to play the Pacific Northwest. Troupe will offer *Tonight's the Night*, by E. P. Hannan. . . . RUTH KEELAN, who did specialties and ingenues with Chick Boyes Players in Lincoln, Neb., the past summer, has joined the Gaynor Players in Wood, Ind. . . . CHICK BOYES will have two circles in theaters until the first of the year. One will operate on a 14-day swing out of Hebron, Neb., and the other similarly from Sidney, Neb. Harold Gaudin will manage the latter. . . . M. E. (SKIP) DEAN, vet rep comedian of some 20 seasons with the M. & M. Show out of Sioux City, Ia., is wintering in Lincoln, Neb. He did not go out in 1939 but stood trick at a free act (Sandhill Bites) booked by the Ernie Young office on picnics and fairs.

FORREST BROWN, formerly with Billy Wehle's Billroy's Comedians and who recently closed with the Lewis Bros. Circus as car manager, has joined F. S. Wolcott's Real Foot Show in Ft. Wayne, Ind., with him are Jim Lindsay, Jay Waltlike, Joe Simpson and Oren Dottington. . . . J. FRANK COLLINS is booking a small trick in schools in Latah County, Ida., using bits from old plays. . . . JOHN ELLIS is playing school

in Montana to reported okeh business. . . . CLARENCE WHITE, advance agent and billposter, has just closed the season ahead of the Florida Orange Blossom Minstrels and has returned to Memphis to do the bills for the Orpheum Theater. . . . ALICE RICHIEY, of the General Electric unit show, being billed for posts from Santa Monica, Calif., plans to head east soon. Had nice birthday dinner with Leota and Joe Yule. Have met many burlesque and rep folks out here. Hurricane did much damage, but are all showing beach. . . . COCK GRAYES, formerly with Marvin Bybee Players and the Melrose Stock Co., is now an attorney in Pittsburgh, Pa. . . . JESSIE AND RAY BLIKER, with the Bert Gaggion Players the past summer, are visiting friends and relatives in Beloit, Wis. . . . HARVEY AND ELEANOR BRANDON, former circle managers, who have been inactive for the past two years, have returned to the field and are framing a circle to play Eastern Colorado. . . . BILL WRIGHT has closed with Henry L. Brunk's Comedians. . . . JESS AND GOLDIE OTSTOTT, after closing with Henry Neal's circle, have joined Goff's Comedians in the South. . . . WILLIAM JULIE is operating his Minnecota merry-go-round of 14 towns with Rochester as the base town. . . . FRANK CHIDDIX, many years with Ted North Players, has severed his connection with the troupe to head his own unit. . . . CARL MCOWEN Players wind up their canvas season, October 10, and after a brief layoff reopen on a loop of Nebraska towns. . . . BILLY CHARLES, with Neil and Caroline Schaffner Players all summer, has joined Ted North Players in Kansas. . . . KARLAN MARSH and Jack Howe, with Ward Hatcher's No. 1 unit in Iowa all summer, have gone south to prepare for the opening of the Manhattan Players.

CARL WHYTE, pianist, is a recent addition to the Hilla Morgan Show, now touring Arkansas. . . . THOMAS E. ROBINSON (Texas Tom) reports fair business with small trick in schools all winter in Mississippi. Robinson was formerly engaged in radio work in Vicksburg, Miss., and Mobile, Ala. . . . JOE HAGGERTY, formerly with Peagin-Wiles Players, left Kansas City, Mo., 1 unit, to join the Cross-Thornion circle in Iowa. . . . DIXIE QUEEN Showboat, now on the Missouri River, is reported to be closing temporarily for reorganization. . . . HARRY (IKE) EVANS, inactive in the rep field for several years, has one-nighter in North Dakota. . . . HARRY AND MABEL PAMPLIN, formerly with the Hugo Players, are visiting with relatives in Stanberry, Mo. . . . JACK PARSONS is playing Ohio schools with his educational unit. Pete White is doing the advance. . . . WALLACE BRUCE Players are rehearsing for their Kansas circle which is slated to open October 16. . . . DIONNE RECORDE has severed her relations with Ghente's Comedians and will spend the winter at her home in Arkansas. . . . BILLY BAUCUM, formerly with Ted North Players and in radio the past two years at Topeka, Kan. (See REP RIPPLES on page 9.)

## Jack Naylor Is Loser When Fire Hits Show

TEXARKANA, Tex., Oct. 7.—Fire of undetermined origin destroyed most of the equipment, including the tent, costumes and band instruments of Jack Naylor's Alabama Minstrels after a night performance here recently. No one was injured in the blaze. Little insurance was carried.

Manager Naylor has sold his remaining equipment, including several trucks to H. L. Kirk, owner of the Georgia Minstrels. Naylor stated he is leaving the road-show business to open a roadhouse in Lake Providence, La.

## John Lawrence Ends Tour

WORTHINGTON, Ind., Oct. 7.—John Lawrence Players closed their tent season last Saturday at Annapolis, Ill., after several weeks in that State. The season totaled 20 weeks without a night lost by bad weather, a record for the company. Business was better than expected, especially thru the Illinois fields.

## WINTER

Hillbilly Musicians, Red Fiddler, Team's new top good. State salary, op. Winter's engagement.

BEN HOLMES COWBOYS AND GIRLS  
WRACK, WILLIAMSPORT, PA.

**WINDOW CARDS**

250 Business Strips, \$22.95  
200 Sales Strips, \$15.95  
25x32, \$11.00, or on Bond Paper, \$9.00, 100 Cardboard  
25x32, \$11.00, or on Bond Paper, \$9.00, 100 Cardboard  
Imprinting, Write for Catalogue.

**BOWER SHOW PRINT** J. W. FOWLER, INC.



# Roadshowmen Can Prepare Guides To Up Attendance

**Editors Note:** Last week a story in this section told of roadshowmen who are employing photoplay guides issued by Educational and Recreational Guides, Inc., to give an interest in films. These guides give salient facts on the film and tell something of conditions under which the film was made. Because these guides are available on comparatively few 16mm films, roadshowmen need to know how to obtain them on films which they have in their libraries or have booked. This article tells how these guides can be prepared by the roadshowman himself for films on which no published guide is available.

**NEW YORK, Oct. 7.**—Realizing the interest created in films by photoplay guides and other literature of similar make-up, roadshowmen desiring to increase their attendance are now seeking to draft their own to supplement a comparatively small list available to the 16mm film.

Roadshowmen who plan to prepare their own guides or have them written must first ascertain whether the outline is to be a "photoplay study," which is the general treatment of the picture for adults and students of high school age, or "group discussion pamphlets," which primarily are for students.

In the case of the film study treatment the roadshowman or the person writing the guide should give a synopsis of the picture and where possible mention films with which the audience is familiar. This discussion varies according to the type of picture and the amount of background available. Something regarding the making of the film should be told in the guide; this information can probably be secured from the library.

## Booklets Similar

A group discussion booklet is similar to the photoplay appreciation outline with the exception that questions and projects for different classes are given. Both types of pamphlets may include reading lists, but it is necessary these books be listed for students. The questions and projects are arranged for different classes and grades. Historical films are, of course, natural for history classes and the idea with these treatments of films is to give the projectivist to be of interest to the teacher

and students of the English class. In this connection, one project which is generally used, is to have the class write a story of the film. In schools where manual training is taught, the project can be the building of a miniature set similar to one of the scenes in the film.

To give specific cases in writing guides a few of the late releases are mentioned. Guides to these films haven't been prepared but the subjects offer excellent opportunities for the roadshowman to try their hands at this effective method of exploitation.

If a roadshowman has booked *Crooked Circle*, a comedy-mystery featuring Zasu Pitts and Jimmy Gleason, a mimeographed guide on this show could easily be made up with the assistance of members of a school faculty. Of course, this guide would not bear, in this case, the indorsement of a national group, but the recommendation of a school group would have much weight in the area in which the school is located.

The roadshowman's first work in arranging for his special guides is to contact the principal and teachers familiar with the field covered by the film in question. In the case of a comedy-mystery the roadshowman might be a little waffler as to which teachers would be best to write the guide. A talk with the principal will solve this problem. While the English teacher would ordinarily be the logical one to review the film and write the booklet, there is always a possibility that someone on the faculty is familiar with movies in general. Films not based on definite facts could easily be handled by anyone familiar with school work and movies.

A picture such as *Why We Fight* offers roadshowmen an unlimited field for exploitation thru the medium of guides. While viewing the picture, the roadshowman or teacher assisting him could list the scenes in the picture. Referring to past issues of a daily paper, stories of war preparations and battles could be secured. These would furnish detailed information on the scenes shown in the film. Civics and history teachers, especially those conducting current event classes, could write the background leading up to the war or even compare the conditions at this time with those of 1914-1918. Questions and projects could be worked out and teachers might even grade the answers given by the students. The reading list might even refer students to back issues of the newspapers on file in the school library.

Western plays, while appealing to the audience on the basis of action in the

picture, are generally based upon some condition which has existed in the West. Films of this type may show the fight for water rights or a crusade against cattle rustlers. A teacher familiar with history of the West could find incident upon incident in textbooks to substantiate these fights. There is no doubt that if the guide is handled correctly the students will seek information in their textbooks on the situations which they saw in the film. Not only is this an aid to the teacher but encourages teachers to urge students to attend the showing of films of this nature when guides are available.

Documentary films, which are growing in popularity offer roadshowmen an excellent chance to boost their attendances thru guides. Not only are students attracted to shows with these outlines and suggestions but parents who have their attention called to the film by a note from the teacher or thru a discussion at the dinner table also want to see the film.

Where roadshowmen believe attendance at their shows will be increased by the use of guides, there should be no hesitancy in securing them. Of course, where they can be obtained already printed, they should be bought. The fact that the guides are not available in all subjects should not discourage the use of guides in the least. A little time, a little reasoning and some extra effort and co-operation will turn out a guide that will boost interest in the film. When a roadshowman has people thinking and talking about a picture, he has a crowd. Crowds account for a roadshowman's success in every section—regardless of the type of films shown.

## Florida Hotels, Trailer Camps Good for Shows

**NEW YORK, Oct. 7.**—A new angle for roadshowmen, that of making and showing movies at hotels, was suggested here today by William Van Ness, Miami, camera enthusiast, who returned here recently after several months in Florida, where he showed color films which he had made of the national parks.

Florida seems to be a good field for roadshowmen. Van Ness said. "Large hotels are offering movie programs, and operators who can shoot scenes around the hotel are in demand and have an excellent field. Films of the guests at the beach or on the veranda are shown with a few feet of the picture, in the ballrooms, where the shows are generally given, are packed. Large trailer camps, numerous in the State, are also good sites for roadshowmen operations."

While he does not propose to be a

# 45th YEAR The Billboard

Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Co.

R. S. LITTLEFORD SR., President.

E. W. EVANS, Secretary-Treasurer & General Manager.

A. C. HARTMAN, Editor

Outdoor Dept., 25 Opera Place, Cincinnati, O.

Indoor Dept., 254 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 26-27 Opera Place, Cincinnati, O.

Phone, Main 5306. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Plaza Theater, 1514 Broadway, Phone, 3-6110. CHICAGO—1411 North Wood St., Standish and Dearborn Streets, Phone, Central 8430. ST. LOUIS—330 Arcade Bldg., 8th and Olive Streets, Phone, Chestnut 6-2111. PHILADELPHIA—R. H. Park, 1222 Lamont Road, Linger Darty, Ph. Phone, 2-1211. LOS ANGELES—Eriandray, care of McGee, 414 N. Broadway, Phone, 2-1211. "The World's Fair," Cresswell Hotel, Piedmont Place, London, W. C. 1. England. SYDNEY, AUSTRALIA—The Sydney Herald, City Hotel, Bldg., 108 Pitt Street, PARIS—C. M. Chambers, care American Express, 11, Rue de la Paix.

CLASSIFICATION: Second-Class Postoffice Bldg., 108 Pitt Street, PARIS—C. M. Chambers, care American Express, 11, Rue de la Paix.

POSTAGE: Paid at New York, N. Y., and at additional mailing offices.

ADVERTISING: 100 Cents per Line per Week in Advance—One Year, \$5; Two Year, \$8. These rates apply in the United States, U. S. Possessions, Canada, Haiti, and other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING: Fifty Cents per Space Line, Whole Page, \$50; Half Page, \$27.50. Minimum 10 Lines. Advance payment required. Last advertisement form goes to press noon Monday.

No telegraph or telephone orders unless reimbursement is telegraphed or mailed so as to reach publication day.

The Billboard reserves the right to edit all advertising copy.



Vol. 51, OCTOBER 14, 1939, No. 41.

roadshowman, Van Ness gave many shows this past winter at hotels. The films shown were made by him during his various treks across the United States.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Year, \$8. These rates apply in the United States, U. S. Possessions, Canada, Haiti, and other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING: Fifty Cents per Space Line, Whole Page, \$50; Half Page, \$27.50. Minimum 10 Lines. Advance payment required. Last advertisement form goes to press noon Monday.

No telegraph or telephone orders unless reimbursement is telegraphed or mailed so as to reach publication day.

The Billboard reserves the right to edit all advertising copy.

## Questions and Answers

When using rear projection, how is the film run? May sound films be used for rear projection? J. L. E., Mississippi.

There are two types of rear projection—that which is shot on a mirror and reflected on the back of the screen, and direct rear projection, i. e., throwing the picture upon the back of the screen. Projection of the film on the mirror and then to the screen may be done with sound film. Direct rear projection with sound film is not possible with a regular machine for the reason that it is necessary to turn the film around to keep the pictures on the screen right side up. Since sound films have one line of sprocket perforations and a sound track, it is impossible to turn this type of film around.

## BARGAINS FOR ROADSHOWMEN

18 GUARANTEED RECONDITIONED

16MM. MOTION PICTURE

SOUND PROJECTORS

MUST GO AT SACRIFICE PRICES

(Priced from \$150 to \$175 each)

Buy now for your Fall and 1940 needs. \$200 down, \$100 down, \$50 down, \$25 down, \$10 down, \$5 down, \$2 down, \$1 down, \$0.50 down, \$0.25 down, \$0.10 down, \$0.05 down, \$0.02 down, \$0.01 down.

DE VRY CORPORATION

1111 Armitage Ave., Chicago, Ill.

## SHOW TALKIES

In Theatres Communities. Portable Sound Equipment and Weekly Programs Rented. Most recent rates. Circuits spreading all over the country.

KEYSTONE STATE AMUSEMENT CIRCUITS

Largest Operators of Movie Circuits in the World

State Theatre Bldg., 107 St. Court St., Pittsburgh, Pa. • Memphis, Tenn.

## Important Announcement

You can't afford to overlook this bargain. Brand-new 16mm. sound prints of *Red, Russell and Lane Chandler Victims*, \$95.00 each. Exclusive rights to the picture. Best of the ROAD TO RUIN, 2 reels, \$189.80. The best 16mm. picture in the non-theatrical field.

REMINENT QUALITY PICTURES, 1638 Central Parkway, CINCINNATI, OHIO

## SPECIAL RENTAL RATES

Includes WAR NEWS, Reels, 16mm. Sound Per Reel 75c  
FEATURES, SHORTS, ETC.  
Special Rate 75 Cents Only  
59 W. 48th St., New York, N. Y.

## OPERATE MOVIE SHOWS

Without any committment. Earn \$50 to \$100 weekly. No investment. No experience. We furnish Projection Equipment and Talking Film

## SOUTHERN VISUAL

Dept. 5-18, Box 2404, MEMPHIS, TENN.

## THE FILM WEEKLY AUSTRALIA

Offering the Motion Picture and Entertainment Field Generally.

Conducted by KEVIN BRENNAN,

108 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

## FREE PAMPHLET

Write today for your free copy telling you how to get into the roadshow business. It contains thorough directions on the different phases of operation and also a buyers' directory. Write now!

## The Roadshowman

25 Opera Place, Cincinnati, Ohio

## NEW AND RECENT RELEASES

**SCHOOL FOR HUSBANDS**, released by J. H. Hoffberg & Co., Inc.—a comedy of special interest for wives and featuring Rex Harrison, June Clyde and Diana Churchill.

**WASHINGTON**, released by Castle Films, showing the capital city of a great nation. The film, a complete tour of the city, shows Pennsylvania Avenue from the Capitol to the White House; State, Navy, War and Treasury departments, the Smithsonian Institution, Lincoln Memorial and the Washington Monument.

**GOSSIP OF GATE CITY**, released by Castle Films, a movie trip around San Francisco. The film gives bird's-eye views of the great city with its towering skyscrapers, Golden Gate Park, Chinatown, his favorite places, Dolores and quaint Fishermen's Wharf.

**THE FORBIDDEN TERRITORY**, released by J. H. Hoffberg & Co., Inc., an adventure story in which failure meant death. Stars Gregory Ratoff and Blinnie Bass.

**SECRET OF STAMBOUL**, released by J. H. Hoffberg & Co., Inc., a spy melodrama based on the novel by Dennis Wheatly and George Hill. Produced on actual location and features Valerie Hobson, James Mason and Erik Vonner.

**FRESH WATER FISHING**, released by Castle Films, a movie of the outdoors. Film gives the history of modern Isaak Walton's in natural

settings from boyhood days with a string and pin to the proud fly-casters of today.

**ROME AND JULIET**, released by Castle Films, an animated cartoon by Paul Terry. A comic cartoon classic of the immortal romance.

**THE PIRATE SHIP**, released by Castle Films, an animated cartoon. Story of "bad pirates on the high seas."

**THE CRIMSON CIRCLE**, released by J. H. Hoffberg & Co., Inc., Edgar Wallace's famous thriller. A baffling mystery solved by Scotland Yard. Stars Noah Beery, June Duprez and Niall McHugh.

**OLD CURIOSITY SHOP**, released by J. H. Hoffberg & Co., Inc., is Charles Dickens' famous classic produced on a lavish scale and inspired by the cast of experienced actors, including Jay Patric, Elaine Benson and Ben Webster.

**TALKING FEET**, released by J. H. Hoffberg & Co., Inc., features Hazel Ascot, eight-year-old dancing star, supported by cast of juveniles who sing, dance and play.

**TRAILING THE JAGUAR**, released by J. H. Hoffberg & Co., Inc., authentic and thrilling adventures in Mexican jungle country with bow and arrow. Stars "Tex" Stone and Don Brennan.

**STARLIGHT NIGHT**, released by J. H. Hoffberg & Co., Inc., a drama based on the inspiration by Francis Gruber and Joseph Mohr that gave the World the immortal hymn *Silent Night, Holy Night*.



MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Burlin, Guyer... Adams, Mrs. Leah... Adams, Virginia...

Women

- Abella, Genevieve... Baker, Mrs. E. L... Baker, Mrs. Marie... Bachtel, Dolly... Barnhart, Mrs. Leah...

- Holland, Mrs. Da... Holsinger, Margaret... Howell, Mrs. Jean... Howe, Mrs. Frank A... Howe, Mrs. H. H... Humes, Marie...

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

- Montague, Alma... Moore, Mrs. Paul... Moore, Mrs. Margaret... Moore, Mary... Moore, Mildred... Moorehead, Mrs. C. L... Morgan, Mrs. Julia...

- Shaffer, Helen... Sharp, Mrs. Beatrice... Sharp, Mrs. Danny... Sharp, Mrs. Katherine... Shaver, Mrs. O. H... Sheppard, Leslie... Shiner, Helen... Shogren, Mrs. Helen...

- Timmons, Mrs. Bobbie... Tomlin, Mrs. Edna... Tompkins, Mrs. M... Tompkins, Mrs. M... Tompkins, Mrs. M... Tompkins, Mrs. M... Tompkins, Mrs. M...

- Boydland, Conroy... Bowers, Mrs. G... Bowles, Geo... Bowles, Fred... Bowles, Fred... Bowles, Fred... Bowles, Fred... Bowles, Fred...

- Butler, Mrs. Geddie... Butler, Mrs. Geddie... Butler, Mrs. Geddie... Butler, Mrs. Geddie... Butler, Mrs. Geddie... Butler, Mrs. Geddie... Butler, Mrs. Geddie...

- Darwin, Mrs. G... Davidson, Morris... Davidson, Morris... Davidson, Morris... Davidson, Morris... Davidson, Morris... Davidson, Morris... Davidson, Morris...

- Fish, H. B... Fisher, John... Fisher, Thomas... Fisher, Thomas... Fisher, Thomas... Fisher, Thomas... Fisher, Thomas... Fisher, Thomas...

Men

- Abbe, R... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

- Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

- Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

- Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

- Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

- Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

- Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J... Adams, Wm J...

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



# The Final Curtain

**BRANDOWSKI-TURSKA**—Ewa, soprano, who had appeared with the Metropolitan Opera Co. in New York and at the Warsaw Opera, is reported to have been killed in the recent bombardment of Warsaw.

**BRUCE**—Mark E., 81, retired theater actor, died in Stevens Point, Wis. Bruce operated the Gem and Opera House theaters in that city for 13 years and served as secretary of the town for 15 years. Survived by two sons and five grandchildren.

**BURNS**—J. T. (Tommy), well known as the circus clown as equestrian director of the circus, died in Bryn Mawr, Pa., at the home of Fred and Frieda Conley, Cincinnati, October 4 of a heart attack. Burns had worked with the circus for 10 years, leaving to show last July, when he began taking restments in Cincinnati. Body was shipped to Terre Haute, Ind., for interment October 7.

**CLEMMER**—Mrs. Sylvia, 90, mother of George Clemmer, theater man, died at her home in Seattle, September 23 at her son's residence at that city. Mrs. Clemmer had lived in Seattle since 1907 and was well known in theatrical circles there.

**DAWS**—George, 30, public relations manager, died at the Knick-Booster Hospital, Queens, N. Y. He had helped organize the first Coast-to-Coast radio broadcast over the Columbia Broadcasting System, becoming general manager in 1937. He had also been associated with Samuel Goldwyn and Warner Bros. and the Ivan Gages Lying Circus.

**FAWLER**—E. J., veteran showman and manager of the Dixie Amusement Co., died at the home of his wife in Bryce Hospital, Tuscaloosa, Ala. Survived by his widow, Annabelle. Burial in Tuscaloosa.

**GALLET**—John H., 32, Binghamton, Pa., auto racer, in State Hospital, Scranton, Pa., October 2 of injuries sustained when he was killed in a race at Ackery fairgrounds. Services October 5 in Binghamton.

**GAUL**—George, 54, actor, of a heart ailment October 6 in Philadelphia. He

made his first stage appearance at the Criterion Theater, New York, in 1909 as Toupet in *The Riches Girl*. He later became associated with Billie Burke and Otis Skinner. He played opposite Skinner in *Kismet*, a Theater Guild production, and had the lead in the Guild's *Seventh Heaven*. He was known, too, for his role of Faust in the New Theater Guild's production of Goethe's *Faust* in 1928. In 1913 he toured with Otis Skinner as Wazir Mansur in *Kismet* and the next year toured with Charles D. Coburn's company. His last appearances were in *The Perfect Marriage* at the Bijou Theater in 1932. He was a member of *The Players*.

**GOERLITZ**—Fred W., 65, for 17 years an employee of the Alexander Film Co., Colorado Springs, Colo., September 29 at his home in Sheboygan, Wis. Survived by his widow, a son and two sisters.

**GRESSETT**—J. E., 68, band leader and composer and head of a music house in Meridian, Miss., died at the Methodist Hospital, September 26 of heart disease. Gressett held honorary membership in the Music Teachers' Association and the Matinee Music Club, and at one time was director of the Harmony Club and had served as conductor of the Meridian School of Music Orchestra. Survived by his widow, Mary Johnnie Gressett; a daughter and five sisters. Services from the residence September 26, with burial in Magnolia Cemetery, Meridian.

**HOFFMAN**—John, 28, Cementon, Pa., actor, died October 1 in State Hospital, Scranton, Pa., of a heart ailment. He sustained when he crashed in a race at Ackery fairgrounds. Services October 4 in Cementon.

**KLEIN**—Charles N., 44, Pontiac, Ill., merchant, well known to many showfolk playing in that city, in St. Louis, died recently after a brief illness. Survived by his widow, mother, a brother and sister. Services in St. Mary's Church, Pontiac, with burial in St. Mary's Cemetery there.

**MARVIZ**—Edward F., 58, president of the Independent Theaters' Protective Association of Wisconsin and former operator of the Zenith Theater, Milwaukee, which he built 12 years ago, in a hospital in that city September 29. Marvitz also operated Club Astor, Milwaukee niter, 1936 and 1937, and he and his father built the Comerford Theater, one of the first theaters on Milwaukee's Northwest side. Survived by his widow, Ellen; two daughters, Helen and Mrs. Lawrence McCann, and two sons, William and Edward. Services in Milwaukee with burial in Holy Cross Cemetery there.

**OGLESBY**—George R., retired Chester, Pa., piano manufacturer, at the home of his daughter, Mrs. Harry M. Barstow, in that city October 2. Marvitz was well known in that city. He had played with Buffalo Bill's traveling show and later with one of John Philip Sousa's early bands. Two other daughters also survive.

**PLATE**—Louis, 78, owner of the Climax Theater, Milwaukee, for 21 years, died September 28 at his home in that city. Plate, who was vice-president of the former Motion Picture Theater Owners of Milwaukee for a number of years, is survived by his widow, three daughters, three sons and a brother.

**REID**—Rev. M. H., 80, father of Rex Reid, Scranton, Pa., musician, in Glenburn, Pa., October 1 of heart disease. Services October 5 in Scranton.

**RODMAN**—Mrs. Anna, mother of Perry W. Rodman, director of Pleasure Beach amusement park, Bridgeport, Conn., recently in Brooklyn after several months' illness.

**STRIFLIN**—Mildred, 28, Atlanta dancer and singer, the original Fanchon & Mabel girls, in Battle Hill Sanatorium, Atlanta, October 4 of tuberculosis after three years' illness. Deceased had played in Miami, New York, Philadelphia and other large cities. She was to have been married soon to Thomas H. Russell Jr., a musician. Services in Atlanta October 6.

**THACKERAY**—Harry S., Bell, former actor known as Harry Bell, in New Haven, Conn., September 20 after a two-year illness.

**TURNER**—Mrs. C. L., 61, singer, September 23 in University Hospital, Ann Arbor, Mich. A native of Scotland, she formerly sang at the Terry Theater, London, and was hostess on the Great Lakes steamer *Noronic* in 1918. Four children survive.

**WILER**—Mrs. Beadie L., wife of G. L. Wiler, of the Wiler & Bolshoven Circuit, Grand Rapids, Mich., in that city recently after a long illness. Her husband and one child survive.

**WILLIAMS**—Charles A., 60, veteran vaudeville performer, for many years with a musical act known as Williams and Cole, in St. Louis, October 1 of complications of a heart ailment. He was 11 for 10 months. Up until a year ago he still gave performances at St. Louis neighborhood theaters and club affairs with his Punch and Judy act. Survived by his widow, a sister and a brother, Ralph Williams, orchestra leader. Services in St. Louis October 4, with burial in New St. Marcus Cemetery there.

## Marriages

**BLEVINS-COCHRANE**—Carter R. Blevins, member of Strouts' Band and with Fairy & Little Shows, and Avis Cochran, assistant secretary in the show's office, in Boonville, Mo., September 20.

**BOORIS-BICHIKAS**—Al Booris, orchestra leader, and Connie Bichikas October 1 in Boston.

**BRACKEN-NICKERSON**—Eddie Bracken, actor, and Connie Nickerson, 20, Detroit, in the Little Church Around the Corner, New York.

**CONOVER-HOFFMAN**—Jay Conover, booker for Grand National Pictures, Detroit, and Grace Hoffman, formerly cashier for the same office, in Zion Lutheran Church, Detroit, September 30.

**GIANNINI-SWORD**—Bernad Giannini, West Coast magician and member of Los Magtocs, Los Angeles, and Colleen Sword, nonpro, in St. Brendan's Catholic Church, Los Angeles, September 20.

**GOODMAN-LINGG**—Wilby Lingg, chorus manager of Casa Mariana revue, Fort Worth, Tex., and Maxwell Goodman, nonpro of Fort Worth, in that city September 30.

**HAGMAN-SAUL**—Ben J. Hagman, Weatherford, Tex., former husband of Mary Martin, stage and screen actress, and Juanita Saul, nonpro in Weatherford, September 26.

**HIRSBERG-ENGLISH**—George Hirschberg, secretary of Cetin & Wilson Shows, and June English, of *Paradise Revue* on the same organization, in Danville, Va., October 2.

**HODGES-HILTON**—Russ Hodges, Station WBT sports announcer, and Margaret Hilton, nonpro, September 30 in Charlotte, N. C.

**MILLER-SCHMERTZ**—Louis Miller, nonpro, and Molyte Schmertz, formerly with George Hamid and now with Lew Price Entertainment Bureau, October 1 in New York.

**RAUCH-HOLDER**—Sammy Rauch, of the same office of Fanchon & Marco, and Edith Holder, singer, September 23 at the Essex House, Newark, N. J.

**SCOGGIN-VINEYARD**—Chic Scoggin, orchestra leader, and Blanche Vineyard, vocalist with the band, August 16 in Calletsburg, Ky.

**WILKINSON-SCHMERTZ**—Marek Weber, orchestra leader, and Anna Suckow, nonpro, in Chicago October 5. Weber was formerly the maestro on the *Carnation Contented Hour* show originating on NBC, Chicago.

**WINCHELL-CASE**—Frank Winchell, former well-known carnival press representative and now promotion manager of Hotel Florida, Tampa, Fla., and Jane Case, of Cleveland in Hotel Netherland Plaza, Cincinnati, October 6.

## Coming Marriages

Roy Starkey, singer at Station KDKA, Pittsburgh, and June Marshall, station hostess, in that city soon.

Joseph P. Schud, owner-manager of the Schud Circus Attractions, and Peggy Parr, side-show performer, in Omaha soon.

## Births

An 8½-pound son to Mr. and Mrs. Harry Lotz in Detroit September 28. Father is booker for United Artists Pictures in that city.

A seven-pound daughter, Diane Elizabeth, to Mr. and Mrs. Franklyn Ferguson in Detroit recently. Father is announcer at Station WWJ, that city.

An 8½-pound daughter to Mr. and Mrs. H. M. Baker September 25. Mother is the former Dorothy Phelps, daughter of L. A. (Rosie) Phelps, with the Bill Hames Shows.

A son to Lita and Jerome in Cheyenne, Wyo., September 27.

An 8½-pound son, Daniel Leroy, to Mr. and Mrs. Ray McGuire September 27. Father is electrician on the Harry J. Six Attractions.

A 7½-pound son to Mr. and Mrs. Joe Ross, of the Haag Bros. Circus, on the show lot in Collinsville, Ala., September 30.

A 6½-pound daughter, Carol Ann, to Mr. and Mrs. Marcus Glaser in Augustana Hospital, Chicago, October 1. Father is a booker in that city and mother is a singer known as Anita Arden.

A 6½-pound daughter, Babette Sturtevant, to Mr. and Mrs. Johnny Green, Father is an orchestra leader, and the mother is the former Betty Green, actress.

A 6½-pound daughter (Zamira) to Mr. and Mrs. Yehudi Menuhin in San Francisco September 29. Father is the famed concert violinist.

A 7½-pound son, Charles Walter, to Mary and Les Philmer in Grossepointe Hospital, Detroit, September 11. Parents are known as the Australian Philmers.

A daughter, Anna Suelen, to Mr. and Mrs. Lynwood R. Conner in an Atlanta hospital September 29. Parents are well known in the carnival field.

A seven-pound daughter, Patricia Ruth, to Mr. and Mrs. B. L. Frederick October 4 in Woman's Hospital, New York. Father in secretary-treasurer of Frederick Bros. Music Corp.

## Divorces

Sylvester A. Kerr, general representative of the Art Lewis Shows, from Naomi Kerr, in Alameda County, N. C., general court, September 26.

Ralph Marshall, brother of Everett Marshall, singer, from Lorraine Latham Marshall, dancer in Billy Rose's Diamond Horseshoe, New York, in Fort Worth, Tex., September 20.

## ENDURANCE SHOWS

(Continued from page 24)  
store, slated to open about the middle of October.

**JIMMIE HORAN** writes from Hollywood: "Just a few lines to let my walkie pals and friends know that I am settled down and am out of the endurance bustness for good. Was married two weeks ago here in Hollywood to Ann Swanson and am now attending the Jean Carroll school of art and costume designing."

**CLYDE WOOD**, who this season has the Athletic Show on the Buckeye State Shows, playing Mississippi fair, writes that he would like to read notes here on Bill Ross, Glenn Donnelly, Edna Novella, Red Long and Bill McQuade.

**FRANKIE AND ALICE Donato** write that they are still at the New York World's Fair, working and doing fine. They expect to make a show this winter.

**BILLIE PARKER** writes from Jamaica, L. I., where she is vacationing with Pat Pasley, that she is doing fine and expects to enter the Maryland show next month. Billie would like to read a line here on Mickle Lund, Billie Frye and Bill and Elaine McQuade.

**JERRY CLARK**, currently appearing at the Mt. Carmel, Ill., contest, pens that she would like to read notes here on any of her friends.

**PETE AND POLLY SCOTT** cart that they are working the "buried alive" act at Fred Sheldon's Club Mayfair, Louisville, in their third week at this writing and report business okay. They info that they have signed for four ice acts to follow in and around the city, after which they will rejoin the Johnny J. Jones Exposition for the balance of the season and then probably to Florida with Eddie Jamieson and wife.

**BOB SMITH**, winner of the W. E. Tibbets show in Paducah, Ky., a few years back, cards from Cleveland that he is contemplating entering another show soon and would like to read notes here on Joe Rock, Tim Murphy, Les McCullen, Dick Beckley and Jack Kelly.

**JOHNNY GUILFOYLE** and Odette Herrington are in their sixth week at the Stork Club, Los Angeles, and report they are set for another two weeks.

## Fay Templeton

Fay Templeton, 74, toast of the Gay 90s and singing and acting star of Gilbert and Sullivan operettas, died at the home of a cousin in San Francisco October 3.

Born in Little Rock, Ark., December 25, 1865, she made her debut when three years old as Cupid in the road show owned and operated by her parents and in the same company, and appeared in light operas while still in her teens. At the Grand Opera House, New York, August, 1873, she played Puck in *A Midsummer Night's Dream*, and the following September appeared in *The Spotted Cow*. Other plays in which she had roles during her juvenile days were *The Mascot*, *Patience*, *The Twelve Temptations*, *The Grand Duchess*, *The Chimes of Normandy*, *Billet Taylor*, *Swingtime*, *Miss McGinty* and others. She also appeared in operas in later years include *Onion*, *The Sticks*, *Gelatin*, *Du Hurry*, *The Big Little Princess*, *The Runaways*, *A Little Bit of Everything*, in *Newport and Broadway* to Tokio. She was first seen on the London stage in December 23, 1886, as Fernand in *Monte Cristo* II.

She became principal sobriety for Weber and Fields in 1896, popularizing the song *Rosie, You Are My Darling*. With Weber and Fields, she worked with Lillian Russell, Danni Daisy and other stars. In 1905 she began her crowning engagement as Mary in George M. Cohan's *Forty-Five Minutes From Broadway*, singing the song remembered *Mary Is a Grand Old Name*. Following the success of the latter play, she announced her retirement from the stage, but reappeared at the Casino, New York, in 1911 when she played *Buttercup* in a revival of *H. M. S. Pinafore*, and in the same company with the comedienne Weber and Fields, February 8, 1912. Played Peachie Mullen in *Hobey-Pokey* and Bunty Biggar in *Bunty Blues and Strings* at the Broadway Theater.

Mrs. Templeton was married three times. When 15 she married with Billy West. Divorcing him three years later, her next husband was Howell Gaborn, of New York, and her third was William Patterson, of Pittsburgh, who died in 1927. Funeral arrangements were in charge of the New York City. Body was cremated and shipped east for burial in the Equity plot.



# NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

## Bad Weather Kills Chance To Judge Value of 50c Gate

NEW YORK, Oct. 7.—Inclement weather most of the week made it impossible to judge value of the straight 50-cent gate which was instituted Monday for the remainder of the season. Attendance on Monday and Tuesday dropped to practically nothing due to continued rain and chilly breezes and Wednesday and Thursday were nothing to talk about from a comparative standpoint. Only indication all week that the reduced gate admittance might aid week-day patronage was evidenced yesterday when more than 110,000 passed thru the gates to mark up the third best Friday since the fair opened. Fridays traditionally have been weak here. Overabundance of bad weather during the week is expected to aid attendance today and tomorrow, when New Yorkers and out-of-towners will be anxious to get under what is predicted to be sunny skies. Weather good today.

Exhibitors, midway operators and fair execs continue to look to 1940 rather than occupying themselves too much with the headaches of the current year. Business around the loop continues to dwindle with drop in attendance and even on fairly good days from an attendance standpoint percentage of visitors that find their way to the amusement zone continues to decline.

### Administrative Changes

Administration Building buzzed this week with reports of changes in officialdom, some moves meeting with definite approval of most employees and fair participants. The corporation did not announce it officially, Earle Andrews, former vice-president and general manager of the fair, and for the past year a consultant to exec board, returned to more active service early in the week as consulting assistant to Harvey D. Gibson, chairman of the board. Altho his position is not clearly defined, it is known that Andrews is expected to be one of the prominent figures in preparations for next season. A favorite with majority of exhibitors and concessioners, and a popular figure among fair employees, Andrews' return created a wave of optimism throughout Flushing Meadows.

About the same time that Andrews returned to active duty Thomas J. Donovan, administrative assistant to President (See BAD WEATHER on page 57)

### Paid Attendance

Previously reported .....	20,442,024
Saturday, September 30 .....	228,531
Sunday, October 1 .....	194,322
Monday, October 2 .....	39,957
Tuesday, October 3 .....	41,170
Wednesday, October 4 .....	87,280
Thursday, October 5 .....	95,985
Friday, October 6 .....	110,733
Total .....	21,193,972

## 156-Day Run, 50c Gate, Combo Ticket Planned for 1940

NEW YORK, Oct. 7.—Harvey D. Gibson, chairman of the board, told delegates to a concessioners' meeting on Tuesday that the fair would operate 156 days next year, opening in mid-May and running thru to mid-October; that the gate would definitely be 50 cents seven days a week, and that a combination ticket plan with coupons good for several fun-zone attractions would be worked out for entire run of the fair's second stanza.

He discussed plans for revamping and rehabilitating the amusement area before the '40 opening and asked opinions of concessioners concerning terms of participation and layout. Nothing definite was accomplished. Concessioners pointed out that before considering '40 it was necessary to give them assurances that ground rentals, costs of reconstruction or moving of attractions, and fair's percentage take must be lowered. Several concessioners have already indicated that they are not interested in another year unless cost of participation will be lessened. Some are still demanding compensation from the fair corporation for late openings, alleged misrepresentation in fair contracts, etc.

Gibson said it would be impossible to meet their demands at present but that they would be given consideration by the board. Nicholas Schenck was called upon to survey present midway set-up and offer suggestions for changes next year. It is reported he suggested a revolutionary change in layout, providing for a fun zone running from Frank Buck's Jungland in semi-circle pattern to parking lot just west of the New York State Building. Just how much influence Schenck's suggestions had on Gibson and cohorts the director did not say.

## On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Oct. 7.—It's all over but the shouting, to coin a phrase—and there's little or no shouting either. Most of the boys on the morose midway are sick, and for the most part, they're sick where they do. The surprising thing about it all is that so few attractions have folded since Labor Day in the face of dire predictions which had the arid amusement area all but empty at this stage of the game.

Already the annual planned objectives for the hoped-for noggin, the title being "Who Do We Go From Here?" Several of the fraternity are thinking of Florida's sunshine, others being concerned with stepping into fall-winter action. Quite a few are as undecided about their future as the map of Europe.

Cliff Wilson, impresario of the Live Monsters, is arranging to skate his rattlesnake wherever in the Midwest, possibly Baltimore, and will then hit for Florida with Mrs. Wilson (Freda) who has been at the San Francisco Fair with a similar pythonic professional. While in the South they'll both get their first 1839 look-see at their show on Royal American monster midway.

Oy (Doddger) Bond will clothe the twin rides in their winter habiliments and go into town to burn the midnight oil in

the Paramount Hotel, where he'll figure out ways and means of selling bigger and better Dodgers.

Almon R. Shaffer, managing director of Old New York Village, will follow his wife, Dorothy, to their palatial residence in Orange City, Fla. Birdy Bobb (Auntie) Hankinson's swank O. C. Hotel bar, a fact which makes our respective Joe E. Browns water with terrific envy. Shaffer will engage in a couple of winter festival promotions while there.

Leo Hyrd's Penguin Island McDonald will arrange to shelter the Arctic creatures and divert himself to items on the stock exchange.

Orest J. Devany, dispenser of Italian delicacies in The Winery, plans to open at a Broadway location to peddle the pizzas, an idea which he hopes will eventually develop into a chain.

Dr. Martin (Infant Incubators) Conney will tie himself to his mansion in Sea Gate, exclusive community contiguous to Coney Island, there to try to forget about "the fair which could'n miss" but managed to.

Pop (Pop Corn) McIntosh, the Birmingham booster, is busy on details relating to an entry into the meat pie biz. Norman (Hides) Bartlett will work out

## An Insider Looks at the Fair

— Fiftieth 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, past. For obvious reasons the name of the writer cannot be divulged.

### Subject: Plans for '40—II

NOW is the time to prepare for what must inevitably be a wild scramble to in some way convert the amusement area into a successful area. As I have said before, there is little that this series of articles can do toward developing a definite set of plans for an area already moribund and beset with every variety of evil. But it is not impossible to indicate a modus operandi by which an intelligent approach to this problem can be made. But it must be made by the fair. It will not be enough to allow the present concessioners to convert their buildings to other uses; not enough to rent some empty ground space to new concessioners; not enough to cancel some contracts and replace them with others; not enough to sanctify sales of contracts from the present group to a new group. It is imperative that the fair place itself in a position to definitely aid in the evolution of the area.

In this article I shall attempt to outline in broad perspective the type of organization needed to carry out such a program. The details of that program are innumerable and complicated and their solution vital. With only minor variations it is the same type of organization that should have been set up for the first year. It is what I choose to call a Production Unit. Its personnel as to quality and type is indicated clearly by its function. And as has been said before, it is the men who are to carry on with this set of plans that are important. Given the right set of men, they will mold the plan to suit the need.

In simple outline its functions are broad yet clear; concise yet not restricted; precise but provident.

**FUNCTIONS: 1. TO PROVIDE** (a) Ideas for buildings already built and productions adaptable to concessioners' needs. (b) Development of definite production. (c) A clearing house for all ideas pertaining to the rehabilitation of the area. (d) Co-ordination of all plans relating to entertainment, free or otherwise. (e) Liaison between contract department, design board and concessioners.

**2. TO CONTROL** (a) Revision of architectural facades. (b) Zoning of new productions. (c) Assembly of designs, production plans and ideas from concessioners. (d) Adaptation of the above to meet the requirements of the area as a whole. (e) Details of costuming, street signs, etc.

**3. TO ASSIST AMUSEMENT CONTROL EXECUTIVES** (a) By providing them with plans to fit each concession where a change in production is indicated. (b) By criticizing plans submitted for consideration by concessioners. (c) In obtaining new concessioners who might be interested in taking over.

To do this and make the plan work it is essential that the services of the best men in the theatrical business be obtained. These men should be grouped together under one executive who could co-ordinate the work they are doing and indicate to them a procedure to be followed. They should include a director of production, a scenic designer, costume designer, dance director, lighting expert, etc.

In addition to the planning of the area as a whole, this staff should be so constituted that it could carry over into the supervisory stage and be available to the concessioners until such time as the wrinkles in live production had been ironed out. This would carry them over into the early weeks of operation. After this period it might be advisable to carry a skeleton force in order to quickly make such adjustments as are usual in an industry in which the mortality rate is inclined to be high.

It was the lack of just such precautionary measures that caused so many blank spots in the area during the past year. It was the lack of just such a unit that allowed inferior productions to creep into empty buildings. Let me say here and now that this idea is not a new one. Let me say now that it was set up for the fair in late 1937. Let me say now that it was set up at the request of Mr. Whelan with, I believe, the full approval of Mr. Andrews. But down the line the plan was sabotaged by some other executives who were afraid that the type of men needed to carry out this plan would not be likely to have either a high regard for their employer or to be expected to play politics. And if these ideas had value then, and I believe they might have saved a good deal of the grief that followed, today they are of infinitely greater use. For it will be far harder to reconstruct and remodel and replan than it would have been to do a decent area in the first place.

Now is the time to set this unit in operation. Now is the time to at least ask Mr. Andrews how it was going to work. Now is the time to find the men who created this plan and set them to work revising it so it can function this year to some extent. Now is the time to get the men who are best qualified to perform its practical purpose. What to do has been broadly outlined. It is simple to see. Easy to grasp. But how to do it is another problem; how to execute something that no amount of writing will explain. The men who are needed for this task know what is to be done and how to do it.

Now is the time to seek them out and put them to work.

of his Tonawanda (N. Y.) headquarters in the development of a portable type Aerial Joyride.

James H. Strong, U.S.N. Commander retired, head of the company operating the winter circuits of parks, resorts and indoor shows.

Most of the acts in Frank Buck's Jungland Circus will play winter circuits and other shows. These include

Capt. Roman Proske and Tigers, Dodson's Hollywood Monkeys, Reuben Castang and his Chimps, Lamont's Cockatoos, Melvin Koppins and Lions and Pichard's Seals, Jack Gordon, Joel Grossbart, Larry Davis and Cole Smith are working on plans.

J. Geacart will give his machine-gun range a new and more appealing treatment. . . . John Krinsky, director of entertainment, will try to Get Away From It All. . . . Billy Rose, Lincoln Dickerson, Emmett Callaghan, John Murray Anderson, Albert Johnson, etc. of the Bantam show for the porchouse. . . . Dufour & Rogers will probably stay close to the



scene to figure out next year's layouts. Commander Howard M. Lammers, chief of amusement control committee, will work on bigger and better parabolas showing how the ideal committee should function—on paper. His secretaries will be cloaked with him to make sure no outside inspiration can boost his batting average.

Biggest theater party in history, 20,000 estimated, took in Aquacade today at two performances. They were General Electric Co. employees. Deal did not include any bargain rate, according to Rose office. This is one show that can afford to be truthful. A publicity release says that "after passing the 4,500,000 mark in attendance last week-end, business fell off because of the disagreeable weather and played to the allmost week-end crowd yet. Final Sunday show was canceled because of downpour and the three previous performances that day were played in the rain."

Straight Line on the Midway, syndicated piece authored by Bill Watters, Carnivalland p. a., is in its fifth month, which is something of a record for that type of column. Stuff appears in 40 newspapers weekly, many of them dailies. Watters is trying to arrange for a continuation thru the winter with a slight alteration in title.

Mayer La Guardia, addressing brewers at the expo, said "we have been successful at the fair as there hasn't been one arrest for drunkenness since it opened." Maybe that's been the trouble. Daniel E. Maue, the skillful word-juggling man who wrote most of the clever publicity releases, Whalen and other officials' speeches, drew up important announcements and the like, faded from the picture in the recent retrenchment plan. In honor of Ozde Nelson and Mrs. Nelson (Harriet Hilliard) playing here, a Husband and Wife Day was celebrated on Wednesday. . . . Bly the Rice Writer, of Strange as it Seems, passed his 52d milestone in life and is still unbespectacled despite the terrific strain on his orbs. Bly, whose real name is Blystone, receives many showfolk visitations. Recent ones to chew the fat with him were Dick Best, of Royal American Shows, and "Patty" Conklin, of Conklin's All-Canadian Shows.

## GOLDEN GATE INTERNATIONAL EXPOSITION SAN FRANCISCO

February 18 to October 29

### Closing Date To Be Oct. 29; No Promise of '40 Reopening

Decision will enable management to crowd scheduled entertainment into month—dive in attendance raises doubt that ops could hold out until December 2

SAN FRANCISCO, Oct. 7.—Golden Gate International Exposition will close on October 29 instead of on December 2, as originally scheduled, it was announced on Wednesday by President Leland W. Cutler, after a meeting of the executive committee and board of management. No mention was made of a possibility of reopening for a second year. Expo officials are not inclined to comment on a 1940 reopening. It has been announced that the fair would not reopen next spring unless \$1,250,000 could be raised by the middle of this month to guarantee winter-maintenance costs. "The decision to close earlier will enable the exposition to concentrate into October the entertainment events which would otherwise be presented over a period of two months," said President Cutler.

Some officials appear to doubt that the \$1,650,000 will be raised, altho it has been rumored that the committee which set out to raise the cash has succeeded in getting more than \$800,000. On the other hand, General Director Charles H. Strub said the expo has received no definite pledge of financial support for a second term from any source. He said he understood San Francisco hotel and transportation companies were considering putting up \$300,000 apiece for a second year but

had taken no action of which he had been informed.

#### Some Will Take Losses

With the expo's fate sealed so far as this year is concerned, some midway concessioners apparently will take losses. Shows doped for red ink are Scottish Village, which never got off to a good start; Hydrophere, numerous rides, Streets of All Nations, and among the girl shows, Dancers of the World and possibly Miss America.

Sally Rand's Gay Parade probably will be a heavy loser as result of the decision to close at the end of this month. It has been operating only five weeks. Sally's Nude Ranch, Ripley's Odditorium, Cliff Wilson's Snake Show, Incubator Babies, Chinese Village and exposition-operated Cavalcade of the Golden West are in the black.

It is considered improbable that operators could have held out until December 2, as attendance during the week just closed nose-dived to its lowest since the expo opened. There have been heavy staff reductions in at least two departments and more are anticipated. About 100 employees got dismissal notices this week.

Plans for a campaign to raise the \$1,650,000 necessary to assure a second year evidently are proceeding. Filing of articles of incorporation for 1940 Exposition, Inc., a non-profit corporation, having been announced by the secretary of State from Sacramento.

### Schwartz Signed To Take Midway At Mexican Expo

SAN FRANCISCO, Oct. 7.—Max Schwartz, concession operator at the expo, announced this week upon his return from Mexico City that he had entered into a tentative agreement with officials of the proposed Mexico City International Exposition for producing a midway, opening now set for November 20, 1940. He was accompanied by Walter K. Sibley, also a concession operator here and formerly assistant director of concessions for the San Francisco exposition.

Schwartz said he had negotiated a conditional contract for purchase of the entire amusement zone at the proposed exposition. He said contracts were contingent on prospects that there would be no further spread of the European war.

While the Mexican government has not yet announced an intention to participate, Schwartz said he has been assured by the chief of publicity for the government that Mexico would appropriate between 2,000,000 and 3,000,000 pesos for the project. It is proposed to operate the Mexican exposition until June or July, 1941. Schwartz's contract expires on November 1 this year.

### No New Contract for AGVA

SAN FRANCISCO, Oct. 7.—American Guild of Variety Artists will not seek a contract with the exposition, Vice Consul, local representative, announced. He said that the working agreement which the American Federation of Actors has held with the fair will be maintained by AGVA.

### Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 7.—Virtually every 5 and 10-cent "Ten-in-One" west of the Rockies is exposing the Headless Girl; either as part of the main show or as a 5-cent blow-off. This marks the end of an excellent attraction. For the young woman "Frozen Alive," now in the building formerly occupied by the Headless Girl on the Gray, at front had been done over with an Arctic motif, cakes of ice, polar bears, penguins and great icicles. Talkers are dressed like Eskimos and bally girls are in white costumes and fur boots. Don Nicholson is manager.

San Francisco Day, September 30, looked forward to with hope, flurried. Instead of the hundreds of thousands anticipated, only 40,000 came for the many excellent attractions provided, gifts of thousands of prizes in the "Treasure Hunt" and fireworks that could not be beat. Corresponding day at the Panama-Pacific Exposition in 1915 averaged hundreds of thousands, being second biggest day of that fair. A heavy shower marred the night and spoiled the fireworks. Max Schwartz, who bought the Condit Camera concession at the State Fair of Texas, Dallas, shipped his operating crew and equipment. Elmer Bose, president of the Concessioners' Association, will organize a motorcycle of at least 10 cars to visit the fair in Mexico City over the new Laredo-Mexico Highway at close of the fair here. They will have a vacation trip, make a foreign tour and survey conditions in Mexico relative to the World's Fair scheduled there next year.

Mondays on Treasure Island now can be truly called blue. Many shows stay closed, allowing them to dispense with some employees and keep the nut down. Unions and State law do not permit anyone to work over six days in a week and by not opening this day concessioners comply with the law, give help a rest and save themselves from jitter. Max Miller has returned from a visit to the New York World's Fair. Decision to close on October 29 bears out previous statements in this column that no world's fair could be run successfully 10 months. There are too many counter attractions today, and the terrific waste of money and unnecessary expenditures made by amateur operators of great exhibitions preclude any possibility of building up a surplus to take care of weak gates in the last days of a fair.

Folies Berge will close on October 26 after a first good run. Cavalcade is off the nut, according to Director A. L. Volmann and now sailing with the tide.

Attraction entered the last three weeks of its eight-month run showing attendance of 25 per cent of the expo daily totals. Cast and staff of nearly 900 has necessitated weekly expense of about \$10,000, an amount which has been topped on many days during summer and fall. It is estimated that Cavalcade will gross more than \$1,000,000 by October 29. Prices will remain 40 cents in afternoon and 55 cents at night with reserved at 85 cents and box seats at \$1.10. Revenue control department has lost a clipper point to its agent who is now down to 8 people. They could remove six of these and still have as many as handle the cash on the Royal American Shows, which have more attractions and take in more money than our Gayway. J. Ed. Brown, "mayor" of the Gayway, reports visitors to his office on Giggle Alley included Clyde Godding and wife; (See GLEANINGS on page 57)

### Paid Attendance

Previously reported	8,444,458
Thursday, Sept. 28	15,811
Friday, Sept. 29	16,548
Saturday, Sept. 30	16,929
Sunday, Oct. 1	41,505
Monday, Oct. 2	11,746
Tuesday, Oct. 3	14,627
Wednesday, Oct. 4	16,232
Total	6,611,530

## DUFOR and ROGERS ENTERPRISES

LEW DUFOR

JOE ROGERS

### NEW YORK WORLD'S FAIR

STRANGE AS IT SEEMS

GANG BUSTERS

NATURE'S MISTAKES

WE HUMANS

SEMINOLE VILLAGE

OLGA

SILVER STREAK

RONDEVOO RESTAURANT



## Board Empowered by Billers' Union To Negotiate Contracts

Circus committee dropped—separate wage scale to be considered for truck shows—scales for carnivals, other shows to be set up—universal dues card adopted

NEW YORK, Oct. 7.—At the convention of the International Alliance of Billers, Billers and Distributors of the United States and Canada, held at the Lincoln Hotel, October 2-5, several important matters affecting outdoor show business were acted upon. A resolution was passed eliminating the circus committee and turning over to the executive board full power to negotiate contracts between circuses and members of the Alliance. The board will consider setting up a separate wage scale for motorized shows. It was rumored that a demand will be made for a cash bond to protect each member against the loss of salary due to the premature closing of shows.

The executive board was empowered to negotiate to set up wage scales for traveling carnivals and road shows.

A resolution also was passed creating a universal dues card system.

### Officers Re-Elected

Leo Abernathy, of Pittsburgh, was re-elected International president; William McCarthy, New York, secretary; A. Thomas Noonan, Boston, treasurer; C. G. Garnett, Los Angeles, was reappointed by Abernathy as national president.

Vice-presidents making up the executive board were elected as follows: William Willis, Paterson, N. J.; William Sharp, Wilkes-Barre, Pa.; John Grady, New York; Joseph Raymond, Westchester, N. Y.; R. J. Conrath, St. Louis; Royal H. Gilmore, San Francisco; Roy Fitzgerald, Indianapolis; Michael Noch, Detroit; Charles A. Mitchell, Pittsburgh. This means that the board has been increased from seven to nine members. A meeting of the board was held September 28. Conrath and Noch were delegates from the distributors' locals.

The board of trustees consists of James Daley, Brooklyn; Robert J. Walker, St. Louis; Frank Isadore, Scranton, Pa.; John E. Lee, sergeant at arms.

It was decided to hold the next convention in Detroit in 1941 on the second Monday in September.

Following the convention Abernathy and McCarthy went to Cincinnati to attend the American Federation of Labor convention being held there this and next week.

## Old Montgomery Lot Passes; City Has New One

MONTGOMERY, Ala., Oct. 7.—Montgomery's traditional circus route, between unloading points and the show site in the southern part of town, has been relegated to the memories of three or more generations by an act of the city commission. Complaints from property owners in the vicinity of the old circus grounds brought on the action.

A point on the opposite side of town, the Johnson property on the lower Wetumpka road, was suggested as the new lot. Ringling-Barnum circus will use it October 18.

## Hoffman Elected National Prexy Of Circus Saints and Sinners

RICHMOND, Va., Oct. 7.—Former Gov. Harold Hoffman of New Jersey was elected president of the Circus Saints and Sinners Club of America at the final business session of the 11th annual convention of the national organization, held at the John Marshall Hotel here September 28-29. He succeeded Remmie L. Arnold, of Petersburg, Va. Only one of the old officers, Joe Kass, of Richmond, national treasurer, was re-elected.

Other officers chosen were Judge Henry C. W. Norfolk, vice-president, succeeding Fritz Sitterling Jr., of Richmond; Fred Pitzer, of New York, succeeding Clarence T. Riddick, of Richmond; John Schoenbaum, of Bradford, Pa., succeeding Judge Guthrie as national librarian; and Judge Edwin Clements Petersburg, succeeding Leith Brunner, of Richmond, as national counselor.

Elected to the board of directors were Remmie L. Arnold, Petersburg, Va.; Charles A. Somma, Richmond; Tex O'Rourke, of New York, and P. E. Rose, Richmond.

New York City was chosen as the place for the 1940 convention, the date to be picked by a special committee to be

## Kelley-Miller Has Banner Stand At Leedey, Okla.

CUSTER CITY, Okla., Oct. 7.—Al G. Kelley and Miller Bros. Circus has moved to good business in Colorado, Kansas and Oklahoma, its banner spot of the season being at Leedey, Okla., September 25, when more than 400 persons were stranded. Side Show also has been getting its share of business.

Twenty-one towns were played in Eastern Colorado. At Crook the show had a blowdown just before the night performance. No one was injured and damage consisted only of some tears in the canvas.

After leaving Colorado eight spots were played in Kansas. Four matinees were lost because of wind. It is planned to keep the show out until some time in November.

## Show at Manchester, Eng., Will Probably Take Place

LONDON, Sept. 30.—Proposed new circus venture for Christmas at Manchester will probably take place after all, authorities raising no objection subject to 10 p.m. general entertainment curfew being observed. Original building, City Hall, may be required for other purposes, but promoter, Provincial Expositions, Ltd., negotiating for alternative accommodation. Before war broke out, program was completed with 60 per cent British and 40 per cent foreign talent.

Majority of performers from Bertram Mills Tenting Circus are on farms and elsewhere at Ascot waiting for possible developments. This includes many of the foreign artists. Bernard Mills is again far from well.

War has caused Stanley Watton to postpone proposed visit to New York. This talent spotter has for some weeks been under the care of a doctor, but the trouble is now on the mend.

appointed by the new president. Seven tents were represented at the convention, which closed after a banquet. The entire show from the Virginia State Fair, with exception of the aerial acts, comprised the best show in the hotel roof garden night of September 29.

Construction of a home for aged and needy artists of the outdoor show world, especially circus and carnival folks, at Sarasota, Fla., was discussed, but no action taken. The organization has stood pledged to this humanitarian project since it was formed in Richmond 11 years ago.

Delegates and visitors, a gathering of about 350, were guests of Somma, manager of the Virginia State Fair, at the fairgrounds.

"An America Speaks" program originated in the banquet hall from 9:00 to 9:30 over WRVA in which Mayor J. Fulmer Bright, Congressman Dave E. Satterfield, Judge Thomas A. Ozlin and Ben A. Ruffin were quizzed on pertinent questions of the day.

A large delegation from the "baby" tent of the organization, Staunton, Va., was present. Sixty-two came from the Will Rogers Tent, Petersburg.



PHIL WIRTH and his bride, the former Josephine Dibrell, nonprofessional, of Dallas. Picture was recently taken at Honolulu, where they concluded their honeymoon and spent a day with A. J. Budd and Bert Anderson en route to Australia from the States, where they made an extensive auto trip in this country and Canada, traveling 9,000 miles. The groom is one of the owners of Wirth Bros. Australian Circus.

## Anderson Adding Animals; Having Excellent Season

LUTESVILLE, Mo., Oct. 7.—Bud E. Anderson, owner of the Bud E. Anderson Circus, has added to his original order of animals, and, according to a cable received last week, his shipment, which will include three baby elephants, one bear and two pandas, will arrive in New York around December 1. The show will have the same five elephants with which it opened.

Anderson says the season as a whole has been excellent. Matinees this fall

## R-B Plays Dallas First Time Since 1936; Business Is Big

DALLAS, Oct. 7.—Playing here September 29-30, the Ringling-Barnum circus gave its first Dallas show since its 1936 appearance at the Pan-American Exposition. The show's 1937 scheduled performance were rained out and the show went into quarters on account of labor trouble before it reached Dallas in 1938.

A fair crowd at the opening matinee Friday, but on the canvas crowds were on hand for the Friday night, Saturday matinee and night performances.

Arriving in Dallas from Fort Worth on the eve of the first fall matinee, the circus folk enjoyed cool weather—the first relief from the extreme heat in which they played past two weeks from California thru West Texas. Air conditioning was only used at the Friday matinee performance.

Frank Braden, press agent, said that the circus had encountered good business since leaving Los Angeles, where the show did a five-day stand to good big.

Ablene, Tex., gave the show a full matinee crowd September 27 and a full house at night.

The show made a big hit here. Among features that pleased were an improved animal manager, excellent equestrian acts, highlighted by the swift-moving Christiani troupe; the new horse fair; the Palenberg performing bears; Hubert Castle, semi-slack wire act. Another act that got plenty of applause was the somersaulting Phlades. Terrell Jacobs' animal act was a standout.

A before-the-show build-up was well done by local newspapers. Frank Braden was in town on advance promotion and Roland Butler and Gardner Wilson handled press work.

Strong Crowd at Fort Worth  
FORT WORTH, Tex.—The Ringling-Barnum circus, after good business thru-out West Texas, drew fair matinee and

## Parker-Watts Halts in Okla.

Bad business causes closing at Guthrie much earlier than originally planned

GINCINNATI, Oct. 7.—The Parker Watts Circus called it a season at Guthrie, Okla., October 5, much earlier than originally planned. Owner-manager Ira M. Watts stated that the closing was due to bad business resulting from conditions throughout the country being in a state of unrest. The show opened in 1939 tour at Ft. Smith, Ark., where it had wintered, for a two-day engagement, Aug. 21-22.

When the show was at Hamilton, near Cincinnati, in July, Watts informed The Billboard that everything was going along nicely, the show going, business, whenever weather permitted. Since then, however, business became very spotty, and after England and France declared war against Germany it seemed to get worse except for a few stands here and there. When the show entered Oklahoma recently, there was a reported pick-up business, but this apparently was only temporary.

According to the route card for this week, the show was to have played El Reno, Okla., Thursday; Chickasha, Friday, and Norman, Saturday. If these stands had been played the total mileage would have been 7,987.

This was the second season for Parker & Watts, one of the larger motorized organizations and the only truck show that staged a street parade this year.

have been light, but at the night shows people have been on the ground. He will keep the show out as long as he can.

Charles Goss was a recent visitor. Anderson has purchased a new Buick and is considering buying two new semi-trailers and a number of Chevrolet trucks.

atraw crowd at night here September 28. Circus, with 161-mile run from Abilene, was late getting into Fort Worth. The big top didn't go up until nearly 12 o'clock. Both performances went on schedule, however. The air-conditioning system was put to severe test with hot weather here and in West Texas, but it proved a help, as well as a novelty. Show was given plenty of space in the dailies.

Lubbock, Tex., is reported to have given the best turnout of the smaller West Texas cities en route to Fort Worth. Hubert Castle, wire performer, played his first engagement as a featured performer with the show before home-town audiences.

Jack Earle, El Paso giant in Side Show, reports he has signed to go to Australia next year with the Wirth show. He is to leave February 15. The two children, Clyde and Fred, to Tampa, Fla., from Dallas. Side Show business has been fairly good thru Texas, according to reports.

Mr. and Mrs. A. Morton Smith, from Gainesville, visited show at Fort Worth. Charlene Anthony Danwill and Mrs. Bob Peck, circus folk, visited Leo Lyons formerly with Ringling and Hagenbeck-Wallace, came over from Dallas to visit Dick Smith Jr. and others of ticket personnel. Lyons is with a soft-kind concern in Dallas.

Bill Moore visited Pat Valdo, Terrell and Dolly Jacobs and others here. Moore formerly with Fort Worth seeking winter quarters for the show. Leo Moore also visited the lot. Mr. and Mrs. J. S. Smith visited their son, Hubert Castle. Glenn Wilcox, formerly with Hagenbeck-Wallace Circus, and now with the Fort Worth Recreation Department, also visited. Charles Bell, clown, had as visitors his wife and daughter, who reside in Fort Worth. Jack Mitchell vs. (See R-B PLAYS DALLAS on page 55)



# With the Circus Fans

By THE RINGMASTER

President: WILLIAM F. JUDG  
 W. M. BUCKINGHAM  
 Treasurer: Harry St. Mary St.  
 New Britain, Conn.  
 Secretary: WALTER ROSENDEL, Editor  
 (Consulted by) WALTER ROSENDEL, Editor  
 "The White Tux" care International Printing  
 Co., Newark, N. J.

**ROCHELLE, Ill., Oct. 7.**—The principal hobby of Irving K. Pond, 82, noted Chicago architect, writer and circus fan, who died September 29 in Emergency Hospital, Washington, D. C., as mentioned in the Final Curtain column last week, was the circus and he never missed an opportunity to witness a performance.

He differed from most fans in not being interested in the mechanical side of the show, as his chief enjoyment was noting the perfection on the part of the performer. He was the author of a widely read book entitled, *Big Top Rhythms*, in which he described and illustrated the fine and difficult points to a large number of circus acts. He numbered his friends among the circus performers by the hundreds and was lavish in entertaining them when the opportunity presented. He took great pride in his athletic ability. From boyhood he was an amateur acrobatic performer. At the age of 60 he could do a backward somersault, a feat performed annually on his birthday for the last several years for the newspapers.

Melvin D. Hildreth, of Washington, was the last Circus Fan to see Mr. Pond alive. When he was taken sick he requested that the Fans be notified. Hildreth immediately went to the hospital but Mr. Pond passed away shortly afterwards. Hildreth immediately called his hotel in Chicago and notified the directors of the Michigan Union at Ann Arbor, Mich. The body was cremated in Washington and the ashes sent to the University of Michigan, of which Mr. Pond was an alumnus.

## Indoor Circus, Training Exhibition for Boston

**BOSTON, Oct. 9.**—Charles W. Phelan, owner-manager of the Hickory Tree Wild Animal Farm, Georgetown, Mass., is planning to conduct in a Boston building from November 11 to March 15 a combination of amusements consisting of a circus, a menagerie and an animal training exhibition.

Acts of the circus are to be changed each week, except for the wild animal turns, which are to come from Phelan's farm and will feature the training of the animals in public. Van Sheldon, formerly in charge of the Yankee Network Booking Service, will be in charge of the entertainment features.

It is aimed to stage the circus somewhat after the style of a European circus with seats for about 2,000 spectators and with all the action in a single ring. The menagerie from the animal farm will be located on another floor. Phelan plans to charge 25 cents for adults and 10 cents for children.

Incidentally, the animal farm has steadily grown in favor as evidenced by the fact that last Sunday the attendance was 5,994 paid admissions. Phelan is adding constantly to his stock at the farm.

## NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business.  
**BENEVOLENT PROTECTIVE—SOCIAL**  
 (Hospitalization and Cemetery Fund)  
 Dues \$10 Initiation \$10  
 Sixth Floor, Palace Theater Bldg.,  
 1564 Broadway  
 New York City

# Favorite Outdoor Performer Contest

See Coupon on page 44

## First Two 264 Points Apart

1. *Boyle Kyle	14,245
2. *Mabel Stark	13,981
3. *Aerial Apollo	12,951
4. Four Jacks (Acet)	10,687
5. *Marjorie Bailey	10,391
6. Frank Cushing	8,300
7. *Edna Wilson	7,662
8. *Hubert Castle	7,284
9. *Flying Valentines	7,022
10. *Flying Valentines	5,663

Performers and troupes listed above and below are requested to forward following data to Contest Editor: 1. Permanent address, or where owner or manager may be reached. 2. Names and birthplace of each member. 3. Billing style. 4. Shows on which act appeared this season—if free act at parks, fairs, etc., state so. 5. Booking agency, if any. 6. How long act has been intact with present personnel. 7. How act prefers to be classified in divisional groupings. (The Billboard reserves the right to deny such preference where doubt exists as to exact classification.) 8. History of act in brief. 9. Head and shoulders or full-length photo—action photos not desirable.

11. *Harry Clark	5,388
12. *Mary Gordon	5,348
13. *Irene Jacobs	5,265
14. Zacharis	4,904
15. Speedy Phoenix	4,745
16. Flying Bebeas	4,742
17. *English Macks	4,736
18. *Coryth Herbart	4,452
19. *Ollie Hager	4,161
20. Veretta O'Brien	4,136
21. Captain Mars	4,314
22. *Blondin-Rettlins	4,303
23. *Cheerful Gardner	3,969
24. *Jack Smith	3,867
25. *Maxine	3,858
26. Selden, Stratosphere Man	3,841
27. Dave Goyer	3,832
28. Harold Barnes	3,693
29. Buddy Dunn	3,692
30. Flying Valentines	3,640
31. Pete Carretti	3,596
32. *Edna Curtis	3,569
33. *Smith's Diving Ponies	3,541
34. *Dare-Devil Waters	3,507
35. Four Queens	3,426
36. Bert Nelson	3,365
37. *Marlo and Lefers	3,324
38. Flying Behrs	3,213
39. Flying Concellos	3,175
40. Virginia Senior	3,142
41. Oscar Babcock	3,115
42. Frank Saphael	3,103
43. Clyde Beatty	3,092
44. Wallendas	3,061
45. *Christina Troupe	2,998
46. *Fassner	2,994
47. *Shorty Flemm	2,923
48. Ben Beas	2,913
49. Sol Solomon	2,839
50. Lionel Legare	2,811

\*Dorothy Lewis, 2,781; Black Brothers, 2,772; Joe Lewis, 2,737; Grace Darrow, 2,725; \*Yacops, 2,719; \*Peerless Porters, 2,675; Huxtel Troupe, 2,640; Three Miles, 2,608; McCall Circus, 2,561; Carver's Diving Horse, 2,559; Jamie Graves, 2,551; \*Bert Starr, 2,539; Conner's Trio, 2,529; Rudy Rudyoff, 2,528; Otto Criebling, 2,511; Reiffenachs, 2,499; Wells Brothers, 2,497; Mickey King, 2,471; Ethel Jenner, 2,414; Mary Erditz, 2,355; DeCardos, 2,265; \*Nelson Family, 2,251; Will Hill's Elephants, 2,225; \*Joe Jackson, 2,225; Rita and Dunn, 2,214; Fearless Flyers, 2,204; Billotti Troupe, 2,190; Felix Adler, 2,153; Flying Sullys, 2,128; Helen Christensen, 2,081; Proska's Tigris, 2,081; Guice Troupe, 2,054; Hunt Twins, 2,032; Emmett Kelly, 2,014.

\*Leader in own division.  
 Other scores are available on postcard or phone inquiry to New York office of The Billboard.

CARL BRUCE, former circus horse trainer who has been training horses at the Garland Academy near Dallas, Tex., the past 11 months, had his right leg broken when he was kicked by a loose horse while riding a stallion.

## Peru Pick-Ups

PERU, Ind., Oct. 7.—Bill Britton is night watchman at Ringling quarters, with James (P. A.) Bennett on during the day. At railway yards, North Peru, C. E. Cox is watchman.

Mrs. Harry Parkhurst Sr. has been seriously ill about 10 weeks. Her husband, formerly with circuses, has fully recovered from a major operation at Huntington, W. Va. Is retired on pension by C. & O. Railroad. Harry Jr., former circus scenic artist, is now conducting a studio at home while mother is ill.

Mrs. Virginia Senior, daughter of Mr. and Mrs. Fred Young, seriously injured several months ago in Michigan in a fall from rigging, is here recovering at parents' home. The Youngs are conducting Circus Jockey Club, meeting place of trouper-ers.

Jack Cunningham, formerly with Ringling-Barnum, arrived here. Was at New York World's Fair. States Pat Patterson is at the fair.  
 Mrs. Polly McLeod, retired circus star who has a news stand, is back from Holyoke, Mass., and New York City. She visited her parents.

Cliff Forebee, veteran bull man, of road past seasons, is now with Uncle Sam. Is doing construction work out of Fort Benjamin Harrison, Indianapolis, CCC camp. James O'Connor, on front door tickets with Cole Bros., was here from Logansport, Ind., in consultation with Dr. S. Malou relative to removal of plate from right arm, placed when arm was crushed by elephants several years ago.

In this column, issue September 30, there was a notice that the whereabouts of Jake Kline, veteran circus attraction, was sought by the Eagles Lodge here. He was reported severely injured and the lodge wanted to get in touch with him. The notice brought results and Kline arrived from New York State. Is now employed in Eagles' lodge grill.

## Fair Biz for Barnett In North Carolina

MOORESVILLE, N. C., Oct. 7.—Barnett Bros.' Circus played here September 30 to light afternoon crowd and fair-sized night house. Business only fair since arriving in this vicinity due to local tobacco situation.

Program runs smoothly under direction of Reno McCree Jr., equestrian director. Three rings are utilized. Show has a nice menagerie of wild and domestic animals. Show has been cut down in the last few days and several of the trucks sent to winter quarters at York, S. C., but still plenty good show, minus aerial acts.

Ray Rogers is with show, with C. O. Cox as loose; William R. Tumber, Side Show manager, Big Show announcer and press agent back. Ira Haynes has the band and Texas Ted Lewis and his cowboys and girls present the concert with tiny Major Novak as extra added attraction. The writer, Tom D. Nealand, press agent with the Marks Shows, and Capt. George Thompson, trainer of the John Robinson Elephants on Marks, came over from Statesville, N. C., and witnessed the afternoon show as guests of Bill Woodcock and Tumber.

## Scattering of Cole Advance; Few Changes

DAYTON, O., Oct. 7.—Closing at Wilmington, N. C., September 18, advertising car No. 1 of Cole Bros.' Circus moved into Goldsboro, N. C., and from there began its tour to winter quarters at Rochester, Ind. Practically all members went to quarters with the car and departed soon after for various points. William Beckell, manager of the advance, left for Philadelphia; J. (Cap) Ramsey, box billposter, to Dayton, O., for a brief visit and then back to Hollywood, Calif.; Jim Kennedy, boss lithographer, New York City; Robert Hiatt, boss bannerman, Mt. Airy, N. C., with local theater; Glenn Booth, steward, Cincinnati; Togo Chisler, and then to Los Angeles; Pat Murphy, Chicago indefinitely; Sam Clauson, Chicago for a brief visit and then to Rochester, Minn.

Arrie Welch went to Andrews, Ind., for a winter period of training. Kentucky contractor, handled press on car remainder of season. Dusty Rhodes left the car at Peoria, Ill., and Roy Beckell at Hamilton, O. "Arkie" Markham, bannerman, returned to Ozark, Ark., while in Illinois territory. H. M. Kilpatrick left at Peoria, Ill. Reported by J. (Cap) Ramsey.

### Photo Post Cards

Quality Reproductions

Straight Reproductions of any Photograph or Drawing. One copy Negative made per set. Gloss "Mirror" finish only.  
 100, 82.85; 250, 84.85; 500, 87.50; 1,000, 84.85.

Send 50¢ Cash with Order, Bal. C. O. D. Originals returned unopened. SATISFACTION GUARANTEED.

2x10 Lobby Photo, Special, New 18 for \$2.25. 2x10 Photo on card, 50¢. 2x10 Photo on size from Miniatures up to 40x50 by square.

SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

Chicago Photo Art, 708 Broadway, N. W. Bldg. 9

### USED TENTS NEW TENTS

ALL SIZES AND STYLES

Write — Wire — Phone

## BAKER-LOCKWOOD

17th & Central, Kansas City, Mo.

### AMERICA'S BIG TENT HOUSE

Eastern Representative, A. E. CAMPFIELD, 152 W. 42d St., New York City

## CARNIVALS

NEGATIVE!

A Universal Portable Light costs you less per sq. ft. than public utility charged! Easy to erect! 2 seasons. Models handle up to 5,000 light bulbs. Order easy to publish. Write for full details.

Universal Light Plants. Ask for Light B-10

### UNIVERSAL MOTOR CO.

OSHKOSH, WIS.

## AT LIBERTY For Indoor Circus

ONE BIG ELEPHANT ACT  
 MAX GRUBER ELEPHANT ACT  
 THREE BABY ELEPHANT ACT  
 EIGHT HORSE LIBERTY ACT  
 FIVE PONY ACT  
 HIGH SCHOOL HORSES

Address  
**BUD E. ANDERSON**  
 EMPORIA, KANSAS

NEW USED

## TENTS

FOR SALE OR RENT

WRITE FOR FREE CATALOG

### VANDERHERCHER, INC.

2845 Emerald St., Philadelphia, Pa.

## FOR SALE

"Mona," large gentle Elephant, and Truck, Price reasonable but not giving away. Want at Once—Experienced Buyer to buy! Give me! Must have car work on percentage. E. E. COLEMAN, 1212 W. Hill Street, Ave. Dayton, O.

porter, Lynchburg, Va.  
 Clyde H. Willard, brigade manager, closed his brigade at Gary, Ind., and returned to Greenville, S. C., to open an apartment house. Few changes were made during the season. Allen Lester, contracting press agent, left the advance on return from Canada and joined the Big One as contracting press agent on car No. 1. Ray Dean joined to replace Lester at St. Cloud, Minn. He later went back to the show, and William Beckell, car manager, handled press on car remainder of season. Dusty Rhodes left the car at Peoria, Ill., and Roy Beckell at Hamilton, O. "Arkie" Markham, bannerman, returned to Ozark, Ark., while in Illinois territory. H. M. Kilpatrick left at Peoria, Ill. Reported by J. (Cap) Ramsey.



# Under the Marquee

By CIRCUS SOLLY

**KID MORRISON**, former circus and carnival press agent, is with an auto concern in Miami, Fla.

**CONNER TROUPE**, which was at the Shrine Circus, Cumberland, Md., is now playing theaters and night clubs in Ohio.

**JACK GRIMES**, who is with a whale unit, has attended Downie Bros., Parker & Watts and Barnett Bros.

**LOU WALTON**, Harold Hall and Albert Powell, in clown alley with Cole Bros. Circus, went to Chicago following the close of the show.

**FOUR KRISSELLS** opened at the Franklin, La., Fair this week, presenting their two novelty acts, with indoor circus dates to follow.

**TONY BOND** visited with Elsie John, formerly with Haag Bros. Circus, at the Trenton, N. J., Fair, also with Dan and Bobby Stewart, of Eddy Bros. Circus.

**HAVE YOU** written to the folks at home lately? If not, better do it now.

**BERTHA BERT** closed her season of fairs with J. J. Page Shows and rejoined the Hayes show, operated by Mr. and Mrs. Buster Hayes. Show is now in Alabama.

**PROF. W. H. AGNEW**, petrified man, the past season with Cole Bros. Circus, was a Chicago visitor last week and said he plans to leave for Havana, Cuba, in a few days.

**HARRY AND VIVIAN ROSARD**, Lou Robinson, George Simmonds, Blossom Robinson and White and Mitt Runkle were back-lot visitors on Ringling-Barnum during the Los Angeles engagement.

**IT IS REPORTED** that camels of Hagenbeck's, Hamburg, were being used to draw plows in Northern Germany, also that bulls were being trained to do the same kind of work.

**EVERETTE JAMES** and wife visited Downie Bros. Circus at Port Arthur, Tex., and renewed several old acquaintances. Report pleasing performance and a good band. Maxine was capacity. The Jameses have been off the road 10 years.

**TOM MIX**, who recently returned from Europe, spent a few days with Capt. Daniel E. Fox of Troop G, State Police, Sidney, N. Y., at Springfield, Ill. He was the guest of Mr. Hollingshead, of Nash Sales, Inc.

**MAKE IT** a practice to refer regularly to The Billboard's Letter List and write immediately for an advertised letter.

**ELDON DOORIO**, xylophonist, drummer and emcee, has his orchestra in the Jack Hammer Cafe at Indio, Calif. He recently took off three days to visit Merle Evans and his band and other friends on the Ringling show when it played Los Angeles. He was with Evans last season.

**SINCE DEATH** of Irene Ledgett, Madame Bedini has had Frederick Gurnup working her stock on Russell Bros. Circus. Is riding manage horses, Silver Queen and Black Diamond, and presenting football horse act and the four-white-horse turn. The Madame says that Gurnup is under lifetime contract.

**HUGH S. MCGILLI**, of Los Angeles, advises that the Crenshaw and Exposition lot there, which was used by Ringling-Barnum, is being subdivided for homes and business houses. He also states that Gordon M. Potter, of St. Joseph, Mich., presented Cerebell Jacobs with a miniature of Black Diamond, famous circus elephant.

**IF A SHOW** has as one of its features a historical pageant, let it be historically correct.

**M. CRISTIANI**, of the Cristiani, family of riders, pens that Chita Cristiani, who has been a patient in Cottage Hospital, Santa Barbara, Calif., will soon rejoin the Ringling-Barnum circus. June Cristiani rejoined in Seattle, Wash., after undergoing an appendectomy. Magador Cristiani has fully recovered from a broken arm received in a fall during his act and is back in the act.

**Mrs. Arnett McDonald**, performer, and her husband Charles F. McDonald, for-

merly outside talker on the Barnes show, renewed acquaintances among trouper on Ringling-Barnum at Port Worth, Tex. Among those greeted were Bobby Hason, Jack Earl, Jennie Reynolds, Daisy Doll and Don White, of the Royal, Charles Roush, Shirley Byron, the Cristianis, Felix Adler and Fred Smythe.

**MANACERS** should see to it that banners are removed after a city has been played. "Dead" banners are eyesores.

**DOC WADDELL**, who is in the Ohio Masonic Home at Springfield, letters: "Back from addressing meeting of Eastern Stars at Columbus, O., and honored with dinners at the homes of the Sticksels family, of Columbus, and the Boggers, at Worthington. Visited here at the home by Walter Mills and show group. My retirement from showdown and my 78th birthday anniversary coming close together brought me 634 pieces of congratulatory mail and telegrams from all parts of the world. Among these were letters from Bob Priny, show wrestler, of Lago, Ind.; Ben Wiley, photographic designer, Springfield, Ill.; Hon. W. N. Robinson, who when an associate director for the Loyal Order of Moose initiated hundreds of show people Moose members and who now is registrar in the City-County Building at Pittsburgh; Jack Rooney, who is piloting Mel-Roy in the Southwest. The newest addition to the show colony in the home is Col. Tom Benner, of Cincinnati. He made the Dixie Minstrels famous and was, during his show days, associated with Col. Frank W. Gaskill, Frank C. Bostock and P. J. Mundy."

**15 Years Ago**  
(From The Billboard Dated October 11, 1924)

Gentry-Patterson Circus closed at Athens, Tenn., September 30 because of adverse business conditions. It arrived in winter quarters at Europa, Kas, October 4. . . . Ringling-Barnum circus changed its itinerary because of the prevalence of the hoof and mouth disease. Four Oklahoma cities, Ardmore, Oklahoma City, Shawnee and Ada, scheduled for the first four days in October, were cancelled because of the quarantine and were replaced by the Texas cities, Cleburne, Waco, Austin and San Antonio. . . . Sam J. Banks, formerly contracting press agent with Ringling-Barnum circus, was writing a column entitled "Whole Wheat" in The Albany (N. Y.) Evening News. . . . Sells-Floto Circus lost Danville, Va., due to the wet condition of the lot. Charles Marks temporarily left Sells-Floto on account of the death of his father in Chicago.

George W. Christy, owner of Christy Bros. and Golden Bros. circuses, re-organized Golden Bros. Circus, Louis Clark in charge; Joe McFall, treasurer; Everett James, bandmaster; Bert Wallace, equestrian director; Charles Curran, sideshow manager; Ed Heins, front door; Roy Ralph, in charge of stock; Ed Bain, steward. . . . Al G. Barnes Circus suffered a loss of 36 horses in a fire which destroyed the car in which the animals were being transported from Chico to Willows, Calif., October 1. Horses were valued at \$100,000. . . . John Sheffield bought 12 Shetland ponies belonging to the Dixie Shows, owned by R. McAfee, in a foreclosure procedure. . . . Bristow, Okla., lifted its ban of 10 years' standing on circuses.

Ed Waldron, who drove 48 horses on the Adam Forepaugh Circus, was engaged as watchman in the Dorsey & Knowles Coal Yard, Elizabeth, N. J. . . . Judd S. Muckle (Cookhouse Whitey), went to Muskiet, Ark., to take the cookhouse on Campbell Bros. Circus. . . . Frank A. Calkins, of Tulsa, Okla., and Ed Erickson, who had been with circuses, were associated with the George M. Mann Theater, San Francisco, August 7. (Dewey) Luken, who was in charge of the inside stand of the Walter L. Main Circus, died October 5 at his brother's home in Baltimore.

## Rhodes Sees First Complete Performance

**MARIANNA**, Fla., Oct. 7.—When Harry Simmons, circus fan of this city, learned that Harry (Shorty) Rhodes, retired circus veteran here, had never seen a complete circus performance, he planned a trip to Dothan, Ala., for him to see Rusty Rhodes Circus. His host many old-timers and exchanged reminiscences. Other Marianna folks on the lot were Major Albert Karst and Joe Maultsby, and Jimmie Walters and Jessie, formerly with Sells-Floto Circus, who retired from the white tops seven years ago. Jimmie recently emerged victor in a law suit over his father's estate.

Shino, Marianna Police Department famous dog, died recently and was buried with full police honors. For 12 years the dog had every circus parade in this city. He was trained by John Landers, former circus musician.

## The Corral

By ROWDY WADDY

**AN ACCOUNT** of the opening of the World's Champion Rodeo in Madison Square Garden, New York, appears on page 3 of this issue.

**A RAMPAGING STEER** at the Cleveland Rodeo injured 17 spectators October 1, when it hurdled a fence and charged into a crowd placed at \$1,000, which was wedged between seats and was tied by cowboys.

**PONDER RODEO ASSOCIATION** has been incorporated at Ponder, Tex., for holding of the annual rodeo there. Capital is placed at \$1,000, with stock Skiles, Paul Thomas and M. L. Holland named as incorporators.

**FRANKLIN VAN METER** won the cowboy championship and a \$135 saddle, in addition to prize money totaling more than \$500 at the rodeo held in connection with the Oklahoma State Fair, Oklahoma City, September 23-30. Everett Shaw won the calf roping prize and collected \$281.50.

**WILL AND SIM HODGE**, Negro brother prisoners, took honors at the opening performance of the Ninth Annual Huntsville (Tex.) Prison Rodeo, October 1. About 30,000 saw the event. Will started the ball rolling in calf roping and Sim was first in goat roping. The pair teamed up to win the wild horse race. Sim took second in wild mare milking and Will landed second in saddle bronk riding. Horses topped last year's by \$1,000, and General Manager O. J. S. Ellington said that the 30,000 in the newly erected stands set a new opening day mark. Governor W. Lee O'Daniel's headed State officials in special boxes.

**FIRST LIST** of prospective performers at the second annual rodeo of the Arkansas Live-Stock Show at Little Rock, given out this week by T. E. Robertson, director, includes Eddie Curtis, Herb Myers, Lynn Huxley, Earl Stokes, Marvin Ramsey, Cecil Cornish, Logan Gernigan, Andy Curtis, Doris Haynes, Alce Slaty, Vaughn Krieg, Josephine Proctor, Mary Keane, Vivian White; John Lindsay, clown; Jimmie Nesbit and Clyde Cline. More than 50 white-roped and Arabian horses are being shipped by Robertson, with bucking animals from Montana, Wyoming, Colorado, Texas and Old Mexico.

**JACK BOWEN** and wife, Louise, recently returned to their home in Grand Island, Neb., from the Y and Dude Ranch, Dearborn, Mich., which is owned and managed by E. H. Bals, who staged several Sunday rodeos. Those participating were in Raw, managed by Burns Weems, arena director; Jack Bowen, superintendent of stock and pick-up man; Col. R. J. Scates, chief of detectives of Dearborn, announcer; Ed Keip, chute boss; Cowgirls were Dorothy Reis, Irene and Blythe Boulter and Louise Bowen. Cowboys included Bert Bischoff, Bob Clark, Buck Meyers, Arizona Slim, Dick Garvert, Curly Clark, Jack Curry, Freddy Daniels, Rex Boulter and Don Scates. Bobby Ray Boulter was the juvenile steer rider.

**THIRTIETH ANNUAL Pendleton (Ore.) Round-Up**, September 13-16, attracted 65,000. Event was one of the most successful in show's history, officials said. Drivers were Iowa, the center, the steers and purues were up by a large amount.

reports Roy Rittner, business manager. Bill McMakin captured the all-around cowboy championship title. He is a member of the Cowboys Turtles Association and his performance this year gave him a second leg on the \$5,000 Sells-Floto trophy and prize of the show. Results: Bulldozing, Bill McMakin, Dick Horren, Everett Bowman, Dave Campbell, Bucking, Jack Wade, Ward Watkins, Steer Roping, Ashby Schell, King Martin, John Rhodes, Dick Smith, Fred Brown, Roy Lewis, Ock Fore, Tony Salinas, Iko Rude.

**RESULTS** of the recent Preston (Ida.) Night Rodeo, of which Clifford Warr was president, are: Calf roping, second place are: Bronk Riding—First day, Frank Maltors, Buck Peterson, Jack Tracy, Lee Moore. Second day, Lee More, Lone Bretze, Gale Anderson, Tommy Knight, Bill Riding—First day, Ken Owens, Carl Dooley, Sam Jacobs, Dick Griffith. Second day, Dick Griffith, Mitch Owens, Slaty Jacobs, Joker Hobbs. Bareback Riding—First day, Mitch Owens, Tommy Knight, Slaty Jacobs, Urban Don Smith, Carl Earl, Joe Jones and Owen, Tommy Knight, Slaty Jacobs. Calf Roping—First day, N. A. Pittcock, Roy Lewis, Matt Cropper, Harry Hart. Second day, Tommy Cavanaugh, N. A. Pittcock, Matt Cropper, Harry Hart. Steer Wrestling—First day, Slaty Jacobs, Ted Mason, Howard McCrorey, Dave Campbell. Second day, Dave Campbell, Harry Hart, Slaty Jacobs, Matt Cropper.

**ATTENDANCE** estimated at 15,500 was chalked up at Homestead's Stock Show Night Rodeo, Caldwell, Ida., recently. Officials were Floyd Southward, president, and Charles Laurensen, secretary. Results: Bronk Riding—First day, Frank Van Meter, Buck Davis, Bob Estes, Doff Aber. Second day, Stub Bartelmy, Doff Aber and Frank Van Meter split second and third; Jackie Cooper, Finlay, Frank Van Meter, Buck Davis, Doff Aber, Howard Brown, Smoky Snyder, Duway Ryan; Sam Stuart and Terry Lockyer split third and fourth. Second day, Jimmie McGee, Smoky Snyder, Howard Brown; Duway Ryan and Terry Lockyer split second and third. Day, Jimmie McGee, Terry Lockyer split third and fourth. Calf Roping—First day, Clay Carr, Osa Fore, Gordon Davis, Breezy Cox. Second day, Gordon Davis, Clay Carr; Charles Handley and Sam Jacobs. Steer Wrestling—First day, Frank Van Meter, Hugh Clugman, Ray Mavity, Joe Mendes. Second day, Jack Wade, Clay Carr, Frank Van Meter, Hugh Clugman, Joe Mendes, Gene Pruitt.

**STANDINGS** in the race for the 1939 cowboy championship as announced by Fred S. Corgan, secretary of the Rodeo Association of America are: Clay Carr, 5,600; Buck Mulkey, 4,350; Fritz Truitt, 4,037; Toota Manstfeld, 3,980; Nick Knight, 3,255; Dick Truitt, 3,490; Jackie Cooper, 3,155; John Bowman, 3,130; Hugh Bennett, 2,959; Doff Aber, 2,948; Milt Moe, 2,855; Ken Roberts, 2,854; Pete Grubb, 2,749; Ashby Schell, 2,670; Homer Pettigrew, 2,603; Vic Schwartz, 2,573; Buckshot Sorrells, 2,567; Chet McCarty, 2,314; Hub Whiteman, 2,267; Mitch Owens, 2,247; Eddie Curtis, 2,230; Ward Watkins, 2,181; Oral Zumwalt, 2,135; Everett Shaw, 2,108; Clay Carr, 2,090; Everett Bowman, 2,074; George Mills, 2,071; Hoyt Heffner, 2,058; Hubert Peterson, 2,057; Dick Griffith, 2,056; Frank Van Meter, 2,007; C. G. Hargis, 1,993; Dave Campbell, 1,920; Duway Ryan, 1,880; Cecil Henley, 1,878; Kid Fletcher, 1,847; Bob Walden, 1,835; Carl Shepard, 1,817; Jim Sulvey, 1,778; Ross, 1,723; Smoky Snyder, 1,722; John Sherrin, 1,628; Buck Goodspeed, 1,613; Andy Gibson, 1,597; Herschel Ross, 1,581; Floyd Stillings, 1,540; Juan Slaty, 1,531; Canada Kid, 1,530; Cal Downey, 1,512; and Jerry Ambler, 1,466. Jimmie McGee, 1,465; Roy Lewis, 1,416; Bill McMakin, 1,425; Royce Sewall, 1,432; Roy Lewis, 1,417; Cecil Owens, 1,395; Zack McWing, 1,386; Ray Mavity, 1,367; De Rude, 1,322; Frank (See CORRAL on page 55).

## WANT FOR CIRCUS

Acts of all kinds. All winter work. Will book out. Free Show. Also concert on percentage. Will book out. Free Show. Also concert on percentage. Will book out.

**TOL TEETER**

421 West Houston St. San Antonio, Texas



# MARKS HIT IN BAD WEATHER

## Two Big Ones For Okla. City

Record figures hold up until Wednesday — cold winds may result in deficit

OKLAHOMA CITY, Okla., Oct. 7.—At the 33d annual Oklahoma State Fair and Exposition here on September 23-30, prospects for record attendance were blighted by cold weather, high winds and dust on the last four days. Total attendance was 270,562, 19,656 less than last year. Record is 268,569, set in 1932. Ralph T. Hemphill, secretary-manager, refused to announce receipts until final tabulation is completed, but he said net profit, if any, to the fair association would be small. Last year showed a balance of about \$94,000.

Two all-time records were set, with 21,505 on Sunday, compared to 20,711 last year, and 65,073 on Monday, compared to 64,652, also a year ago. Opening day attendance of 29,996 was ahead of last year's. Tuesday had 25,910, compared to 27,415 in 1938, but total attendance still was ahead of a year ago. Not until Wednesday did the figures begin to dip when attendance was 45,420, compared to 47,080 in 1938. Heavy winds (See **TWO BIG ONES** on page 35).

## Pomona May Touch Gate Count of 1938

POMONA, Calif., Oct. 7.—With the seven-day extension to carry thru October 6, officials of Los Angeles County Fair, which opened here on September 23, are expecting attendance to near the record mark of 637,878 set by the 1938 show. Attendance at close of activities on September 29 lagged about 17 per cent below the figure for the corresponding period last year, due to an extended heat wave, followed by a two-day rain.

Free acts and revue, *Festejo Moderno*, originally contracted by Secretary-Manager C. B. (Jack) Afterbaugh for the last three days of the fair, were held over for the extension. Added attractions were nightly fireworks displays. Harness races were staged during closing week and annual stock parade was scheduled for closing day.

But races were canceled because of fire grounds the State Racing Commission granted the fair association an extension to compensate for days lost. Pari-mutuel handle was about \$2,000,000.

## Interest Increased in Jax

JACKSONVILLE, Fla., Oct. 7.—Johnny J. Jones Exposition having been booked for the sixth annual 10-day Duval-Jacksonville Fair, Manager E. Ross Jordan reports interest has shown marked increase and greater attendance and business is expected as a result of postponement of the fair from a spring to a fall date. Improvements are under way on Brentwood Fairgrounds and premium catalogs are being distributed. Plans are under development of larger programs in several divisions, particularly in live stock, agricultural and educational departments. Manager Jordan, who also directs Georgia State Fair, Macon, will divide his time between the two fairs. During his absence W. V. Allsopp, assistant manager, will direct activities. President R. L. Millean is devoting much time to advance work.

## Vancouver Nets \$39,377

VANCOUVER, B. C., Oct. 7.—Final figures released at a directors' meeting of Vancouver Exhibition Association for 1939 Canada Pacific Exhibition showed earnings of \$39,377. The amount, despite bad weather and war conditions, is only \$10,000 less than for 1938 and more than sufficient to pay interest and a sinking-fund installment of \$5,147.65 due the city of Vancouver. Arrangements have been made for erection of a \$150,000 live-stock building.

## Albuquerque Makes Strides in 2d Year With Doubled Plant

ALBUQUERQUE, N. M., Oct. 7.—A plant doubled in capacity during its second year lived up to expectations with filled exhibition halls and drew an estimated 79,000 at New Mexico State Fair here on September 24-October 1. This mark was several thousand greater than for the previous fair. There were a free night gate and 25-cent day admission charge. One windy afternoon delayed horse racing and cool weather hurt night shows. Attendance and interest showed a marked increase over the first annual held last year, said Manager Leon H. Harms.

Work during year had doubled capacity. Improvements included lengthening of industrial and poultry buildings, new sewage, water and irrigation systems, new paddock and jockey club, reconstruction of 14 race-horse stalls destroyed by fire, of three 50-horse barns (bringing total to nearly 500), 28 new feeder cattle pens, permanent stage before grand stand, permanent pari-mutuels building and new bleachers with 1,500 capacity.

Night attendance totaled 25,000, with opener and Children's Day big, compared to last year's, Manager Harms said. On (See **ALBUQUERQUE MAKES** on page 35)

## Lethbridge Out for 1940

LETHBRIDGE, Alta., Oct. 7.—Lethbridge Exhibition will not be held in 1940. This was a provision made by city council when undertaking to pay liabilities of the fair board after January 1, 1940, in the sum of \$3,400. Delegation, including President W. Lamb and Secretary A. E. Russell, asked council to assume liabilities incurred thru exceptional circumstances affecting the fair this year. Lethbridge is a member of the Midwest Fairs Circuit formed last spring. Board of directors decided that, in view of the present war emergency, it will cease operations immediately.

## English Fairs To Operate

LONDON, Oct. 1.—Fairs will be permitted to operate in England until 10 p.m., according to Sir John Anderson, minister for home security. Under defense regulations fairs are not prohibited from operating but are subject to lighting regulations. Fairs are only restricted in evacuated areas. Any attractions at fairs which charge admission are subject to restrictions of the public entertainment order.



FRANK H. KINGMAN, secretary of the International Association of Fairs and Expositions and secretary-manager of Brockton (Mass.) Fair (left) and General Manager, Max Linderman, of the World of Myth Shows, are shown here as the W.-M. organization is signed on September 23 to again furnish the midway at the 1940 Brockton annual. Photo by Eddie Tarjan, furnished by Jim McHugh.

## 12-Year High Is Set for Va.

Richmond has 225,359 paid—midway and grand stand biz records reported

RICHMOND, Va., Oct. 7.—Despite threatening skies during most of the week, attendance set a 12-year high at Virginia State Fair here September 23-30, said Charles A. Somma, secretary and general manager of the 39-year-old annual. With a 25-cent gate, paid attendance was 225,359, compared with 182,236 in 1927. Previous largest attendance in 12 years was 223,793 in 1937. Paid admissions this year did not include hundreds of school children admitted free on opening day. Manager Somma reported that he and other fair officials were "well satisfied" with attendance. Comment from exhibitors and visitors, he said, was enthusiastic. (See **12-YEAR HIGH** on page 35)

## Knoxville Ups Gate and Take

KNOXVILLE, Tenn., Oct. 7.—The best in officials' memory from a weather standpoint, Tennessee Valley A. & I. Exposition here on September 23-30, was also declared one of the most successful from attendance and profit angles in recent years. Estimated paid attendance was 178,000, a slight increase over last year's, said President M. Jacob. Above-normal temperatures prevailed.

"There isn't any doubt that there will be a definite margin of profit," said Charles A. Brakebill, new secretary. Both officials were encouraged by the figures and prospects of having a new \$200,000 (See **KNOXVILLE UPS** on page 35)

## 1940 Expansion Program Is Planned for Tennessee

NASHVILLE, Tenn., Oct. 7.—Expansion program for Tennessee State Fair here was announced as sequel to record business done by the fair on September 18-22, reports Frank Burke.

Featuring Paul Whiteman's Orchestra in front of grand stand and at the Horse Show, fair played to 126,884 paid admissions, more than the all-time attendance record of 105,577 more than 10,000 Whiteman's Orchestra, playing the Horse Show, did capacity for three nights.

Improvements planned for the 1940 show include construction of barns to house live-stock exhibits; replacement of present main entrance, street car set-up and landings; expansion of water supply system and general repair of all facilities.

## 100,000 at Marshall, Tex.

MARSHALL, Tex., Oct. 7.—With 11 counties taking part, Central East Texas Fair here on September 23-30 had an all-time peak gate of more than 100,000. Exhibits were best in many years, with all space occupied. On Friday, Negro Day, attendance passed the 40,000 mark, with 80,000 on grounds on School Day, Wednesday. John Brogitt, secretary-manager, reported the fair will make the black side by a good margin and that plans for a bigger 1940 annual are under way.

## Davenport Take Is \$49,035

DAVENPORT, Ia., Oct. 7.—Final figures on the 1939 Mississippi Valley Fair and Exposition here show that it yielded net profit of \$1,267,177, receipts totaling \$49,035. Disbursements amounted to \$47,767.83. Ticket sales amounted to \$30,018.64, including \$14,963.70 at gates and \$7,000.00 for day grand-stand tickets and \$7,443.04 for night grand-stand tickets. Premiums amounted to \$5,617.39, not including \$2,000 for special events. Salaries amounted to \$7,377.21.



UNUSUAL CROWDS AT AFTERNOON SHOWS marked grand-stand attendance at the Canadian National Exhibition, Toronto, August 25-September 9. When this view was taken more than 14,000 were crammed into the stands and were standing in front to watch the performance presented by George A. Hamid, Inc., including outstanding acts and featuring Lucky Teter and his Hell Drivers. Night grand-stand shows played to overflow crowds daily, and George Hamid reported that not one performance was missed. Photo by Len Humphries.



## Weather Fails To Curb Trenton

TRENTON, N. J., Oct. 7.—Although hampered by rain on three days, New Jersey State Fair here on September 24-30 was the most successful in 30 years, said President George A. Hamid. Biggest crowd in its 52-year history attended on opening day, when Lucky Teter's Hell Drivers were featured. Number of exhibits was greater than ever before and of high quality, said Secretary Harry E. Labrecque.

Monday was Children's Day, with attendance going beyond the 60,000 mark. Weather held crowds down on Tuesday and Wednesday, Grange Day, when afternoon and night grand-stand shows were rained out. President Hamid switched the Wednesday speaking program of Grange leaders to the Coliseum, where a stock parade was also staged for a capacity house. Thursday, Political Day, was another record breaker. Threatening weather again moved in on Friday, when an average crowd saw motorcycle half-mile track records shattered three times. Another Children's Day on Saturday had better than average attendance, with weather still bad. New departments were a food show and merchants' building.

Cetlin & Wilson Shows reported excellent midway business and presented Zacchini's cannon act daily following Grand-stand shows. A Hamid's revue, Fantasies of 1939, was grand-stand attraction and drew big crowds.

## Grand-Stand Shows Gain At Carrollton, O., Annual

CARROLLTON, O., Oct. 7.—Altho attendance at Carroll County Fair here on September 27-30 fell short of former year's record, it was a most successful substantial gain. Rain hampered Friday's program at close of afternoon races and after the night grand-stand show. Steady rain fell on Saturday, except for a few hours at night, when the midway was able to operate. Exhibits in new departments taxed facilities and tents had to be erected for overflow.

Jack Raun's Circus furnished grand-stand show the first three days, with his auto thrill about the traction on Saturday. Altho his show appeared here last year, receipts showed daily gains, officials said. On the midway were Ma Greenawalt's Athletic Show; P. E. Gooden's Ed Wheel, Mix-Up, Novelty-Goggles and Kiddy Ride; Larry Larimore's 12 stores; John Enright, merry-go-round; Rex and Al Hatch, jewelry; Pop Dine, candy floss; May's pop corn; McPherson's Junior, Boyd's root beer; Lester Rodgers, Kenneth Barnes' Fine and Charles Hanson, Ritchie Russell, cookhouse; Gilbert's photos; Wornor's high striker and Dick and Helen John's Playland.

## Fair Grounds

BRIDGEPORT, N. J.—Garden State Fair Association has leased Gentile Hall Park here for its 1940 fair, reports E. W. Emerson, secretary. Park has added 10 acres, which will enable presentation of grand-stand acts. Cetlin & Wilson

Shows and Zacchini's cannon act were popular at the fair on September 4-6.

MEDINA, O.—Taxes cannot be levied by a county to provide free admission to a county fair, Atty.-Gen. Thomas J. Herbert advised R. E. Snedden, prosecutor of Medina County. Taxes can be levied for a fair only if pay of levied deficits be held. County commissioners had been requested to levy a tax to provide a free county fair.

REGINA, Sask.—Dressing rooms to be built for grand-stand performers at Regina Exhibition grounds will be below the grand-stand platform, half underground, and of timber and concrete. Several cattle barns are to be roofed and seven barns will be remodeled.

GREENWOOD, S. C.—Plans have been completed for construction of new Greenwood County Fair grounds about one mile from here. Plans provide for building a half-mile race track, exhibition building and midway. Later it is planned to construct another display building, a lake on the edge of the grounds and a park.

RED DEER, Alta.—Report on the 1939 Red Deer Fair by President James Cruickshank and Secretary Walter Miller showed a few dollars on the credit side. Receipts were up some over 1938 but \$600 more was paid in prize money and \$500 on improving grounds. The fair was considered by directors the best ever held here. Walter Miller, secretary for the past three years, resigned, going to British Columbia to live.

HOUSTON.—Appointment of Julian A. Weston, Houston, as general superintendent of the 1940 Houston Fair and Livestock Exposition was announced by President J. W. Sartwell. W. P. Hamilton was named live-stock supervisor and J. L. Hall reappointed auction clerk. W. C. Cox, show manager, said the premium list will be increased \$2,500 over 1939 awards.

REGINA, Sask.—Federal approval has been given to stucco eight barns on Saskatoon Exhibition grounds at cost of \$3,300 and erect buildings to cost \$2,500.

COLUMBUS, O.—Gov. John W. Bricker named 10 to an advisory council to

study improvement needs on the State Fair grounds here. Council, which will meet soon and confer with State Agriculture Director John T. Brown, includes Perry Green, Walter Kirk, Walter H. Lloyd and George A. Dix.

WARSAW, Ind.—Kosciusko County Fair here on September 26-30 was most successful in association history, with record attendance on final day. Rain fell on opening day. Officials doubled prize awards, and seven bands were featured on local stage three days. Eyes acted were Victoria and Frank and Four Sensational Stars, aerialists.

COSHOCOTON, O.—Dick and Helen Johns, operators of Lake Park here and who have been playing Ohio fairs with a penny arcade, had as guests at their home here on October 1 Mr. and Mrs. John Enright and Mr. and Mrs. Al Hatch, concessioners. The Enrights and Hatches still have several weeks of fairs to play. They plan to winter in Florida.

RAVENNA, O.—Recent 81st annual Randolph Fair here drew poorest patronage in years due to an all-day rain. Officials said entries were heaviest in years. C. A. Klein Attractions, contracted for the grand-stand show, canceled afternoon and night performances because of rain.

LANGDON, N. D.—History of Cavalier County Fair here, Dick Forkner, secretary, was contained in a triple anniversary edition of The Cavalier County Republican of September 28, published in honor of North Dakota's 100th anniversary of Statehood and golden anniversary celebrations of Langdon's incorporation and continuous publication of the local paper.

BLOOMSBURG, Pa.—William McCoy, Indianapolis, who has been a concessioner 37 years and has plied his trade at many of the nation's leading gatherings, plans to retire, he said during his stand at the 1939 Bloomsburg Fair.

LINCOLN, Neb.—Nebraska State Fair board members will meet here late this month to look over books of the 1939 fair held here on September 9-9. When the fair closed the board was unanimous in the belief that from preliminary counts the annual would have a rough time coming out better than even.

## Agricultural Situation

Condensed Data from September Summary by U. S. Department of Agriculture, Washington, D. C.

ANOTHER harvest will soon be under way of corn and cotton, tobacco, potatoes and many other crops. Yields of many crops are good except in drought areas as in the Northeast, Nebraska, Kansas and the Southwest. Nineteen thirty-nine cash farm income has been estimated at about \$8,000,000,000, or a little less this year than last. Much of the reduction due to lower prices is being offset by increased government conservation and price parity payments.

A new crop of winter wheat will soon be seeded, about the same acreage this year as last. Plenty of feed for live stock is in sight, a supply that is above average, but slightly smaller for each animal this year than last, because more live stock are on farms. Products expected to yield farmers more cash income this year than last include fruits, vegetables, meat animals and wool. Secretary Wallace urges farmers to proceed with 1940 production plans as if the outbreak in Europe had not occurred.

### DEMAND: UPFRENDED

Up to mid-August improvement had continued in domestic business activity and consumer purchasing power which affect the demand for farm products. Some additional improvement is expected by fall. Marked improvement has occurred also in economic conditions in Great Britain and some other foreign countries which are important markets for United States farm products.

Domestic industrial production was above the 1923-25 average of 100 in July and early August for the first time since last January. Foreign industrial production has attained new all-time peaks each month since last February. Gains in domestic production have resulted in a moderate increase in nonagricultural employment and purchasing power. Unemployment in the principal Euro-

pean countries has practically disappeared. Principal factor of strength in the domestic industrial situation has been the sharp rise in steel production the last three months. Increased demand for steel has resulted from a variety of miscellaneous sources.

### INCOME: TOTAL SMALLER

Farmers' cash income increased in July over June but was smaller than in July last year. Income was smaller in the first seven months this year compared with last. Income is from marketings, commodities placed under government loan and government conservation and parity payments. Income from all crops except fruits, truck crops, and potatoes was seasonally larger in July over June this year. Largest increases were in income from wheat, tobacco and peaches. Income from hogs, eggs and milk was seasonally larger but returns from all other live-stock products declined more than seasonally.

BAE estimates total cash income for 1939 calendar year will be about \$7,800,000,000. In 1938 it was \$8,020,000,000. In 1937, a high year of recovery — it was \$8,280,000,000. Low year was 1932—\$4,600,000,000. Nineteen thirty-nine total includes \$7,225,000,000 from marketings and commodities under loan, and \$675,000,000 in government payments. Totals show increases in income from marketings of fruits and vegetables, meat animals and wool this year, decreases from marketings of grains, cotton and cottonseed, tobacco, dairy products and chicken and eggs.

### PRICES: LOWER

Index of prices received by farmers decreased 1 point in August, chiefly on lower prices of grains, meat animals and tobacco. Prices of dairy products advanced 1 point. (See AGRICULTURAL on page 55)

## Grand-Stand Shows

TUMBLING Atwoods report they played Palmyra (N. Y.) Fair on September 27-30.

GRANT Family was signed to head a 24-act show at four-day Pawnee County Fair, Sabetha, Kan.

THE CHRISTYS are at their home in Kookuk, Ill., after playing fairs in Allens and Blue Rapids, Kan. for the Paragon office, reports Sylvia Christy.

ATTRACTIONS booked for five-day North Carolina State Fair by Dr. J. A. Dorton, manager, include Lucky Teter's Hell Drivers, G. A. Hamid acts and Ralph Hankinson auto races.

DON LAVOLA and Carlotta, high wire, who played Glovis (N. M.) Bi-State Fair on September 20-24 with Bowman's Diving Hoop, report they were also booked for Gray County Fair, Tucumcari, N. M., on October 2-7.

LEW CHRISTENSEN, manager of Aerial Christensen, free act at Highland County Fair, Hillsboro, O., on September 27-30, reports other attractions were Billy DeWitt, O. C. Tipling, three aerial sky rockets, Hodgins, acrobats and trapeze; Lopo and Lee, brothers; Page and Jewett, cyclists, and Charles Selis, emcee. Acts were booked by Stanley Rogers, secretary of the fair, which broke attendance records.

AFTER appearing at Gibson County Fair, Princeton, Ind., on August 28, September 2 and Clay County Fair, Spencer, Ia., September 11-16 with their trick house act, Kellems and Wells report they played Waterloo (Ia.) Dairy Cattle Congress and Horse Show on September 18-19. Kellems, Wells, Barnes-Cuthers and are booked for other dates in Illinois and Kentucky.

C. L. (FUNNY FORD) Sanderson and wife closed their Ohio fair season at Carroll County Fair, Carrollton, O., September 30 at Carroll County Fair, Spencer, Ia., September 11-16 with their trick house act, Kellems and Wells report they played Waterloo (Ia.) Dairy Cattle Congress and Horse Show on September 18-19. Kellems, Wells, Barnes-Cuthers and are booked for other dates in Illinois and Kentucky.

RAUM'S CIRCUS, which ended its weeks in Ohio, Indiana and Michigan fairs, returned 30 at Carroll County Fair, Carrollton, O., has had the best season experienced by the organization, according to C. L. (Jack) Raun, owner and manager. Program, the strongest presented was the Raun banner in recent years. Included were the grand acts and an auto thrill circus. Raun reports he has contracted his show for the greater part of the 1940 season. Circus moved to Raun's recently purchased farm near Tipton, Ind., where winter quarters will be maintained. Included Volera Brothers and Dennis, horizontal bars; Aerial Demons, casting and flying; La Belle Ray Troupe, Boman's; Meroy and Yvonne, single trapeze acrobats, swinging ladder, rope, age, jumps and burra-jumping automobile, trick and fancy riding; Funny Ford the Delmore, rolling globe; Aerial Dukes, high act; Jimmy Van's trained dog, bucking ponies and acrobatic dance.

WILLIAM H. (BILLY) FINKLE, impersonator, reports he has been playing fairs and directing grand-stand shows in recent weeks. He played Ripley (W. Va.) Fair, with Pat and Willa LaVola, tight wire; Flying Allens, balloonists, and WCBS acts. Fair was held over an extra day by Secretary Herbert Cunningham. Drawing about 1,500, Finkle's next date was Glenville (W. Va.) Fair, also played by SI and Fanny Otis. Other dates he played were Parkersburg (W. Va.) Labor Day Celebration, Martinsburg, W. Va. Exposition, Carroll County Fair, Middleport, O., and Elizabethton, W. Va.

WILFRED MAE TRIO reports it has finished its fair season and will winter in Florida. Act has re-signed with George A. Hamid for 1940.

WHITESIDE Troupe played its 10th week of fairs at Robeson County Fair, Lumberton, N. C., on September 15-19, when Eva Kelly and J. Evans were victims of Whiteside. Other North Carolina fairs for which the act is booked are Roanoke-Chowan Fair, Woodland, and Little Tri-County Fair.

## CARNIVAL AND FREE ACT WANTED FOR DAVIE COUNTY FAIR

WEEK OF OCTOBER 16TH  
Fire Drive at 8 miles, det. Glen Hills to P. S. YOUNG, Secretary, Mocksville, N. C.

## WANTED

For Todd County Fair, Guthrie, Ky., Oct. 16 to 21. Will X on Mac J. McInt. Corn, Beans, Diggers, Pop Corn, Cakes, etc. Also, 1000 lbs. of Apples. Will buy Show with own outfit. Five big days and night. Have Auto and Trailer. Also, 1000 lbs. of Apples. Write CONGRESSION MANAGER, BERT KING, Guthrie, Ky., Fair Grounds

## Owing to Disappointment Am Forced to Change the Date of the BEN HILL COUNTY FAIR

to First or Second Week in November. Can use a 20 to 25-Cor Railroad Show of merit. Wire or write ROSER WATERS, Secy., Ben Hill County Fair, Fitzgerald, Ga.

## WANT FOR THE GREATER AIKEN DISTRICT FAIR

October 30 to November 4. Have few center spaces open for Demonstrators in buildings. Also have outside Concessions open on the independent midway. Address: GREATER AIKEN FAIR, Aiken, S. C. and Review Office, Aiken, S. C.







## Glen Echo Set For Expansion; Season Excellent

WASHINGTON, Oct. 7.—Without boasting, says its vice-president and general manager Leonard B. Schloss, Glen Echo (Md.) Park had an unusually successful season, due mainly to being situated close to Washington where there never is an industrial depression. The season was wound up on September 10.

Manager Schloss is planning improvements for 1940, which will be his 30th year in operating Glen Echo. The going-forward policy provides for erection of a new entrance and administration building which will combine a large food and beverage area on the ground floor and with a roof garden atop the building to be utilized for the same purpose.

In the way of amusements, he has had dismantled the very profitable Aeroplane Swing after 12 years of operation by R. N. Anderson as a concession, as the space was required for a Flying Skooter which will be operated as a concession by Anderson and framed entirely different from any other device of this character thru its being erected on the platform style of loading and unloading, the same manner as evolved by Anderson in several of his Aeroplane Swing operations.

Usual maintenance work and clean-up and paint-up campaign will be under way and all work started by Glen Echo's forces on October 15.

## American Acts on Closing Bill of Season in Sweden

STOCKHOLM, Oct. 1.—Grona Lunds Tiroll and Nofesfaltet-Djurgarden, the two big amusement parks in Stockholm, ended their seasons on September 17.

American acts appearing on the closing bill in Nofesfaltet-Djurgarden were Miss Quincy, high diver, and Eddie Gordon, comedy bike act.

Lisberg Amusement Park, Gothenberg, and the circuit of Folkets Parks throughout the country also closed on September 17.

WOODSTOCK, N. B.—Island Park here has an uncheduled attraction. Citizen soldiers are being assembled and trained in the park for defense and guard duty. Park is on a good-sized island in the St. John River, connected with Woodstock by a highway bridge. Albert Wort's Miniature Railway is getting plenty of play from the militiamen. Spot is almost on the U. S. border and the new atmosphere is pulling thousands daily over the line to see the preparations.

CALGARY, Alta.—The 6-year-old polar bear brought to Calgary Zoo from Chicago to replace the late Buddy is dead. Officials said it had not been well since arrival and refused to use its pool and to eat.



JOHN E. LAMBIE JR., assistant manager of Euclid Beach, Cleveland, again has charge of the "Business Quiz—The Questions You Would Like To Have Answered" for the 21st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8. Success of the Lambie idea tried out at the 1938 Chicago convention has awakened much interest in this program feature.

## Celerway Has Gain; Winter Action Set

JAMESTOWN, N. Y., Oct. 7.—Despite heavy competition, Celeron Park here, J. G. Campbell, owner, had an increase in business of 25 per cent over that of 1938 and 65 per cent above the figure for 1937. Mostly responsible for the increase was installation of a \$30,000 roller rink and the dance hall and Pier Ballroom, which featured name bands on Saturdays and had a 25 per cent boost in receipts in spite of large overhead and strong competition.

Owner Campbell plans to operate the rink thru winter under management of Dick Hutcherson. Since opening three months ago capacity crowds on weekends have been common, a recent week's draw having been 2,000. As added attraction officials plan to present professional skating acts.

Pier Ballroom is to open soon as a night club featuring floor shows. Steps are being taken to procure a liquor license.

## Long Island

By ALFRED FRIEDMAN

With local recreation shifting from outdoor to indoor, it appears that roller skating will enjoy increased popularity. A dozen rinks at scattered spots are having healthy trade already, a large one is being completed at Lynbrook and there is talk about construction of two or three others. Not a few of the rink impresarios are erstwhile park men.

Creation of the new Belt highway to Queens will hasten travel from Long Island to Coney Island. One de luxe roadside spot, almost within the shadow of the World's Fair, has been losing about \$500 per week consistently but continues on its original policy.

First step in improving Riva Park's protection against possibility of erosion by the sea is construction of a \$60,000 jetty, soon to be under way. Tony De Rosa observes that the marsh grass, a standard season-closing event with all beaches in past years, is now virtually extinct. Jamaica Arena will sponsor an assortment of events thru winter.

ROCKAWAY BEACH: Danbury (Conn.) Fair lured Bill Hogan and Ted Mittie. Faber Bros., largest local operators in the Walk zone, report a good season. Municipal recreational facilities, for which there was a charge during summer, will be free during fall and winter. Attorney Jack Herman, who operated an archery spot at Beach 35th street, goes back to Blackstone now that the season is over. Union News Co., which has many refreshment concessions on the Walk, may expand next season.

## Cincy's Zoo and Other Leaders Prepare To Conserve Breeding Animals; War Shortage Looming

CINCINNATI, Oct. 7.—Cincinnati Zoo, confronted like other zoological gardens in the United States with a sudden stoppage of the wild animal supply because of the war, is in a much more fortunate situation than most similar establishments. Joseph A. Stephan, director and general superintendent, said. The reason, Stephan explained, is that the zoo is raising many of the animals in demand, and by trading with other zoos on its exchange list can remain, to a certain extent, independent of the supply from abroad.

Stephan has returned from the annual meeting in Philadelphia of the

American Zoological Executives and Parks and Aquariums Association. Problems resulting from the war, and means of meeting them thru exchanges, were discussed at length. An unusual feature of the meeting was the presence of many animal dealers. Ordinarily they are in foreign countries making purchases, but no animals are now being sent to this country as a result of the wartime disruption of shipping.

### Best Breeding Season

The past year has been the best in local zoo's history in the matter of increasing the animal population from its own breeding stock. Stephan said, estimating the value of the animals born at \$4,000 to \$5,000. He attributes the increased success of animal-raising to the barless cages that have been installed in recent years. These provide the animals with a more natural environment and have improved their health.

One of the zoo's problems is that of keeping up the population of Monkey Island, for which 60 or 70 are usually purchased every year. No foreign monkeys will be forthcoming after the arrival of a ship in New York bringing about 1,000, which will be taken by various hospitals. The supply from South America, however, will remain uninterrupted as long as the Americas stay out of the war, Stephan added.

### Price Raise Certain

Zoo was faced with the same situation during the World War, Stephan said, but it then was raising fewer of its own animals than at present. Several zoos, including those of San Antonio, Philadelphia and Pittsburgh, are on the Cincinnati exchange list. Arrangements have been made by Stephan to trade a number of surplus zebras with San Antonio for animals needed here. Zebras worth from \$600 to \$800 each, are among the animals being bred successfully in Cincinnati, as are hippopotami, worth \$3,000 to \$4,000 each.

Frank Buck, noted animal dealer, who has supplied a number of specimens to the zoo, told Stephan he had canceled all trips abroad. The animal hunters in India and Africa have stopped operations, since no shipments can be made. Even after the war ends, Stephan believes, no animals will be received from abroad for some time, as other shipping will take precedence. He expects a sharp price increase in consequence.

## American Recreational Equipment Association

By R. S. UZZELL

Plans for our 21st annual convention are gathering momentum daily. Each one approached on a suggested task accepts with a determination to do his best in contributing his part toward the success of the meeting. We must carry on and we shall do it. Arnold Curtler had the mantle fall upon him unexpectedly in late August, since which time he has functioned like a veteran.

He has youth and vitality which will be given unparalytically to the work of our national organization. He went to Chicago for a detailed study of the duties so suddenly thrust upon him. Our able and veteran secretary fortunately has the details at his fingers' tips and lost no time in launching a campaign with Arnold for the fast-approaching convention.

It was only Thanksgiving Day changes that required adjustment, after which national affairs moved along as efficiently as if no change in leadership had been made. At no time did Secretary Hodge relax in his efforts at selling space in the exhibit hall. Nor do any who have signed up object to the change of dates but instead approve of getting it entirely out of the way of the November celebration in any State, and all members will have ample time to get home for Christmas Day.

### Lambie Quiz Promising

Good as it was last year, the Lambie quiz promises much more this year. No one knew what to expect last year. All who participated in it last year will come with prepared questions this year and, best of all, they will help each other with the real merit of this feature. All who are eager to learn have here an unusual opportunity. Ask a man who knows and then get a discussion from many angles and points of view is our new way of putting a vital amusement park topic on the operating table; not to carve it into bits, but to make it better. Jack Lambie surely has something on the ball in this new departure for our annual conference. He can help you and you will help him by asking questions now so as to afford time for getting them into the right hands for constructive answers. Euclid Beach, Cleveland, O., will reach him.

The San Francisco exposition, it seems, has decided to fold at the end of this season. Many of our fraternity will not pay out but would prefer a write-off rather than another year of uncertainty. And yet, since they are there, they could be induced to stay if assured that the management could carry thru with more vigor than it did this season.

New York World's Fair will run thru 1940. Already some foreign countries have signed and several States have consented to remain. It is quite certain that the large industrial exhibits will repeat in 1940. The worth of this big show only gradually came to be appreciated. It took time to subordinate a lot of questions which detracted from so superb an exposition. The mistakes are so many that it should not be difficult to avoid most of them in 1940.

### N. Z. Expo Will Open

Florida was first to announce that its exhibit would be opened next year. (See RECREATIONAL on page 48.)



ZOO ANIMAL MEN are preparing to conserve their breeding stocks because of cessation of shipments due to the European war. It was found by Joseph A. Stephan, general manager and animal director of Cincinnati Zoo, on a recent trip. Here he is shown (right) with George Dieckmann, president of St. Louis Zoological Society and founder of the zoo there in Forest Park. With them is St. Louis Zoo's new baby giant panda, recently from China. About 18 months old, it weighs 45 pounds. Previous panda arrival weighed more weight 300 and is three years old.



# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Winter Operation

About four years ago this column, then in its teens, had a series of suggestions for winter operation of outdoor pools. They possible off-season revenue source for open-air tanks was covered. With the skating as popular as it is and with roller skating considered even greater in public favor, it seems timely to repeat the department's favorite urge for all pool men to seriously consider winter operation. Why should big aquatic establishments stand idle eight or nine months a year, especially when they involve investments in six figures and more. It doesn't make sense.

To be sure, it's not easy to convert an outdoor plunge into something that will make money between swim seasons. What will work in one section of the country may not be profitable in another. But every outdoor pool operator should try something. Maybe he'll find the thing that clicks.

Hinchcliffe Bros., who operate Walcliffe Natatorium, Summit, N. J., did that. They first offered roller skating around the edge of the pool after the season closed a few years ago. While practice played havoc with the concrete, it proved to them that roller skating

was a sport that could bring in the dough. And so the following year they built a rink adjacent to the tank. As present they find it profitable to keep skating going all year round, in addition to swimming in summer, and they always have winter operation.

Too many owners are content to go to Florida each winter (not that there's anything wrong in that) and often they forget that the rusty turnstile that is left over after each summer can be made to click all thru winter. It's just getting and idea or following some one else's and having nerve enough to carry it out.

Ar French at Manhattan Beach, Coney Island, N. Y. is another who doesn't hibernate during the cold spell. He discovered that his handball courts are a great draw in October, November and even December before snow falls. So he encourages fall and winter patronage to his beach. He doesn't do this as a money-maker but more as a promotion to keep his locker holders happy from one season to the next. It proves quite successful too and much credit for French's tremendous season bathing biz can be attributed to his winter operation. Take a last look around your place before you open up on the padlock. Perhaps you'll discover something that will make you throw the padlock away.

## East-into Tickets

Many Eastern ticket tanks are going in for cut-rate tickets this fall more than ever before. Some are offering two for one; others general 10 per cent slashes. And while such a practice has merit, especially at beginning of a season, great care should be taken in distribution of

such tickets. Success or failure of a cut-rate plan lies in distribution. There's more to it than the obvious precaution that whoever is handling tickets actually gives them out. Type of persons to whom cut rates are given is important. Sometimes you may have a swell giveaway set-up and might also have an exceptional offer, one that is a certain buy, and still your plan may flop. It might be that tickets are going to the wrong type of people, persons who are not swim-minded. On the other hand, you might be hitting just the people you want, true prospective swimmers, and still the plan might not be going over. In this case it might be that the cut-rate proposition offered is not enticing enough. While it's o.k. to cut-rate the pool, be careful how you do it, where you do it and to whom you do it.

## Splashes

Next time you're driving thru Lincoln Tunnel under the Hudson River on the way to Jersey, look on your right just after you come out of the tubes, and you'll see half of old Columbia Amusement Park pool. Dilapidated diving boards, half pool's edge and broken concrete stand just as if it were in Warsaw after a bombing. You'd think that with the state highway would cut thru the pool the powers that be would have demolished remaining part instead of permitting it to stand that way, an amputated swim tank.

First Eastern outdoor pool to announce its opening for 1940 is Palisades (N. J.) Amusement Park plunge where posters already announce tank will reopen on April 27, 1940.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

GREYSTONE Skateland, Columbus, O., has been redecorated and refurbished and opened its third winter operation on October 2 with a free party for members of Columbus Roller Club. Parties are to be monthly features for club members, who number more than 800. Manager, George Anagnost said. Rink is open Tuesday, Friday, Saturday and Sunday nights, with matinees on Saturdays and Sundays.

ROYAL ROLLERS and Mickey have been booked for an engagement at George Washington Hotel, Jacksonville, Fla., reports W. G. Christensen Jr.

PARK RO-SHE Roller Rink, Lehi, Utah, had its biggest opening night crowd in six years on September 23, report Boyd and Jack Smuin, floor managers. Rink was advertised extensively over radio prior to the opening. Interior has been repainted, a new roof added and plans are being made for installation of a new heating system. Arrangements are being made for organization of a club and instruction in walking and figure skating. Rink is equipped with Chicago and Richardson skates. Staff includes Dorothy Robinson, tickets; Mrs. J. Smuin, checkroom; Josh Robinson, general manager; George Jones, refreshments, and Howard Jenkins, storeman.

DAN WILEY, Negro exhibition skater, was recently booked for performances in Laurel, Miss., after a tour of Florida.

MEMBERS of El Amigo Skating Club of Fair Park Roller Rink, Dallas, were guests recently at an inter-city weekend party at Shroy's Rink, Houston. More than 50 members of the Dallas club made the trip. Best on the Sunday night program were won by Dallas skaters.

J. C. KELLEY's Roller Rink, Dallas, opened its fall season with a party on September 23. Manager, Kelley had planned to build a new rink, but unexpected building problems made a change in plans necessary.

J. W. LAMB, operator of a portable rink in Hardin, Mo., during the past summer, reported business showed brisk increase as the season neared an end. He plans to play Richmond and Holden, Mo., during coming weeks.

CHARLES S. MASON, who recently opened his College Inn Roller Rink for the second year in Miles City, Mont., reports good business to date despite warm weather. Rink has a 50 by 110-foot floor and did capacity business on September 22. Sessions are held three

hours on Wednesday, Friday and Sunday nights, followed by dancing. Sunday matinees are also staged. Russell Roub is rink manager.

DAN B. DAVIS' new combination roller and ice skating rink in Kingston, Pa., is expected to open soon. Plans call for roller skating in summer and ice skating in winter.

BUTWIN'S Roller Rink, Falls, Pa., had a good summer season and a number of parties are planned for fall.

OLD DOMINION Rink, operated by Bill Tomlinson in Newport News, Va., opened on September 22. Rink has been enlarged and is now twice its original size.

A. J. PERRY'S Walnut Roller-drome, Alentown, Pa., opened to a good crowd on September 26, reports Bob Miller, member of the Rolling Clouds, skating act. Rink operates six nights weekly, with beginners' night on Monday and Saturday and Sunday matinees.

ACE ROLLER reports he recently completed a two-week engagement in Golden Gate Roller Rink, San Francisco, and was booked for Four Aces Club, Malpitas, Calif., for two weeks.

FRANK FIORE's new 40-by-70-foot roller rink in New Lexington, O., was scheduled to open on September 26 with Charley Freshwater's Band as added feature. Sessions will be held nightly and on Sunday afternoons.

KOLB and OPATRYN, Pittsburgh fig-

## WHY "CHICAGO" SKATES



No. 778

**RINK MEN . . . HERE'S WHAT YOU WANT**  
**A \$1.00 Hockey Fibre Wheel**  
 For Your Rink Basin. Why Use a Narrow Roller When You Can Get a Wide Fibre Wheel for Only \$1.00? THE BEST WHEEL IN THE U. S.  
 1. ABSOLUTELY TRUE AND STRAIGHT.  
 2. TOUGH, DURABLE, FAST & SMOOTH.  
 3. FITS CHICAGO, RICH'N AND ROLLY.  
 4. OVER AN INCH WIDE . . . HOLDS FLOOR.  
 5. A FAVORITE WITH SWIMMERS.  
 6. BIG PROFITS ON SALES.  
 Order Now! Get Special Rink Prices.  
**MAPLE WHEELS**      **BALL BEARINGS**  
 75c a set (f. o. b.)      \$1.25      a 1,000 (f. o. b.)  
**Omaha Fibre Products Co.**  
 RALSTON, NEB. (New Factory)

**SKATING RINK TENTS**  
 SHOW AND CONCESSION, NEW & USED TENTS.  
**CAMPBELL TENT & AWNING CO.**  
 Monroe at Third,      Springfield, Ill.

**SKATERS' KEY BANDS and BRASS KEY CHECKS**  
 Highest quality obtainable, Long-Lasting, Durable.  
**S. GRIFEL, 649 E. 5th St., New York, N. Y.**

**SPECIAL RINK OPERATORS**  
 Take advantage of this great offer. Hard Maple Wheels with complete Racing Bushing to fit your present Rink for only \$1.00. Resealed one-piece Racing Bushing for \$0.50 per set; two-piece Bushing for \$0.50 per set. Order yours today.  
**SUPERIOR ROLLER SKATE WHEEL CO.**  
 327 Commercial Ave.,      Superior, Neb.

uro-skating team, were recently featured at the first anniversary celebration of new Idora Park Roller Rink, Youngstown, O. Rink has installed a department for sale of roller skates and accessories, adding the line of Chicago Skate Co. equipment.

TWO RINKS in Lincoln, Neb., Art Rogers' at Capitol Beach, and Tom Boydston's, are running even or ahead of 1938. Rogers plans an up-town location early in November when weather turns cold.

VERN SKELTON is conducting roller skating Friday nights in a new gym, Iron River, Wis. Kimer's Roller Rink, La Crosse, Wis., formerly the Winter Gardens, which staged its formal opening on October 1, offers skating nightly and Sunday afternoons. A. B. Sharp opened a roller rink on October 4 in the Army, Appleton, Wis.

**In the Southwest**  
 By ARMAND J. SCHAUB SR.,  
 Publicity Manager-Instructor, Idle Hour Rink, Independence, Kan.  
 Since organization of the Roller Skating Rink Operators' Association of the (See RINKS on page 48)

FOR A PEAK INVESTMENT BUY NOW!

**LUSSE AUTO-SKOOTERS**  
 OR WATER-SKOOTER BOATS, and EARN BIG PROFITS in your Park, Resort or Trading Show.  
**LUSSE BROS., Inc.**  
 2809 N. Fairhill St., Philadelphia, Pa.  
 LUSSE BROS. LTD., Sardinia House, 30 Lincoln's Inn Fields, London, W. C. 2, Eng.  
 Write for Catalogue.

**FOR SALE METEOR SPEEDWAY**  
 Now at the World's Fair, New York City. This is the most thrilling amusement device available. It is portable. Capacity: 2,000 spectators, 300 rides per hour. Sturdily built and capable of many years' operation. Ideal money-making machine where big crowds are available. Write BERTHA GREENBURG, 8 Kimberly Hotel, 7th St. and Broadway, New York City

**The First Best Skate**  
**QUALITY**  
**RICHARDSON BALLBEARING SKATE CO.**  
 Established 1884.  
 3312-3318 Ravenswood Ave., Chicago, Ill.  
**The Best Skate Today**  
 Tramfil Self-Locking Sectional Floors  
 Also are being used in buildings as well as under cars. Send 10 cents for information on our sectional floors and special rink tents. They are getting the leading everywhere. Have built portable floors over 25,000.  
**TRAMFIL PORTABLE SKATING RINK CO.**  
 3900 East 15th Street, Kansas City, Mo.

**SPECIAL OFFER TO RINK MANAGERS**  
 Introduce No. 321 Duxless Floor Draining to rink; looking every equipment, we will supply parts and send free one 4-gal. approved Compressed pump and your order for 5 gals. of No. 321. One deal rate to each rink; present users are 10c. cost, \$0.75 per gal. in 9-gal. pails, \$4.00 in 55-gal. casks, 4-cask quantity, \$7.25. P. O. B. Order, Mass., 25c with order, balance C. O. D. Offer expires January 1, 1940.  
**GAGAN BROTHERS**  
 644 Second Street,      EVERETT, MASS.

**WANT**  
 10,000 only Used Rink Skates, Parts and Wheels, P. C. Write or Wire Details.  
**WELL'S CURIOSITY SHOP**  
 20 South Second St.,      PHILADELPHIA, PA.



Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associate. Communications to 25-27 Opera Place, Cincinnati, O.

## Hennies HASC Show a Success; Nets Club \$200

MUSKOGEE, Okla., Oct. 7.—Midnight benefit performance, staged by Hennies Bros.' Shows at Oklahoma Free State Fair here on October 3 for the Heart of America Showmen's Club, Kansas City, Mo., added \$200 to the club fund for aged, indigent and unfortunate showmen, reports Walter Hale. Event was heavily backed by the public and fair personnel.

Music Corp. of America's Stars on Parade revue, with Clyde Lucas' Band and Hufe Davis, movie comic, headed the floor show, which was augmented by Elsie Calvert's Red Hot and Blue Show. The Bytemotes, dancing chorus, opened and closed activities.

Edna Murray Simonds, secretary-manager of the fair, who purchased the first ticket for the benefit, was among those honored by the shows. Phil Little, caterer in charge of refreshment stands, presented the club with 20 per cent of his gross.

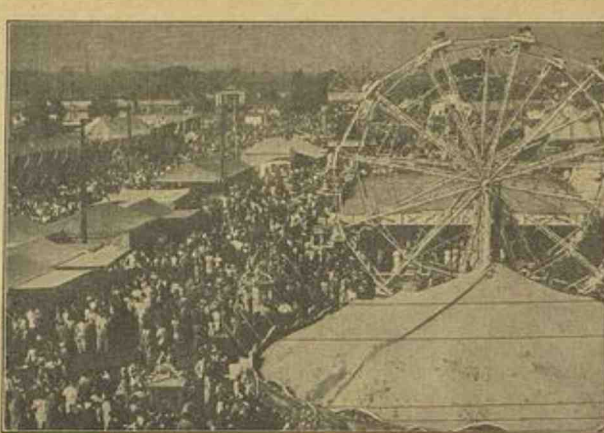
## Gooding Amusement Co. Biz Shows Hike Over Last Year

COSHOCTON, O., Oct. 7.—Despite inclement weather over recent week-ends, grosses for the F. E. Gooding Amusement Co. thus far are ahead of last year's. Owner F. E. Gooding said here. Organization, which directs the American Exposition Shows and Gooding Greater Shows, reported satisfactory business early in the year for ride units and concessions, which were on Columbus, O., district locations for eight weeks, under direction of Johnny Enright and George Bouie, latter in charge of rides.

Shows extended operations into Illinois, Michigan, Indiana, Pennsylvania, West Virginia and, as usual, extensively thru Ohio. Owner Gooding said the company has experienced some record days at fairs and celebrations and that some spots which heretofore had been winners have fallen off. Other locations not counted on for much have come thru with big grosses. Although some rides go into storage this week, organization's activities will continue well into the end of October.

## Hearing on Water Show Suit

LOUISVILLE, Oct. 7.—The case of Lottie Mayer against E. Lawrence Phillips, Jr., Hedy Jones and Harry and Benches Bentum, alleging that the defendants have infringed on patents held by Miss Mayer on the disappearing water ballet, comes up for hearing in the Circuit Court here next Monday. Attorneys for both sides appear to think that it will be several weeks before trial, as both are busy now taking depositions.



KIDDIES' DAY AT NEW JERSEY STATE FAIR, Trenton, on Monday, September 25, brought out more than 50,000 attendees, a goodly portion of which is depicted in this view of the midway of the Ceflin & Wilson Shows. Fair bowed on the day previous with the largest opening-day attendance in its 52-year history. Photo by Francis Allen Leigh.

## Beckmann & Gerety Blue Ribbon Closes Invasion of South Meeting Good Biz In New Albany, Ind.

ATLANTA, Oct. 7.—Penetrating further into the Deep South, Beckmann & Gerety Shows rolled in here on Monday from Meridian, Miss., to furnish the midway for the eight-day Southeastern Fair, which closes tomorrow. Monday's attendance exceeded last year's, with the shows and rides getting their share of play. Nancy Lee Miller's Gay Paree got top money among shows for the day, with Twin Bolepans getting heaviest play from ride patrons.

Among early visitors were Mr. and Mrs. P. T. Strieder, Tampa, Fla.; Ned Torti, Wisconsin De Luxe Corp.; Arthur Hopper, Allen Lester and Frank Mahery, Ringling-Barnum Circus; Rubin Grubberg, Rubin & Cherry Exposition; Paul T. Stevenson, former carnival agent and now promotion manager of The Atlanta (See BECKMANN & GERETY on page 45)

## Zachinis Close in W. Va.

CHARLESTON, W. Va., Oct. 7.—Zachini Brothers, owners of Zachini Bros.' Circus Shows, broke up the organization here after last Saturday's performance. They left some of their motor equipment but took along their cannon for the cannon act, reporting that they were going to Florida, where they planned to join another show.

BENTON, Ky., Oct. 7.—Following a poor week's stand at the local fair, L. E. (Eddie) Roth's Blue Ribbon Shows closed the season and immediately began the trek to quarters in New Albany, Ind. Jump to quarters, however, found many members missing, as some joined other organizations, while others are wending their way homeward.

Owner and Mrs. Roth reported they were well satisfied with business on the season and despite several bad days in the spring and fall shows wound up on the right side. No deaths or serious mishaps and little illness marked show's tour, altho they traveled six States and covered 3,696 miles. Only one change was made in the staff, E. B. Kaw replacing E. K. Johnson as general agent. Organization carried 11 rides, 10 shows and about 30 concessions.

## Hennies Bros. in Good Start at Muskogee Fair

MUSKOGEE, Okla., Oct. 7.—Attendance and spending on Hennies Bros.' Shows' midway at Oklahoma Free State Fair, which closes tonight, was nipped at opening last Sunday by extremely cold weather, but at weather warmed and (See HENNIES BROS. on page 45)

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

By STARR DeBELLE

Bayou, Miss.  
Week ended October 7, 1939.

Dear Mixer:

Apparently the show will troupe all winter. There are rumors afoot that the show will be stopped only long enough to make a few minor repairs, such as putting new sides and roofs on the coaches, building and placing of some hundred new bodies on the wagons and several other small tasks that will include the repainting of all equipment. The bosses themselves started these rumors by charging concessions by the cubic foot instead of by the front foot as heretofore.

The convincer for an all-winter tour was that the office sent the company barber on ahead to cut our advance crew's hair. Another big sign was the purchasing of a doughnut machine by the cookhouse and the storing of canned goods and fishing tackle in all house trailers by the owners of these portable homes. Cookhouse gossip is booking the show in the Valley of Southern Texas.

General Agent Lem Trucklow, while busy painting his trailer, was interviewed by a committee from the girl show and said, "I have nothing to say. I would advise you to ask the bosses." Our custodian of midway latrines passed on the overhead info that the show was headed for South America, but little stock is taken in reports coming from his department: In the past they have not proven authentic.

Not wishing to be quoted, the writer will say "It is alleged that the show will stay out," this department getting most of its lowdown and facts from the boy who sleeps under the office wagon with one ear open. The show's mailman stated in the dining car that several outgoing letters were addressed to mid-winter committees and he gave their addresses. Telegrams that arrived for the office early were left in the cookhouse. Many which had been opened by mistake by the headwater came from fair managers in Florida, inviting the show to play the Winter Fish and (See BALLYHOO on page 45)

## Hamid-Strates Show At Bloomsburg Aids NSA Benefit Funds

BLOOMSBURG, Pa., Oct. 7.—With George A. Hamid and his grand-stone attractions co-operating, benefit performance for the National Showmen's Association, staged here in the Vanities by the James E. Strates Shows during the engagement at Bloomsburg Fair September 25-30, proved a financial as well as social success, the event bringing together Hamid's entire revue and personnel of the Strates Shows.

Billy Keaton handled the emcee chore in capable style, while Joe Basile's Band furnished music. Among those participating were the Ferrari Trio, Variety Eight, the Eltons, Lee Loprete, Gae Foster Girls, Gregory and Raymond, Variety Gamblers, Billy Keaton and several members of Lottie Mayer's Disappearing Water Ballet.

Following the show Manager Strates was host to all benefit show performers at a luncheon in Martha Washington Grill, with Dick O'Brien officiating at the big spread. Mrs. Sky Putman, assistant secretary of the shows, had charge of distribution of tickets and reported liberal response from the shows' personnel.

## R-W Finale Nears; Minn., Iowa Fair Tour Satisfactory

FORT SCOTT, Kan., Oct. 7.—Following completion of fair dates in Minnesota and Iowa to excellent business, Reynolds & Wells Shows came in here last Monday for a week's stand under American Legion Post auspices. Officials report the shows are returning to the South to finish a season which has been above par in almost all cities played. Shows and rides and other equipment is in good shape.

Curley Reynolds took delivery on new trailer recently, while Mr. Wells purchased a new car. Mr. Taylor also bought a new trailer. Col. William E. Green, publicity director, staged popular contest at Webster's in Ames, Iowa, and at the small town of Inwood, Ia., which proved highly successful.

## Crafts Gets Orange Show For 7th Consecutive Time

SAN BERNARDINO, Calif., Oct. 7.—O. M. Crafts' 20 Big Shows were awarded the 30th National Orange Show in 1940 at a meeting here on October 3, reports Roy E. Ludington, shows' general manager. Date marks the seventh consecutive time here for the shows, which, this season, will be operated by Los Angeles County Fair, Pomona, Calif., tomorrow night. All equipment will be stored at Crafts' new quarters in North Hollywood, Manager Ludington said.

Golden State Shows, organization's No. 2 unit, will remain out for several weeks. Manager Ludington and Owner Crafts will leave in the latter's plane next week for a hunting trip in Mexico.

## Spending Off in Knoxville

KNOXVILLE, Tenn., Oct. 7.—Altho crowds and weather were good at Tennessee Valley Agricultural and Industrial Fair here on September 25-30, spending on the midway was reported off, and the gross of the Royal American Shows was said to be considerably below expectations. The bigger shows, Lottie Mayer's Watercoast and Disappearing Water Ballet, and Marjorie's Thrill Acres, drew well. Size of midway space forced the show to leave 10 of its cars on a railroad siding, officials said.

## Conklin in Brantford Barn

BRANTFORD, Ont., Oct. 7.—J. W. (Patty) Conklin, president of the Conklin Shows, said this week that the organization's equipment had been stored in quarters here. Shows' stand at Western Fair, London, Ont., was up to expectations and the closer at Leamington, Ont., turned out well, despite exceedingly bad weather, he said. Conklin is planning to be in Brantford October 13 for a two-week visit in New York.

MRS. LEONE BARRI, who was forced to leave her husband's (Claude A. Barri) French Casino on Hilderbrand's United Shows in Seattle because of illness, is seen here consulting on the beach at Santa Monica, Calif., recently. At this writing, however, she is back on the show helping her husband organize their winter musical burlesque unit, The Hit Parade, in which Leone is featured.



# Club Activities

## Showmen's League of America

165 W. Madison St., Chicago, Ill.



Palace Theater Building, New York.

CHICAGO, Oct. 7.—Opening fall meeting was held October 5, with Past President C. P. Fisher presiding in the absence of regular officers. Routine matters were given the necessary attention, and discussions of social and business plans for the winter were held. Secretary and treasurer reports show the club finances to be in good condition. Elected to membership were John Buley, Sam R. Stratton, Ben Custock, John Halligan, Alvin Bisch, William W. Davies, Clarence McKnight, Edw. W. Watta, Pete Kretkous, Charles D. Moss, Joseph Seymour, Raymond Lusse, M. D. Montgomery, Sidney Marion, William Salsburg, Ralph A. Anderson, Ingram E. Chambers, M. J. Bodenschoz, James C. Smith, Jacques E. Gould, Billie Ellis, Harry V. Lewis and Frederick B. Boudinot.

Sad news of the deaths of Sam S. Solinsky and William H. (Billie) Owens reached the club during the week, and messages of condolence have been sent and all members arose in silent prayer at close of invocation. Canadian secretary arrived in time for the meeting were A. W. Morris, Maxie Herman, A. R. Cohn and August Jansley, who attended his first meeting. All responded with brief talks. Jimmie Sullivan's Wallace Bros. Show held a novel benefit show at their train station in Chicago from the West. Performance was staged in the cars and a sizable check for the charity fund resulted, and this, with dues of various members, has been received at this office. Secretary Joe Streibich visited Conklin Shows in Chicago, Ont., and Wallace Bros. at Aymer. Mike Wright visited and handed in the application of Sam R. Stratton. Ben Beno writes that he is up and able to go around but will be unable to work again. He's planning a trip to Chicago this winter. Jack Lydick advises he is showing improvement, although a long way from recovered. Sick list also includes Harry (Hopley) Wanderlin, Colonel Owens and Tom Rankine.

Mrs. Tom Vollmer visited the rooms and Nell Webb and Dave Picard sent in applications of Alvin Bisch, Jack Halligan and Ben Custock. Jack Hawthorne is back in town and under a doctor's care. Kaufman returned from his Canadian tour. Recent visitors included Jack Hawthorne, Al Kaufman, Mike Wright, Ray Oakes, William J. Coulter, Sam Bloom, M. J. Doolan, Julius Wagner, Maurice Hanauer, Ginger Nye, John J. Buhley, Jack Pritchard, Fred Donnelly, William Young, John Halligan and Edgar I. Schooley. Harry W. Hennies advises he has promised co-operation in the annual drive for 1940.

Also ill most of the season, he has managed to give it as much attention as possible. Those who have pledged to hold benefit shows are Gold Medal, Beckmann & Gerety shows, Rubin & Cherry Exposition, Hennies Bros., Royal American and Imperial shows, Johnny J. Jones Exposition, Sols Library, Buckeye State, Goodman Wonder and Mel Vaughn's State Fair shows, Mighty Sheesley Midway and Mighty Monarch Shows. Others whom he expects to hear from are Art Lewis, Andy Brown, Fred of Mirth, Zimdars Greater Happilyland and a number of other shows.

Secretary Streibich reports a pleasant visit with Brother William A. Garden, whom he met on his trip to Conklin Rapids, Mich., was in town on business and visited. Response to the call for dues has been very good, but there are still a number of members to be heard from. Please give it your attention at the November, dues for 1940 were due and payable September 1. Secretary Streibich stopped over for a visit with Edward A. Hock, of Imperial Shows, at Palmyra, Mo., on return from Springfield.

**Ladies' Auxiliary**  
Club held its regular fall meeting on October 5 at the Sherman Hotel here, with the following officers presiding: (See SHOWMEN'S LEAGUE on page 43)

NEW YORK, Oct. 7.—A special meeting of the house committee has been called for Monday of next week, at which time many important questions will be decided upon. A general outline of the policy of clubroom procedure, appointment of a club steward, redecoration of the rooms and other matters of importance are the questions at issue. With the first meeting of the organization set for October 11, at which time, thru special exploitation, a large attendance is anticipated, it is the plan of the house committee to have a complete and more rigid schedule of work. From this date on the season for the activities of the organization will be in full swing.

Again attention is called to the importance of members filing their permanent addresses and telephone numbers with the club's register clerk. During the past few days several important communications were delayed thru this lack of information.

Brother Arthur Campfield drove Secretary John M. Liddy to the Danbury Fair and is leaving for a visit to the York (Pa.) Fair. A show was held last night at Danbury Fair for the benefit of the cemetery and hospital drive. Secretary Liddy and George Traver, of Fair at Home Shows, acted as arrangement committee. Attractions were furnished by President George A. Hamid, Traver and several other independent sources.

A few changes in the executive committee were made recently. The house committee consists of the following: Sam Rothstein, William Bloch, Arthur Campfield, Louis Faber, Mack Harris, Jules Laures, Charles Lawrence, Jack Lichter, Jack Linderman, Al McKee, Jerry Peshkin, Fred Phillips, Adolph Schwartz, Weinberg and Paul Spitzer. Schwartz has been added to the executive committee for the banquet.

Benefit held at Bloomsburg, Pa., last week resulted in several new members and a substantial contribution to the cemetery and hospital fund. Attractions for the program were furnished by President George A. Hamid and the States Shows. Birthday greetings to Morris Harrow, Herman Harrow, October 3; Franz Matansch, October 3; Jack Leiber, October 4; Richard Coleman, October 7; Max Goodman, George Garber, October 9; Al Floss, Luther C. Miller, Frank Bargadon, October 10; Mack Brooks, Edgar (Doc) Kelley, James P. McFlynn, October 11; Edgar Joseph Genett, October 12.

**Ladies' Auxiliary**  
Bess Hamid has proposed Marie Abbott; Sadie Wilson proposed Mrs. J. C. Timmerman; and Margie Getlin proposed Julie English. An other was proposed last week—Joe McKee has proposed 24 auxiliary members instead of 20. . . . Vera La Bregue and Helen Rothstein are on the sick list.

**Pacific Coast Showmen's Assn**  
623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Oct. 7.—Monday night's meeting attracted 82 members. Board of governors held its meeting from 9:30 to 8:15 P. M. Officers present were Harry H. Hargrave, president; Joe Glacy, first vice-president; Pat Armstrong, second vice-president; Ross R. Davis, treasurer, and Lou Johnson, execu-

utive secretary. Report for the week showed 16 new members, 6 reinstatement applications and a good bank account from annual dues. Semi-annual report of Chairman John M. Miller's finance committee revealed that the club's resources at the end of September were within but a few hundred dollars of the figure for January 1, 1939.

President Hargrave announced that club's share of the proceeds from the recent Treasure Island Outdoor Showmen's Benefit was split between the Cemetery and Sick Relief Funds. Communications were read from Past President J. Ed Brown, Brother Abner Kline, Glen Whittinken and Bill Hobbday, who inclosed applications for three new members, and a bunch of dues-paying brothers. Sick list revealed that Brother Ben Beno is home at Rye, N. Y.; Brother Pat Shanley much improved. Brother Charlie Guberman walking again and Brother John Lyon still bedfast. Doc Hall is in Osteopathic Division County Hospital.

Past President Will Wright brought from Douglas Greater Shows a substantial contribution from their "Show Within a Show" and the best new member report of the season. He gave all due credit to the good work of Earl Douglas and a bunch of loyal members. Brother Eddie Tate, of Manila, crashed the American magazine and later *The Reader's Digest* with a story *The Winner of Borneo*, written by Jerome Beatty. Brother Moe Levine came thru with the top record of having disposed of 15 books of home-coming tickets in three days. The 19th Annual Charity Banquet and Ball has been set for the second week in January. A list of committee assignments will be announced soon. Brother Bert Fisher, whose Long Beach Show closed recently, is considering a sea voyage. Pop Ludwig presented the club with a collection of oil paintings.

**Ladies' Auxiliary**  
Club held its regular meeting on October 2, with Past President Peggy Forsall officiating. Other officers present were Chaplain Minnie Fisher and Secretary Edith Bullock. About 30 members attended. Door prize, donated by Mary Taylor, was awarded Rose Rosard, while weekly award went to Babe Miller. A telegram was received from President Le Pora, and letters came from Clara Zeiger, Jewel Hobbday and Mera Bagby. Mrs. E. D. Douglas, of the Douglas Shows, sent in a generous donation. Nina Rodgers presented the club with a beautiful statue and flag and Mother Fisher donated some lovely tea towels.

Attending their first meeting for some time were Peggy Forsall, Nina Rodgers, Addie Butler, Cora Miller, Olga Celeste, Stella Brake, Shirley Winans and Martha Levine. All responded with interesting talks. New members are Dolores Surtis, Emily Rita Minton, Monte Young Shows; Helen O'Brien, Zeiger United Shows; M. H. Hagland and William Rutter, Golden State Shows, and Ruth P. Cohen, Douglas Shows. Hostesses were Bertha Coe, Rose Rosard, Ester Carley and Edith Bullock. Games and bridge were played the remainder of the night.

## Missouri Show Women's Club

Maryland Hotel  
ST. LOUIS, Oct. 7.—Clubrooms have been redecorated thruout and are attractive. Mrs. Niv Alton, who has just went an operation last week in St. Luke's Hospital, is recovering rapidly. She was the recipient of numerous bouquets and cards from club members and friends. Mrs. Grace Goss reports wonderful results from the summer awards. Mrs. Millicent Navarro returned from a three-week visit with her daughter, Mrs. Millicent Todd, on the Fairly & Little Shows. President Jane Pearson has closed her show and most of the others in this vicinity will be closed soon, so it won't be long until the regular weekly parties and business meetings will be resumed.

**INSURANCE**  
Carnivals, Parks, Concessioners  
**CLEM SCHMITZ** Radio City NEW YORK

**Heart of America Showmen's Club**  
Reid Hotel

KANSAS CITY, Mo., Oct. 7.—Social life around the club is increasing with the closing of shows in the Midwest and troupers are passing thru here to their various destinations. Visitors over the week-end included Brother Buster Shannon and wife, Brother Col. Dan McGuggan, Mrs. Viola Fairly, Mrs. Marie Jones, Mr. and Mrs. Strout, Mr. and Mrs. Ken Parks, Mr. and Mrs. E. H. Bagley, Harriet and Shirley Wren, Mr. and Mrs. R. E. Taylor and Mr. and Mrs. Nat Merry, Brothers G. C. McGinnis, Ellis White, Harry Altsdauer and Art Brainerd, accompanied by Mrs. Brainerd and Mrs. George Howk, visited the Fairly & Little Shows in Boonville, Mo. Brother Altshauer brought in several applications from members of the shows. Brother Slim Wadsworth, concessioner, at Krug Park, Omaha, has returned to the city. He will leave soon for New Mexico and Arizona for his health. Brother Bill Snyder is visiting Hennies Bros. Shows in Muskogee, Okla., and Brothers Chester Levin, Midwest Mercantile Co., and A. N. Rice were guests of J. I. Landes Shows at Abilene, Kansas.

Brother Ellis White, of the Doyinger Shows, is in town. Brother Tony Martone, of State Fair Shows, will bring the shows into quarters here this week. Brother Boots Cutler stopped en route to the South, as did Brother Captain Hugo and wife, of J. L. Landes Shows. Brother Haney, of the Gayway Shows, (See HEART OF AMERICA on page 44)

**YOUR BEST MONEY MAKER**  
  
**THE 7-CAR PORTABLE TLT-A-WHIRL**  
The popular ride of America's Midway Public Opinion Contest Winner in Ell Branch Co. Annual Show. More Style—More Longevity—More Quality—Year after Year keep the TLT-A-WHIRL in the front rank popularity and record a most efficient ride at a reasonable price to you.  
**Sellner Mfg. Co., Inc.**  
FARIBAULT, MINN.

**SHOW TENTS and TRAILER CANOPIES**  
**Fulton Bag & Cotton Mills**  
1141 N. W. 11th St. New York, N. Y. 10036

**CONCESSION TENTS CARNIVAL**  
Our Specialty for Over 45 Years  
**UNITED STATES TENT & AWNING CO.**  
701 North LaSalle Street, Chicago, Ill.

**TENTS-BANNERS**  
ONE BET GIRL SHOW BANNERS AND ONE PAT SHOW BANNERS  
CHARLES DRIVER—BENJAMIN WILSON  
**O. HENRY TENT & AWNING CO.**  
4611 North Clark Street, Chicago, Ill.







along with ten and you can't get along without ten.—Bill Nye.

WHILE Hilderbrand's United Shows were playing Yakima, Wash., Mr. and Mrs. Mickey Goldberg celebrated a wedding anniversary with a dinner party at which Art Butler, Jerry Mackey, Sol Grant, Jessie Jordan, Mr. and Mrs. Art Anderson, Mr. and Mrs. Charles McCarthy and Mr. and Mrs. Sam Epple were guests.

WELL-KNOWN general agent and adjuter, R. G. (Doc) Felmet writes from Spartanburg, S. C., that he is in Mary Black Hospital there where he underwent a spinal operation. He says he would appreciate reading letters from friends. Doc has been with Crystal Exposition Shows the past five years.

DONT let the handling of other people's money make a hamburger aristocrat out of you. That sure is wealth that falls into your hands belongs to the boss.—Colonel Patch.

SHOWPOLK sighted in Charlotte, N. C., during Marks Shows' stand there last week was E. Lawrence Phillips, owner Johnny J. Jones Exposition; Morris Miller and wife, Miller Bros. Shows; William C. Fleming; James Trainer, manager of the colored fair, and Gean Ndreau, of the Jones Exposition.

IN A RECENT issue it was reported that Bill Overfield, protégé of the late Pussner, was doing a spiral tower act. This was incorrect. It should have read that Overfield was a protégé of the Great Pussner, who has at present is doing his spiral ball act on Southern States Shows.

HOWE about changing the wording of some of these ticket-box grinders' all-day grind appears to copy from another and they all sound alike. I know of no law against a little originality.—Cousin Peleg.

ROY GOODING, ride operator, stored one of his units on Capron County fairs grounds, Carrollton, O., after close of the fair on September 30, Tuscarawas County Fair, Dover, O., and Carrollton Fair wound up the season for the unit. Gooding left for Virginia, where he has another set of rides operating, which he expects to keep out several weeks.

"STILL HERE in the Land of the Sky chasing tuberculosis," cards Frank Roberts from Asheville, N. C.; "Hank into Echter Hilderbrand, who has a grab stam on Keystone Shows, and he reports a good season. Numerous trucks loaded with equipment and headed for fairs have been passing thru here. Plan to leave for Tucson, Ariz., soon."

A SHOWMAN should never feel insulted when a local ticket faker asks him for a ticket when he enters a midway show. Give that L. credit for stopping them all and thereby doing his duty.

WHILE Eric B. Hyde Shows were in Spring Hope, N. C., Secretary and Mrs. Al Thomason and Johnny Moran narrowly escaped serious injury when Thomason lost control of his car on a hill between the town and Nash County Fair grounds. The car overturned twice before coming to a stop at bottom of a 10-foot embankment.

REX M. INGHAM, former circus and carnival trouper and now a member of the Rockingham County police, was a guest of the Mammoth Show Train when it played a one-day stand in Reidsville.

### Getting Even

IF I HAD \$1,000,000 I'd build the most elaborate and spectacular sit-down show in America. I'd employ all available big-time talent, running into hundreds of acts. I'd throw away canned music and hire three of the biggest name bands, one for the bally and two for the inside. I'd hang a 5-cent sign on the front and then make the top with my own audience, men and women who would be on my pay roll and be carried from town to town. Every time a would-be patron would ask for a ticket I'd say, "Sorry, but we are all sold out." I'd let it sit enough passes so that they could go out and talk about it, creating a big demand for my show. Then on Saturday night I'd tell the towners, "I've had my revenge. For years I've been begging you to come in. Now I have had you begging me." Oh, what a beauty, not on the record and let's bally; here comes the boss.—DIME JAM JOHNSON.

N. C., on October 3. Rex says the outfit is nicely framed, features numerous strange and curious animals and has been receiving favorable comment from patrons.

BIG incomes, big-money transactions and high finance are discussed behind closed doors by people who are really in a position to talk "big money." But never in a barber shop or hotel lobby.

LILLIAN SHEPPARD, of Sol's Liberty Shows, writes from Carutheraville, Mo., that while the shows were playing Hannibal, Mo., she was pleasantly surprised when Mrs. Mora Bagby, vice-president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, and husband visited her while en route to Chicago and the New York World's Fair. Mrs. Walter A. White, Quincy, Ill., also spent a few days with the Sheppards.

CHARLES A. ABBOTT, general agent of Marks Shows, handled the organization's advance details in Charlotte, N. C., week of October 2. Endy Bros' Shows played there week of September 25 on South boulevard showgrounds, while Eric B. Hyde Shows were there on another lot about three weeks ago, and World of Mirth Shows is scheduled to play the coming Southern States Fair there.

TALK about an all-around side-show worker! Oklahoma Pete does an impalement act, lion jaw, whip cracking, lion tongue, torture board, ten-eyed and tattooing. Last board he'd brought a G-string and is going in for half and half.—Dead Banner Bill.



WELL-KNOWN SHOWMAN and animal trainer, Capt. Jack Browning has been playing fairs independently this season with a group of American Indians. Photo, which was snapped at 1939 Shoshonean (Me.) Fair, was furnished by E. D. Hoffman.

"HAVING finished park and fair dates for the Gus Sun agency, I recently signed our acts on shows," scribes George W. Lanning, manager of the Sensational Royals, from Morristown, Tenn. "Royals are playing Southern fairs on J. J. Page Shows. Sensational Meteors are with West Coast Amusement Co., playing California. Arlene Marion, formerly with Hollywood Sky Rockets, joined the Meteors in California."

CHARLOTTE, N. C., during the week ended September 30 was host to numerous carnival folk, with the lobby of the Hotel Mecklenberg being visitors' rendezvous. Endy Bros' Shows, playing there, furnished most of the trouper. Sighted confabbing were William Glick, William M. (Billy) Brees, Matthew J. Riley, Charles A. Abbott, Walter D. Nealand, George T. Chesnut and Dave and Ralph Eddy.

THE showman who squawks the loudest for newspaper publicity is usually the one who has an attraction that the publicity department is doing its best to hide from the press or he has one that has nothing inside to publicize.—John Oneyear.

CONCESSIONERS joining Hilderbrand's United Shows in Yakima, Wash., included O. Kelly, Art Butler, Herb Usher; Roy Wilson, shooting gallery; E. Boswell, ball game; F. Reed, guess-your-age and scales; R. Daigner, horoscope; W. H. Voll, ice cream; W. O'Neill, jewelry; V. Stiles and C. Carson, short-range gallery; G. Styles; B. L. Harris, photo gal-

lery; Henry Leuders, pennants; J. E. Cahill, mouse game, and L. Holt, ham and bacon.

TALENT of Marks Shows' midway in Charlotte, N. C., participated in a broadcast from WSOB on October 3. Among those who appeared with Walter D. Nealand, who was emcee, were John Robinson IV, Capt. George Thompson; Buster Gordon, manager of the Human Bullet act; and Clarence Curwell, water-ski show clown. The Charlotte Evening News published a story in its October 3 issue on the circus career of Mr. Robinson.

SHOW manager to ride boy who has reported for work an hour late: "Where have you been so long? Don't you know you are 'way late' Ride Boy? 'Sorry, boss, but I fell off the top of the Ferris Wheel this morning." Show manager: "Hell, that shouldn't have taken you long."

CONCESSION line-up, which was larger this year than last at Bloomsburg (Pa.) Fair on September 25-30, included Ben Weiss, two bingo stands; H. W. Jones, three bingo stands, and Sam Weintau, in his usual location. Tom Hason had his side show on the midway with Strates Shows, having closed with Prell Shows the previous week. Ben Weiss tendered his wife a party in celebration of a birthday anniversary and she was recipient of numerous gifts from friends. Phil Plant had an ice and dugong show on the Strates midway.

MEMBERS of the Harlem Cotton Club Revue on W. H. (Bill) Hames Shows were guests at a buffet luncheon tendered there by Mrs. Eloise Armstrong and her son, Joseph D. Snow, in the former's home in Longview, Tex. Music was furnished by the unit's band, including J. F. Gordon, piano; Joe Martin, trumpet; J. Spencer, bass fiddle; Billie Williams, drums, and Sam Johnson, sax. Among those offering dances and songs were Clyde Moe, Marion Birdell, Mrs. A. Hudson. W. A. Rainey is manager of the revue.

CARNIVAL manager, attending the premiere of a gaddy-baddy pit show: "Why, this is awful! You'll have 1,000 beefs a night with this outfit." Show operator: "Thanks, boss, I'm glad you feel that this show will get money." C. M.: "I didn't say anything about it getting money." E. O.: "Sure you did, just been signed by the General Electric Co. to figure those 1,000 beefs a night at a dime a head. It makes an even \$100 gross nightly."

FORMER publicity director of Royal American Shows and Rubin & Cherry Exposition, Roland W. Hubbard advises that after his resignation from the latter organization he spent a month's vaca-



### PROVEN MONEY MAKERS LOOP-PLANE...OCTOPUS...ROLLO-PLANE

Leading All Sales for 1939

Visit the Octopus and Rolloplane Rides, New York World's Fair & Golden Gate International Exposition, San Francisco.

Write for descriptive literature.

EYERLY AIRCRAFT CO., SALEM, ORE.

ASHER K. KLINE, Sales Rep. European Suppliers: LUSSE BROS. Ltd., Blackpool, Eng.

### POPCORN

Buy your popcorn supplies from concessionaires' headquarters. We have a complete line of Popcorn, Bingo, Caramel, Cones, Seasoning in fact, everything you need at prices that will save you money. Free shipment, top quality products and lowest prices have made GOLD MEDAL the leader in its field. Send for your price list today.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, O.

### SAM LAWRENCE WANTS

For Dillon, S. C. (White), Fair and five more fairs to follow: Side Show, Monkey Show, Fun House, Motordrome, Glass House, one more Flat Ride, Octopus, Roll-o-Plane, Pony Ride. All Concessions open, no exclusives except Cook House, Bingo and Pop Corn. Will sell X on Novelties, Custard and Scales. Can place Grab.

All address Conway S. C., Fair, this week; Dillon, S. C., week Oct. 16.

### GOLDSBORO, NORTH CAROLINA

WAYNE AGRICULTURAL SOCIETY FAIR, OCTOBER 16TH TO 21ST, INCLUSIVE Want Legitimate Concessions of all kind except Bingo. Want Eat and Drink Stands, Palmistry and Digging. Can use Experienced Help on Rides. Address

MANAGER KAUS, KAUS EXPOSITION SHOWS, INC.

This Week, Chase City, Va., Fair; Next Week, Goldsboro, N. C., Fair.

tion visiting friends at the New York World's Fair. Richards adds that he's been signed by the General Electric Co. to manage its electrical equipment and appliance exhibit, which is touring the country under auspices of the government Rural Electrification Administration. He joined the exhibit after spending some time at the company's Bridgeport, Conn., and Cleveland plants.

### EVANS' PENNY PITCH BOARD

NEW! FLASHY! GETS THE PLAY!

A fast new money-maker with plenty of flash! May be used either at straight number board, or with colored squares designating prizes . . . or with single jackpot in center, or 5 Jackpots at corners and center. Standard size .45" square. Sturdily made of kiln-dried wood, will not warp. Handsomely decorated. An instantaneous hit with everybody! Fine percentage for operators!

Available with 1 jackpot or 5 Jackpots. Also Without Jackpot. Send Quick for Complete Evans Catalog!

H. C. EVANS & CO. 1520-1530 W. Adams St., Chicago. Leading Makers of Amusement Devices.

See Our Ad in Coin Machine Section.



















# Consider Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**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.

## ACTS, SONGS AND PARODIES

**MAKE BIG MONEY IN VAUDEVILLE**—Our Simplified "8-Acts" shows how to Myrtify, Escape Handcuffs, Vaults and Ropes; Vanishing and Levitation Illusions, etc. 50c postpaid. "5 Mind Reading Acts," \$1.00. **ALTIERY**, 1300 S. 9th St., Philadelphia, Pa.

**STRENGTHEN YOUR ACT WITH OUR TRICK** Cartoons and Rag Pictures—Send 10c for illustrated catalogue. **BALDA ART SERVICE**, Cohnkosh, Wis. oc21x

## AGENTS AND DISTRIBUTORS WANTED

**AGENTS—MEN'S SUITS, 84c; Pants, 37c; Dresses, 15c; Men's Overcoats, 73c; Ladies' Fur Trimmed, 52c.** Other bargains. Catalog free. **ROSEVELT MERCANTILE, 566-A Roosevelt**, Chicago, Ill. oc14x

**AGENTS—"KEEP AMERICA OUT OF WAR."** Metal Auto Plates are now ready. Red, white and blue. Selling fast. Hurry. Sample, 25c; 10, \$1.00; 100, \$7.00. Cash prepaid or C. D. **CLOISER BROS., Transportation Bldg., Indianapolis, Ind.** oc14x

**AGENTS—100% PROFIT SELLING GOLD LEAF** Letters for Store Windows. Free samples. **METALLIC CO., 439 North Clark, Chicago.** x

**ATTENTION, SUBSCRIPTION SALESPERSON!** If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.** x

**BARGAINS—DRESSES, 10c; SUITS, 15.50; Coats, 50c; Shirts, 15c.** Many other low-priced bargains. Catalogue free. **FAIRMOUNT, 164-B Monroe, New York.** oc14x

**BEST YET—CHRISTMAS CARDS SELL FAST** by the hundreds. Also Photos and fast-selling Novelties. **LA FRANCE STADIUM, 55 Hanover St., Boston, Mass.** oc14x

**BIG MONEY APPLYING INITIALS ON AUTO-** mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J.** x

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,** Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD, 4922-A Lincoln, Chicago.** x

**CHRISTMAS CARDS—ABSOLUTELY FINEST** Assortment. Big profits. Season now started. Write quick for samples. **ROBINSON CARDS, 559 Orange, Clinton, Mass.** oc21x

**DRESSES, 10c; SUITS, \$1.50; Coats, 50c; Shirts, 15c.** Many other low-priced bargains. Catalogue free. **FAIRMOUNT, 162-B Monroe St., New York.** oc14x

**EXPERIENCED RURAL ROUTE SUBSCRIPTION** Men wanted for Attractive Club National Magazines. Liberal proposition. **PUBLISHER, 620 Bankers Bldg., Kansas City, Mo.** oc14x

**FIELD CLASSES—FOOTBALL SEASON FULL** swing. Hustlers making fortunes. Samples, \$1.00; \$7.00 gross. **HAMBURGER, 218 W. 40th, New York.** oc14x

**MEXICAN JUMPING BEANS—20, 35c; 100,** \$1.00; 1,000, \$8.00. Long Rose Perfumes. Beans, 10c each; 4, 25c. **J. J. FRANK, 5250 Palm, Rockford, Ill.** oc14x

**RESURRECTION PLANT—UNIQUE NOVELTY,** miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.** oc14x

**SILVER-LIGHT CHRISTMAS SIGNS NOW** Ready—Finest Xmas Signs ever made (not Tinselt). Prices 50c each; 50 for \$25. 100 for \$45. Sample 50c. **BUTTERWORTH, 93 Charlotte, Detroit, Mich.** oc21x

**STOP THEFT!—AMAZING BURGLAR ALARM** assures quick, easy profits. Simple to install. Sample 50c. Free details. **FRUIT PRODUCTS, Elburn, Ill.** oc14x

**TO HANDLE SELLING OF NEW ACE COFFEE** Filter—No cloths needed, no mess, filters golden clear, sanitary. Must be financially able to carry reasonable stock and own accounts. Retailers 20c. Millions prospects. Sample sent postpaid for fifty cents in coin. Write **L & N SALES COMPANY, 3423 W. Pico, Los Angeles, Calif.** oc14x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD PUBLISHERS, 1107 Broadway, New York.** oc14x

**WORK FOR YOURSELF—SELL IMPROVED,** Original Xmas Scriptural 9"x11" Signs. (Blue) Store and Changeable Signs. **KEHLER, 335 40th St., St. Louis, Mo.** oc14x

**107 WAYS TO MAKE MONEY IN HOME OR** office. Business of your own. Full particulars. **ELITE, 214 Grand St., New York.** oc14x

## ANIMALS, BIRDS AND PETS

**A FRESH LOT MEXICAN JUMPING BEANS—** Also Puma Cubs, Monkeys, Kinkajous, Kangaroo Rats, Snakes and Parakeets. **SLAKE KING, Brownsville, Tex.** oc21

**ALLIGATORS, SNAKES, LIZARDS, TURTLES—** 10 Large Assorted Harmless Snakes, \$10.00. Price List. **ROSS ALLEN, Silver Springs, Fla.** Wire via Ocala. oc14

**ARMADILLO BASKETS, LAMPS, ETC.—THEY** are different and distinctive. Also have live Armadillos. Write for our low interesting quotations. **APLET ARMADILLO FARM, Comfort, Tex.** oc16

**CHAMELEON, TREEFROG, NEWY, TURTLE, 25c** postpaid. Free catalogue. Concession owners, write for our "Dealer List." **QUIVIRA SPECIALTIES CO., Winfield, Kan.** oc14

**FLENTY SNAKES, ALLIGATORS, CILA NON-** sters, Armadillos, Agoutis, Monkeys, Coati-mundi, Prairie Dogs, Puma Cubs, Leopard Cubs, Peafowl, Ocelots, Parakeets, Racing Terrapins, Guinea Pig, Ferret, Rats, etc. **OTTO MAR TIN LOCKE, New Braunfels, Tex.** oc14

**WANTED—1 OR 2 PENGUINS, RENT OR BUY**—Quote price. **ROSS ALLEN, Silver Springs, Fla.** oc14

**WE WILL BUY RHESUS MONKEYS YOU DON'T** want to water. Export to the U.S. **C. O. D., \$5.00 each to MEEMS BROS. & WARD, INC., Oceanside, N. Y.** x

## BUSINESS OPPORTUNITIES

**COMPLETE SKATING EQUIPMENT—INCLUD-** ing Second System, 85 Pair Skates (mostly Chicago), good condition. Reasonable if sold at once. **HARRY RHODA, 414-B S. Third St., Evansville, Ind.** oc14x

**WANTED BY MAIL—BIG 44-PAGE MAKING** oped with valuable Money-Making Opportunities. Sample copy 10c (coin). **PALMER & CO., Box 3521, Bath, Pa.** x

**PITCHMENT SOLICITORS—MAKE EXTRA** money with new Stampless Outfit. Stamp Co. Plates Free. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.** oc14x

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A BARGAIN—TEN WATLING TOM THUMB** Scale Pen, porcelain finish, only \$39.50 each. **ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y.** oc21

**A COMPLETE STOCK OF RECONDITIONED** vending Machines of all kinds at real bargain prices. Send for list. **ASCO, 383 Hawthorne Ave., Newark, N. J.** oc14x

**BARGAIN SALE—40 REGAL NUT-CONFEC-** tion Vendors, like new. Also Navco, Rock-Ola, Jennings Junior Scales. **SILENT SELLING CO., Marion, Ind.** oc14x

**ERIE DICERS, MUSEUMS, MERCHANT-** man, Buckleys, Arcade Machines, Scales, Hershey Candy Machines. Send for bargain list. **NATIONAL, 4242 Market, Philadelphia, Pa.** oc14x

**FOR QUICK SALE—NORTHWESTERN PORCE-** lain Pen, Merced Snacks, 5 compartments, \$7.50; Target Skills, Model F, \$7.50. In good condition. 25% deposit with order. **WARD PETERS, Baton Rouge, La.** oc21

**FOR SALE—50 TE SPARKS, \$17.50 EACH,** **SOUTHWEST COIN MACHINE CO., 110 S. Jennings Ave., Ft. Worth, Tex.** oc14x

**FREE GAMES—5TH INNING, SPOTTEM,** Chevron, Contact, Major, Up and Up, Rink, Circus, Battling, Champ, \$35.00 each; Bang, \$39.50 each; Topper, Airport, Zip, Cowboy, \$49.50 each; Champion, Golden Gate, \$69.50 each; Double Feature, \$39.50; Hi Life, \$40.00. Beauty, \$25.00; Avalon, \$45.00; Variety, \$64.50; Click, \$22.50. Send one-third deposit with order. **LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.** oc14x

**LIKE NEW ARCADES, BALLY RESERVES,** Bally Baskets, World's Fairs, Littlepeaks, \$29.50; Reconditioned Sport Games, Klondike, Rays Tracks, \$59.50; Winning Tickets, Grand, \$29.50. **AUTOMATIC AMUSEMENT CO., 883 Union, Memphis, Tenn.** oc14x

**LATE MODEL FREE PLAY GAMES—MILLS** 1-2-3, Animal or Fruit Reels, \$95.00; Champion, \$69.50; Airliner, \$64.50; Ocean Park, Bangs, \$59.50; Airport, Topper, Snooks, Battling Champ, Zip, Hold Tight, \$49.50; Liberty, Variety, \$44.50; Chevron, Across the Board, \$39.50; Spotted, Contact, Major, Fifth Inning, \$37.50; Box Score, Gun Club, \$34.50; Chubbie, Miami, \$32.50; Circus Supreme, Side Kick, Stop and Go, Gem, \$29.50; Bounty, Paramount, Recorder, \$19.50. Novelty Games: Halo, Jitterbug, Spinner, Thunderbolt, Ritz, Robohood, Side Kick, Odd Ball, \$12.50; Power, Jay, Scooty, Line Up, Fifty Grand, Long Beach, Exhibit Play Ball, Batter Up, \$5.00. Automatic Playoffs: Stampede, Queen Mary, Keeney, \$109 and \$69.50; Cashier, \$79.50; Rays Track, Pamco Bells, \$19.50; Billy Bell, \$15.00; Keeney Track Time, \$49.50; Mills Q.T., Free, \$29.50. One-third deposit required. **H. G. PAYNE COMPANY, 312 Broadway, Nashville, Tenn.** x

**NORTHWESTERN DE LUXE (PENNY-NICKEL),** \$7.25 each; Northwestern Ice Merchandisers, \$4.25 each. **CHAS. PAVLAT, 4417 Forest Park Blvd., St. Louis, Mo.** oc14

**PACES RACES, SERIALS OVER \$200, \$50.00;** Cashier, \$27.50; Mills Deuce, \$25.00; Bank, Tails, Domino, Rolletto, \$35.00. **ROCKPORT NOVELTY, Rockport, Tex.** oc14

**TRADE 30 BUMPER NOVELTY GAMES FOR** Slots, Counter Machines, Grippers or Peanut Vendors. Bargain quality and condition. Send editorial page. **MARION COMPANY, Wichita, Kan.** oc21

**WANTED TO BUY—ROCK-OLA WORLD** Series or Western Baseball Machines; also Grotchen Zephyr Cigarette Machines. Must be in reasonable condition. Address **FRANCO NOVELTY COMPANY, Box 927, Montgomery, Ala.** oc14

**WANTED—STRICTLY LEGAL EQUIPMENT.** Bumper Bowling, 9; Bowling, Grip Machines, etc. **E. A. PRICE, 306 Third St., Baton Rouge, La.** oc14

**WANTED—USED COTLIEB SINGLE AND** Triple Grips. Also Advance Shockers. Only late model machines in good condition. State lowest price and condition first letter. **BRODIE COMPANY, 3311 Ross, Dallas, Tex.** oc14

**WANTED FOR CASH—MUSEOPE PHOTO-** graphic Plates. Quantity and condition. Write quick. **JACK SEMEL, 651 Atlantic Ave., Brooklyn, N. Y.** oc14

**WANTED FOR CASH—ALL TYPES OF USED** Vending Machines. State lowest price, condition and quantity. **ASCO, 383 Hawthorne Ave., Newark, N. J.** oc14

**WANTED—Q.T.'S AND BLUE FRONTS IN** exchange for all-grade used Phonographs. Also want quantity Wurlitzer 616s. **COLEMAN NOVELTY, Rockford, Ill.** oc14

**WE BUY ANTIQUE SLOTS AND OLD-TIME** Slot Pianos, etc. What have you? **CHICAGO COIN DEVICE MUSEUM, 2700 Wabash, Chicago.** oc14

**WURLITZER CONSOLE—MODEL 50, LIKE** new, \$75.00. **CRYSTAL HALL, 120 E. 14th St., New York, N. Y.** oc14

**WURLITZER PHONOGRAPHS—312s AND** P-24s. In perfect condition. Write they last, \$43.50. 1/3 deposit, balance C. O. D. **LOUISVILLE NOVELTY CO., 330 E. Breckinridge St., Louisville, Ky.** oc14

**5 1/2" BALL GUM FACTORY FRESH, 12c BOX;** Tab, 10c; Hi-Rollies, \$2.50. 1/3 deposit. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** oc14x

**12 SPARKS—FLOOR SAMPLES, 5c JACK-** pots, never on location, \$15.00. 1/3 deposit. **L. G. NEFF, R. R. No. 3, Muncie, Ind.** oc14

**10 JENNINGS LITTLE DUKES, 1c PLAY,** \$10.00; 8 Chicago Club House (dividers), \$4.00; 10 Hi-Rollies, \$2.50. 1/3 deposit. **CARDINAL SERVICE CO., Garnett, Kan.** oc14

**50 LUCKY BOY NUT OR BALLGUM VENDERS,** \$3.00 each. In perfect condition. First 10 sold a bracket free with each machine. 1/4 cash with order. **BRODIE COMPANY, 3311 Ross, Dallas, Tex.** oc14

**100 THREE-COLUMN RECONDITIONED 1c** and 2c Snacks—Lots of five or more, \$9.95 each. Every machine guaranteed mechanically perfect. One-half deposit required on all orders. Balance C. O. D. **L. COIN MACHINE CO., INC., 1353 Washington St., Boston, Mass.** oc14

**100 DIFFERENT GOOD RECONDITIONED** Vending Machines at bargain prices. Send for list. **RAKE, 3 S. 22d St., Philadelphia, Pa.** oc14

**200 LIKE NEW TWO-COLUMN 1c VENDERS,** \$7.50 each. Formerly \$18.50 each. **BUREL & CO., INC., 679 Orleans, Chicago, Ill.** ttx

**500 TE SNACKS THREE COMPARTMENT VEN-** dors, like new, equipped with latest addition 10 mechanical compartments. \$5 each; 25 or more, \$10.95 each. **BUREL & CO., INC., 679 Orleans, Chicago.** oc14

## COSTUMES, UNIFORMS, WARDROBE

**A-1 EVENING GOWNS, WRAPS, \$2.00;** Shoes, 50c up; Furs, Costumes, Mink Bundles, \$1.00. Street Wear. **CONLEY, 310 W. 47th, New York.** oc14

## FORMULAS

**BARBECUE SAUCES—THREE KINDS. BAR-** becued Hash, imitation Chicken Gavy, Eureka Table Relish, \$1.00 for all six, postpaid. **RODMAN'S GUIDE, 2144 Madison Ave., Toledo, O.** oc14

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL** Development, Newest Guaranteed Formula, biggest catalog free. Nominal prices. **CISSON LABORATORY, Chemists, 28-114 Sunnyside, Chicago.** oc14

**THAXLY FORMULAS FOR PERFECT PRO-** ducts. Accurate analysis assured. Resulting research. Catalog free. **Y. THAXLY CO., Washington, D. C.** oc14

## FOR SALE—SECOND-HAND GOODS

**CORN POPPERS—FEARLESS, ALL ELECTRIC,** giant geared popping Kettles, carnival equipment. Get our prices first. **NORTHSIDE CO., 1001 N. E. St., Indianapolis, Ind.** oc14

**NEWEST ELECTRIC PENNY PITCH AND FITZ** Tell You Win Games, manufactured by **WELCH, 735 E. Main St., Rochester, N. Y.** oc14

**POPCORN, POTATO CHIP, CRISPETTE, CAR-** mel Popcorn, Cheese Coated Popcorn machines. **LONG EAKINS CO., 1976 High St., Springfield, O.** oc14

**TWO COMPLETE CUSTARD OUTFITS—EACH** consisting of Dual-Wheeled Trailer, Ice-Freezer Machine with new Forced-feed Motor and Buick Car. Worked this summer. Machine suitable for Frosted Malted. Ideal for southern fairs. Priced for quick sale. **CONRAD BROS., Urbana, O.** oc14

## FOR SALE—SECOND-HAND SHOW PROPERTY

**ARCADE—HAS 54 MACHINES, 5450 CASH** or Trade on Ride. Electric Penny Pitch, \$12.00 each. **JOE FREDERICK, 2452 Smith, Detroit, Mich.** oc14

**CHEAP—ELI WHEEL AND MERRY-GO-ROUND** one Eight-Tub Whip, \$600.00; one 12-Cor Lindy Loop, \$900.00. **P. M. RUMBLE, Parkburg, Ind.** oc14

**PEEPHOLE REDUCING LENSES—GIVES CO-** full vision in small space. Measures 5 1/2 inches. Covers a wide angle of view. **CHICAGO SALVAGE STOCK STORES, 509 S. State St., Chicago, Ill.** oc21x

**TWENTY-FOUR SEAT ADULT CHAIR PLANS—** Complete, Motor, Fence, Ticket Box, Wash Basin Organ 157. **CALVIN GRANT, Pinckneyville, Ill.** oc14

## HELP WANTED

**ADVANCE AGENT—TO BOOK VAUDEVILLE** Shows in small town theatres. State all Union or willing to join. Age 18 to 25. **FIRST TROMBONE—PLAYING DORSEY SOLDO** Take-off also essential. Can read Second Trumpet. **WIFE WIT THOMA, Albert Lea, Miss.** oc14

**FIRST TRUMPET, FIRST TROMBONE—SING-** ers preferred. Steady work, sweet swing band lobbying this territory. Others write. **STAR STANLEY, Cedar Rapids, Ia.** oc14

**GIRL TENOR OR ALTO SAX, DOUBLING** Clarinet, to join ten-piece all-star band. Take-off also essential. Can read Sax and pictures, all information immediately. **ANN WALLACE, General Delivery, Tucson, Ariz.** oc14

**INTELLIGENT AGENTS AND PROMOTERS—** Home Talent Producers. Commission based. No advance. Versatile Vaudeville Acts. **BYRON COOK, 323 3d Ave., Pittsburgh, Pa.** oc14

**WANT YOUNG STRING BASS MAN—8 1/2-** 10" tuble band working out of Waco. One Musicians write. Union. **2622 WOMAN AVE., Waco, Tex.** oc14



**MAGICAL APPARATUS**

**CATALOGUE OF MINDREADING — MENTAL-INTL. SPIRIT EFFECTS, HOROSCOPES, FORECASTS, SIDDHIS, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Wholesale prices, World's largest stock.** New 136-page illustrated catalogue. **NELSON ENTERPRISES, Nelson Bldg., Columbus, O.** oc14

**LARGE PROFESSIONAL MAGIC CATALOGUE, 75c. MAX HOLDEN, 220 W. 42d St., New York City.** no-9K

**PINKY — STRICTLY PROFESSIONAL PUPPETS, Ventriloquial Figures, Punch and Judy and Marionettes. PINKY, 1261 N. Wells St., Chicago. Illustrated folder free.**

**MISCELLANEOUS**

**POPCORN DRESSING, CRISPETTE WRAPPERS, Waxed Pecans and Potato Chip Bags. LONG LAKINS CO., 976 High St., Springfield, O.** oc21

**WILL TRADE ADULT CHAIRPLANE FOR COOD House Trailer. Want to buy a real good Show Front. RAY YARHAM, Newton, Ia.**

**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 "Theatrical Films" in the index on page 3.

**NEW LIST READY FOR MAILING—REDUCED prices on all Roadshow Attractions, Westerns, Musicals, Comedies, Horror Pictures, 15MM. Talkies only. BUSSA FILM EXCHANGE, Friendship, O.** oc21

**ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms: Factory reconditioned. Films rented, sold, \$5.00, \$7.00 (incl. tax). NO. 521-E STATE THEATRE, Pittsburgh, Pa.**

**BARGAINS IN USE PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.** oc14K

**RIGHTLY USED 16MM. AMPROUSOUND Projector—Model 77, \$225.00; also 10 Single Reels Sound Films. Will sell or exchange. JOSEPH J. MANDELA, 114 Krakow St. (Elizabeth, N. J.)**

**WANT IMMEDIATELY—16MM. BELL Howell Sound Projector, Movie Camera, Tripod, Editing and Tinting Outfit. Must be in good condition and priced right. Cash. Write BOX 261, West Union, O.**

**PARTNERS WANTED**

**EXHIBITION BALLROOM DANCER WANTS Lady Partner — Ballet or Modern Training. COT DODGE, LAQUORNE STUDIO, 1658 Broadway, New York, G-7 p.m.**

**PARTNER WANTED — NOTHING TO INVEST but your ability. Must know how to advance a show. Must have car. Address APT. 31-G, 1039 N. La Salle St., Chicago, Ill.**

**ROLLER SKATING PARTNER IMMEDIATELY — Young man, excellent lifter, nice appearance. ELENORE HEATH, 2101 La Grange, Toledo, O.**

**PHOTO SUPPLIES AND DEVELOPING**

**ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Foto-Fin outfit using only six 25-watt lamps. Takes pictures size 1 1/2x2. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y.** oc28K

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras, WABASH PHOTO SUPPLY, Terre Haute, Ind.**

**GIVE YOUR CUSTOMERS A "MOVIE TEST" in a few minutes for only 50c. Ideal conception. Write MOVIE TEST SALES COMPANY, Erie St. Louis, Ill.** X

**ROLLS DEVELOPED — TWO PRINTS EACH for 1/20 Free Enclosure Coupons, 25c. 2 prints, 2c each. 100 or more, 1c. SUMMERS STUDIO, Unionville, Mo.** oc21X

**SALESMEN WANTED**

**CHRISTMAS 21-PIECE HOLLAR BOX ASSORTMENT as low as 25c! Holiday Goods, Calendars, Wreaths, Wrappers, etc. Big profits! Catalog free! ELFKO, 440 N. Wells, Chicago.** no25X

**SALESMEN — AMERICA'S FINEST SIDELINE. 42c commission daily. 725 fast-selling repair items. Even business uses and must buy investment. Sales portfolio free. BUBB LONE PRESS, 312 S. Hamilton, Dept. NK, Chicago.** X

**Show Family Album**



THIS picture of some women members of the Gorman-Patterson Circus, season of 1920, was snapped in Maquoketa, Ia. Left to right, standing, are Mrs. Ira Watts, Mrs. Alexandra; sister of Kate Smith; Kate Smith's mother; Kate Smith, Mrs. Bert Mayo, Ella Harris, Alynne Potter Morency and Rose Smith. Left to right in the front row are Rose Cole, Mrs. Zeno and Asura Wilson. Names of others are not remembered.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-37 Opera place, Cincinnati, O.

**SCENERY AND BANNERS**

**BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.** oc28

**DYE DROPS — LIKE NEW; OVER 300 designs, from \$10 to \$25, according to size. SCHELL SCENIC STUDIOS, Columbus, O.**

**TENTS—SECOND-HAND**

**SIDEWALL BARGAINS — 7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$19.00; 8 ft. high, \$22.00 per 100 ft. long. Slightly Used Tents, 20x30, used six weeks, \$60.00; 20x40, \$90.80 and others. KERR COMPANY, 1954 Grand Ave., Chicago.** oc14K

**THEATRICAL PRINTING**

**6x9 HERALDS—85c PER THOUSAND, IN FIVE thousand lots. 1/2 deposit. Special designs. Quick service. AMUSEMENT, 643 Washington, Atlanta, Ga.**

**WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50, 50% deposit, balance C. O. D., plus shipping charges. THE BILL PRESS, Winton, Pa.** X

**WINDOW CARDS — 100 14x22" WHITE, Non-Bending, 2-Colors Ink, \$3.00; Handbills, 1,000 4x9", \$1.25; 6x9", \$1.75; Bumperettes, 50 6x20", \$1.50; 100, \$2.00; 100 2-COLOR Letterheads, \$1.99. Quick service. SELLARDS, Knox, Ind.**

**5,000 SMALL ENVELOPES, \$8.90; 5,000 LARGE, \$13.40; 10,000 Giveaway Tickets, \$6.00; 20,000, \$10.00. Send for samples. MGM PRINTING CO., West Frankfort, Ill.** oc14

**WANTED TO BUY**

**WANTED — LONG-RANGE SHOOTING Gallery, Ell Wheel, Loop-the-Loop and Penny Arcade Machines. BOX C-800, Billboard, Cincinnati, O.**

**WANTED — KIDDIE RIDES, FUN HOUSE, Miniature Railway. Give details and lowest price. Answer BOX C-155, care The Billboard, Cincinnati, O.**

**At Liberty Publications**

Figure TOTAL Number of Words in Copy at 5c a word—FIRST LINE IN THIS STYLE TYPE  
2c a Word—FIRST LINE IN THIS STYLE TYPE.  
1c a Word—FIRST LINE IN THIS style type.

Minimum 25c

Cash With Copy

**AT LIBERTY AGENTS AND MANAGERS**

**ADVANCE MAN — Reliable, best of references. Young, have car. For Magician, Punch and Joke, etc., see above. Bureau or salary. AGRWV, Box 584, McGehee, Ark.**

**AGENT — Experienced, capable. In established Carolina suburb territory of twenty or more weeks. Only reliable, high-class occasional novelty acts considered. Must be suitable for all areas. Good proposition for right act. Answer in own handwriting and send literature. N. P. PATTON, Box 368, Hendersonville, N. C.**

**AT LIBERTY BANDS AND ORCHESTRAS**

**AVAILABLE AFTER OCTOBER 1ST — FOUR-Piece Band. Uniforms, Fronts, P. A. Preferred location in Middle West. JOHN BUCHNIS, 5127 28 Ave., Kenosha, Wis.** oc14

**AVAILABLE FOR ALL ENGAGEMENTS IN OR near Washington, D. C.—Buddies Girl Dance Band. Write or wire GRACE SIMPSON, 25 Second St., N. E., Washington, D. C.** oc14

**SMART, ENTERTAINING FOUR OR FIVE-Piece Combination — Only first-class spots considered. Address ORCHESTRA, General Delivery, Denver, Colo.**

**NEIL WRIGHTMAN ORCHESTRA — Featuring Vocalists, Novelty Numbers, Special Arrangements, Street, swing or jazz. Available for hotels, clubs and ballrooms. Management, NEIL WRIGHTMAN, 58 W. Washington St., Chicago.** oc21

**THE FOUR TONES—Tops in music and entertainment. Available Now 1 for clubs, restaurants, hotels. Special library, fronts and uniforms. Tenor Sax, Clarinet, Trombone, Drums and Piano. Two vocalists, female soloist and music program. Write THE FOUR TONES, Windsor Hotel, Kansas, Ill.**

**4-PIECE UNION SWING BAND—Can out it. Trompet, Piano, Sax, Drums, Double Clarinet. Write letter, don't tele, and state salary. Must be reliable. DON CINCY, 36 S. 6th St., Reading, Pa.** oc14

**AT LIBERTY CIRCUS AND CARNIVAL**

**AT LIBERTY — BILLER, AGENT, BANNER Man. Have sound live, calliope; attractive, powerful. Sober. Know good territory South. AL BEROFF, General Delivery, Canton, O., or Billboard, Cincinnati, O.** oc14

**AT LIBERTY — SIX LION ACT, ALL PROPS and transportation. BOX C-301, The Billboard, Cincinnati, O.** oc28

**CAPABLE CARNIVAL OR CIRCUS SECRETARY and Treasurer wants winter assignment. Can join at once. Salary reasonable. Also handle press back with show. SECRETARY, 117 N. 13th St., Richmond, Ind.** oc28

**AT LIBERTY — For Indoor Celebrations, Schools and Christmas Holidays. Edward Post, Dogy Birds Act. Also One Ring Circus. FLO IRWIN, Box 840, Harrisburg, Pa.**

**RIDICULOUS TRIO—Three Regular Clowns, best of genre. For acts, see anywhere. Address care The Billboard, Chicago, Ill.** no25

**SECRETARY—Dependable man, age 31. Past, present, credit. Good bookkeeper. Must have stage. Salary or commission. BOX 217, Berkeley, Calif.** oc14

**AT LIBERTY MAGICIANS**

**MAGICIAN—FULL EVENING'S SHOW. Schools, auspices, etc. Programs for any occasion. Young, adept, capable. IVAN, care The Billboard, Cincinnati, O.**

**MAGICIAN, FIRE EATER—Two Separate Acts. Work as Handa. Nice cash wardrobe and props. Also Taiton Artful. Do all items. Y. K., Billboard, Chicago, Ill.**

**AT LIBERTY MISCELLANEOUS**

**DOCTOR, LECTURER — Experienced, successful sales with living stage added attractions. Flash, dynamic, immediate recognition with road. Health survey pictures. BOX C-302, The Billboard, Cincinnati.**

**AT LIBERTY M. P. OPERATORS**

**YOUNG MAN—WITH NEW 15MM. TALKING Picture Equipment and Sound Car. Cost to any honest proposition. Have car and house trailer. Would like to line up with carnival that can furnish text for movies. Experienced operator. HOWARD MILLER, Cement City, Mich.**

**EXHIBITORS — Expert projection means increased business. Expert Professionals, capable of repairing, adjusting and operating any sound projection and amortizing system, wants steady job in small town. Excellent references. ALFRED WHELAN, 1270 W. Sixth St., Cleveland, O.** oc28

**MOVIE PICTURE CAMERAMAN—Wants immediate assignment to make motion pictures. Ten years' experience studio and newsreel work. Have 16MM. and 12MM. cameras and projection equipment. Will travel. BOX 992, care The Billboard, 1264 Broadway, New York.** oc21

**AT LIBERTY MUSICIANS**

**HAMMOND ORGANIST — with own instrument — Young woman. Plays classical and swing music. Perfect rhythm for dancing or skating. Radio, theatre and orchestra experience. Doubles piano. Union, references, photos, newspaper notices. ORGANIST, 914 McKinley Ave., N. W., Canton, Ohio.** oc14

**ALTO SAX—DOUBLING CLARINET, VIOLIN. Fine tone, good reader, union. Location only. LEO JOHNSON, 512 N. 13th St., Milwaukee, Wis.**

**ALTO, TENOR CLARINET — ANY CHAIR. Slight transpire, wide experience dance, the street, easy notes. Go anywhere. Guaranteed established organization only. WAYNE ERICKSON, 26 Jefferson Ave., Oshkosh, Wis.**

**DRUMMER—SOME VOUCHES; EXPERIENCED. No panics. Don't misrepresent. JOE GRAHAM, Brainerd, Minn.** oc14

**EXCELLENT TROMBONIST — JOIN IMMEDIATELY. Single. Satisfaction guaranteed. CHARLIE DEMOS, General Delivery, Abbeville, La.**

**GUITARIST — MODERN RIDE AND RHYTHM. Name band experience. Read, fake, finest instrument, reliable, clean habits, union, age 22 and married. Consider all offers. No outside. Experienced in recording, radio, stage, etc. Two years with "Les" Brown's Ork. STACY McKEE, 52 S. East Ave., Bridgeton, N. J.**

**STRING BASS—CAN RIDE AND BOB GOOD. Also play violin. Young, experienced, L.A.W. RENCE VEGLAHN, 715 N. Duluth, Sioux Falls, S. D.**

Additional Ads Under This Classification Will Be Found on the Next Page.











# Wholesale BINGO BUSINESS

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## Concessioners and Bingo Ops Drive for Biz as Fairs Ring Down Curtain on 1939 Season

NEW YORK, Oct. 7.—After a season during which fairs in the East and Midwest as a whole enjoyed above-the-average business, concessioners and bingo operators who played these were reported planning to end their outdoor activities with a drive to get last-minute takes at Southern fairs and other events. The ops have been getting the lucre on the basis of quality merchandise and the use of flash numbers.

Bumper crops in wheat and corn areas are reported to have boosted takes as farmers had some surplus money to spend at fairs. From the standpoint of dollars and cents the past season may not be recorded as the best in the history of certain shows, but bingo ops and concessioners using merchandise prizes have had receipts many times the public is in sympathy with merchandise policies and gives the stands employing them generous support. Liberal prize payouts, linked with a general prosperity in the farming areas, did much to bolster the season's takes.

### Popular on Midway

Bingo operators are without complaint as the curtain is about to be rung down on the season. The game known for years on the midway as the corn game has universal appeal and attracts both urban and rural crowds alike.

The demand as seen at this time is for every day items, and the expansion of

rural electrification projects has enabled stands to increase prize lists by the addition of electrical appliances. Flash items, such as stuffed animals, boudoir lamps, flapper and vent dolls and novelty lamps, including the new radio-lamps, have been prominent on the list of items demanded. The ops who have played agricultural fairs where a number of college students have been in attendance have banked on the new low prices existing in electric shaver lines. While many of these students are going thru college on limited budgets, they have welcomed the opportunity to secure an electric razor as a prize.

Paul Hendrix, bingo manager with Fuzzell's United Shows, which played a fair at Arkadelphia, Ark., recently, reports that never before has he seen such demand for merchandise prizes. Cotton and corn harvests in the area have been above expectations, which accounts for the spending mood of those who attended the events. Hendrix reports that no longer is it necessary to carry a great variance in prizes for the reason that rural folks have become prize-conscious and demand items that are also popular in urban areas.

Jack Shephard's bingo stand with Zucchini Bros.' Shows, which have been playing Ohio territory, has done top business during the past season. Shephard, a showman who understands the bingo business, reports that he has found that worthwhile merchandise prizes always go, regardless of the section in which the show plays. "Using this as a basic policy, Shephard is satisfied with takes of the past season.

Kaua Exposition reported satisfactory sales at its bingo concession run by Mrs. Ray McWethy. With the tobacco markets reopening Mrs. McWethy anticipates big business during the next few weeks. With shelf upon shelf of merchandise, her stand never failed to be one of the top drawing spots on the midway. Many of those attending games were playing for the first time and were among those coming back later in the week to enjoy bingo where they could obtain usable items, many of them articles they had planned to own for months but could not buy because of the high price.

## Radio Lamps Come to Fore

NEW YORK, Oct. 7.—Radio lamps are causing prize users to sit up and take notice. Evolution of this item has put it in a class by itself and bingo and salesboard operators who are turning to it as a real money-making number.

The radio lamp, 23 inches high and weighing 15 pounds, made its debut a few weeks ago. The item, finished in ivory and gold, old English bronze or silver and gold, offers a five-tube super-heterodyne radio. The radio, which tunes broadcasts, amateur and police calls, is a distance getter and has a dynamic speaker. Bingo and salesboard ops turned to this item upon introduction to supplement their prizes.

The most recent number is a combination bed lamp and radio. With winter setting in this looms as a sure-fire hit and comes at a time when prize users are scouring markets for something new. The radio and lamp is 9 by 5 by 8 1/2 inches in size and has brackets to fit any bed. Complete wire length coverage is given with the set and it needs no aerial. The tubular bulb is suitable for reading. Set is available in ivory and walnut finishes.

## 231,342 Persons Attend Bingo Games in Cincy During August

CINCINNATI, Oct. 7.—That 231,342 attended 189 bingo parties here in August and that bingo playing increased slightly over one-fifth that month as compared with July was revealed in a report submitted by Police Chief Eugene T. Weatherly to City Manager C. O. Sherrill on charitable entertainment and contribution parties.

Chief Weatherly said in his report: "Altho permits were granted under broadened regulations of August 3 to a few groups which have not sponsored bingo before, this did not wholly account for the increase. It appears to be rather general altho attendance and receipts show a bit more of an increase than the number of parties, probably indicating a continuation of the trend toward larger parties which has been apparent since May.

"Forty-two churches averaged 4 1/2 parties each, and five non-religious or-

ganizations, two each, during August, compared with an average of four each for 39 churches sponsoring this sport in July. Most of the churches hold parties once a week, who some have as many as eight or nine a month. The usual admission price is 50 cents.

"For the year to date, assuming that persons attended once a week, it may venture to assume that about 11 per cent of the city's population 15 years of age and over are playing bingo.

"The total attendance figure for the year thus far now stands at 1,469,984.

Statistics on bingo for August give receipts as \$183,174.35; net to sponsors \$143,267.58, and average net cost per person, 61.9 cents.

## New Items Seen At A. C.'s Expo

NEW YORK, Oct. 7.—The latest in premium and prize merchandise was exhibited at the fifth annual Atlantic Coast Premium Buyers' Exposition, which closed here last night at the Hotel Astor after a four-day session. Buyers from Eastern States viewed a variety of wares of interest to salesboard operators, bingo supply firms and concessioners. While most of the representatives in charge of the 108 exhibits were merely engaged in displaying wares and calling buyers' attention to new items, brisk selling of merchandise was reported.

The increasing number of items suitable for bingo and salesboard use was noted as was the move of companies to supply items of special appeal to concessioners and pitchmen. Appealing to bingo salesboard ops were new models of inners, chime clocks, household electrical appliances, blankets and radios. New household gadgets made their appearance at the show. An outstanding gadget for chopping ice cubes claimed much interest.

Of general interest were miscellaneous items, such as table lighters, leather chains. Numbers of special interest to children included the multiplying pencil and indestructible rubber balls for play. A complete line of balloons was also on display.

Representatives of firms were free in their discussions of opportunities being offered American manufacturers by the European war. Many disclosed the fact that production will be stepped-up in order to supply increased demand for American goods for the holiday market. While most exhibitors were connected with factories in this country, the general trend of conversation disclosed that firms will campaign on the Buy at Home theme. Firms dealing to some extent with consumers are pointing out that goods made in this country are not subject to tariffs and in many cases money is saved on shipping costs.

The exposition featured talks on *Nine Years of Premiums on the Air; When You Prepare a Consumer Advertisement to Feature a Premium; Some Experiences of the Federal Trade Commission in Advertising and Placing a Premium on Personality.* The annual dinner, dance and entertainment was held Thursday night with about 300 attending.



RECENTLY a letter came to this end from a woman who signed her name as secretary of a society. There were several questions asked about conducting bingo games but there was one in particular which interested us greatly. The question was stated in this way:

"We live in a territory where the weather is extremely wet and cold during late fall and early winter. Our problem is whether it would pay us to employ a professional operator to conduct our games. You see, on nights when the weather is bad attendance might drop to such a figure that we would not be able to pay an operator and for that reason we hesitate to contact one to conduct our games. Do you think we should get a professional operator in the face of these weather difficulties?"

The answer is "yes."

A PROFESSIONAL operator could start during the first few weeks of fall to build up interest in the game. The law of averages will give you some nights that will be good for the game and during this time, good counsel could be conducted games that would make evenings so pleasurable that players would brave anything short of an earthquake or hurricane to play.

THIS is not a personal opinion but one based on fact. We have reports from veteran operators who have had as many players at their games on nights when there was eight inches of snow on the ground as they have had on nights when the moon was full.

TO SUBSTANTIATE our statement, here is a little report from a manager: "Altho it rained out for two nights as far as rain and business at booths were concerned, bingo games played at the Knights of Columbus Carnival for the last two nights were well attended; they were played under a rain-proof tent. Should it rain tonight bingo will be played as usual, but the weather man has assured no rain."

THAT PARAGRAPH is exactly as it appeared recently in a Connecticut newspaper.

WE THINK that if all angles of promotion which only professional operators can handle are presented, you will have a difficult time keeping people away from a game.

BINGO is so fascinating that players, whether rural or urban, will brave most any kind of weather to play. However, and this is most important, you've got to give worth-while merchandise prizes. Operators know that Experience has taught them what the public wants, and (See BINGO BUSINESS on page 47)

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALES CARDS and TRADE STIMULATORS.

By BEN SMITH

When you see what radio manufacturers have been able to accomplish in dressing up their product you can't help but wonder why other manufacturers in the premium field have not followed suit with products of their own. The ability of radio manufacturers to introduce timely innovations when a particular number was showing signs of losing consumer appeal has in recent measure been responsible for unbroken popularity of the midget set thru the years. It is fortunate for the operator that this has been so, especially since there has been such a dearth of new sets. Without an operator would have been up against it this year were it not for the portable battery and three-way units which have moved so well and which are still going strong. Midget radios have been the backbone of salesboard deals for so long that operators have come to consider them the bread and butter items of the business. They know that come what may they can always go out and make a dollar with a radio card if there is nothing else available to work.

Of course, the inexpensive fur garment has begun to give radio serious competition as top producer in many sections of the nation and there have been other large volume sales, yet few manufacturers in the premium field have been asleep at the switch. Here is a field which is crying for something new, a field which has great potentiality for large volume sales, yet few manufacturers seem to feel it worth their while to do anything about it. At least one couldn't be blamed for reaching this conclusion, JUDGING from the dearth of (See DEALS on page 52)



**AMAZING VALUE!**

"Charlie McCarthy"  
MAJESTIC RADIOS



At Sensational Savings!

**NOW \$7.95**  
**ONLY** EA. NET

Here's one of the greatest radio values ever offered! 6-Tube A.C. DC Superheterodyne with miniature "Charlie at speaker." Beautiful plastic cabinet. Walnut only. 6.75 V. Wire or Write.

**EVANS NOVELTY COMPANY**  
800 Washington Blvd., CHICAGO

**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.

**Pinocchio Balloons**

Oak Rubber Co. reports that Walt Disney's new character, Pinocchio, in several different numbers of toy rubber balloons and inflatable toys is mounting in popularity. Included in the balloon line are a toss-up and a head, both with the long protruding nose, and round and airship prints. They are offered in flashy three-colored effects. The toss-up has special cardboard feet and comes packed in colorful plastic envelope. The inflatable toy, made of heavier rubber than

balloons, is made in two sizes approximately 11 and 18 inches high. They are very attractive in a red, white and blue color combination. Removable stoppers in foot permit inflation and deflation. Priced low in quantities, Pinocchio numbers offer workers an unusual opportunity to make money, the firm reports.

**Preserved Flowers**

Of interest to bingo operators and concessioners who want an item which will appeal to the feminine clientele is colored clusters of preserved South American, Florida and California flowers implanted in miniature, hand-decorated and lacquered pottery, Leo Kaul Importing Agency reports. Flowers and pot.

(See POPULAR ITEMS on page 55)

**MAGNETIC TRICKY PUPS**



**Cash-in While They're Hot!**

Two Scotty Dogs mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

No. B1N30 Per Gross Sets **\$18.00**  
Per Dozen Sets **1.60**

Same as Above, But

**ELEPHANT and DONKEY**

No. B1N41 Per Gross Sets **\$18.00**  
Per Dozen Sets **1.60**

**MEN OF WAR**

Two Soldiers Fighting. Act Same as Dog. No. B1N40—Per Gross Sets **\$18.00**  
Per Dozen Sets **1.60**

WE GUARANTEE OUR PRICES TO BE THE LOWEST, QUALITY CONSIDERED

**N. SHURE CO.**

200 W. Adams St., Chicago, Ill.

**BINGO GAMES**

Ivory style and size. Markers, Paper and Catalog. Specials 1,500 and 3,000. Balls, Cases, etc. Lowest Prices.

WARWICK NOVELTY CO., Connetquot, R. I.



THE *Lullaby*  
BED LAMP - RADIO

**COMBINATION BED LAMP and RADIO**

**-IT'S TAKING LIKE WILD FIRE EVERYBODY IS GOING FOR IT!**

Everybody who sees it—wants it. No matter what type of deal you work, "Lullaby" will put you over. It's got loads of eye appeal—it gives you novelty and utility in one compact unit. Fits any bed. Measures only 9x3x1 1/2 inches. Free display stand—gorgeously colored—tells the Lullaby story—shows it in a natural setting.

**TOPS IN PERFORMANCE**

Bed lamp and radio in one. Has tremendous novelty appeal with practical utility value. Seventy performance, brings in distance like locals. Dynamic Speaker for perfect tone. No aerial or ground needed. New GE tubular type bulb for reading—easy on the eyes. Beautiful plastic cabinets in Walnut or Ivory. Looks and performs like four times the money. RUSH A SAMPLE ORDER.

Send 25¢ deposit on C. O. D. orders. WRITE, WIRE or PHONE—NOW!

**D. A. PACHTER CO.**  
MERCHANDISE MART

NET ONLY

**\$12.50**  
WALNUT FINISH

IVORY FINISH \$12.95

F. O. B. CHICAGO

NATIONAL PREMIUM REPRESENTATIVES CHICAGO, ILLINOIS

**BINGO EQUIPMENT THAT SATISFIES**

**THE CHUTE BINGO CAGE**

Heavy wire nickel plated cage, maple finished base and chute with catalin uprights and handle. Nickel plated brass fittings. Mixed balls thoroughly and drops out one ball at a time down the chute. Speeds up game 100%.

Jobbers, Write for Complete Line of Other Cages.

**EVERLASTING BINGO BALLS**

Black Bakelite balls with deeply engraved numerals. Guaranteed to outlast 10 sets of wood balls.

**A FEW OF THE JOBBERS WHO CAN SUPPLY YOU**

- Lois Rosenthal—Detroit, Mich.
- George W. Brink & Son—Detroit, Mich.
- B & N Sales Co.—Dallas, Tex.
- Joaco Holtz—New York City, N. Y.
- Karr Novelty Co.—Philadelphia, Pa.
- Levin Bros.—Terre Haute, Ind.
- Majore Novelty Co.—Buffalo, N. Y.
- National Novelty Co.—Baltimore, Md.
- John Robbins Co.—Pittsburgh, Pa.
- I. Robbins & Sons—Pittsburgh, Pa.
- Louis L. Schaffer, Inc.—Cleveland, Ohio.
- State Novelty Co.—Cleveland, Ohio.
- N. Shure Co.—Chicago, Ill.
- Specialty Sales Co.—Seattle, Wash.
- And Many More.

Write Us Today and We Will Refer Nearest Jobber to You.

Manufactured by **METRO MANUFACTURING CO.** 217 East 5th St. NEW YORK CITY

**JUST OFF THE PRESS. CATALOG NO 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.**

**MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.**

**BULOVA - GRUEN - ELGIN - WALTHAM**

4,000 Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New. 1940 Styles now available. Write for Free Catalog.

**NORMAN ROSEN** 501 SANSON ST., Wholesale Jeweler PHILADELPHIA, PA.

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

**REPEAT ORDERS ASSURED BY OUR FREE FUR COATS CATALOG**

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (50 varied money makers). ALL GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest value. Guaranteed satisfaction or money refunded in 3 days. Same day delivery. 25% Dep., Bal. C. O. D. **LOWEST PRICES.**

H.M.J. FUR CO. 50 W. 28 ST. N.Y.C.

**WALTHAM & ELGIN POCKET WATCHES**—Yellow Engraved Hunting Case, with Yellow Chain to Watch **\$2.95** EA. Jewel Case **2.00** EA. 20% Disc. Bal. C.O.D. SPECIAL PRICE FOR LARGE QUANTITIES. Send for Free Catalog. 163 Canal St., New York, N. Y.

**START YOUR OWN BUSINESS!**

Enjoy Big Profits SELLING this outstanding line of seasonal goods. **NEW FALL LINE** Features: Hand and Machine-made. Fur, 3-piece Muffler, Tie and Kerchief.

Multiple Tie and Jewelry Sets; NEW Slye-On Tie. The Fall and Holiday trade is waiting for you. **START NOW!**

**EMPIRE CRAVATS** 22 West 21st St., Dept. H-14, New York, N. Y.



IT'S HOT-AND NEW!

4 PIGS WHEN FOLDED  
WILL SHAPE INTO  
H-----'S FACE  
ORDER NOW! DON'T DELAY!  
Details—5¢ Each  
HUSTLERS SELLING 500 EACH DAY.  
100 Prepaid, 30¢  
1,000—\$2.00  
Send for 1000 Hustler's Catalog.  
IT'S FREE.

**BENGOR PRODUCTS CO.**  
876 BROADWAY, NEW YORK, N. Y.

The Best Values in  
**FUR COATS & JACKETS**

the best buys—latest styles  
Minkskins, Muskrats, From  
Muskietrains, Caraculas, Sealines,  
Squirrelskins, \$8.00  
Horned Coonies, Coon  
Lutes, Placed Seal, etc.  
BUY DIRECT FROM THE  
MANUFACTURER.  
Best Bets for Bingo Games and  
Sales Boards.  
Write for FREE Price List  
and Catalog!

**COHEN BROS. & SONS**  
145 West 28th St., New York City

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

No. 88 8888—Ladies' Bracelet Watch, Elegantly Styled 12 1/2" L. Chrome Case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movement. Very attractive gift case. An amazing! The Value and whittened premiums! Save money! NOW by ordering the Watches for \$10.60.

DEALERS, Write for Catalog.  
**ROHDE-SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

**WATCHES** ELGIN OR WALTHAM REBUILT  
GUARANTEED LIKE NEW

**MEN'S WRIST AND POCKET WATCHES \$2.95**  
Also Complete Line of Men's and Ladies' Hamilton, Bulova and Grand Pocket and Wrist Watches at Lowest Prices. 10% Deposit, Balance C. O. D.  
**JOSEPH BROS., Inc.**  
80 E. Madison Street, CHICAGO.

**RAH-RAH-RAH!**  
**COLLEGE FOOTBALL ROBES**

Available in all University letters and colors. Made of genuine wool, full regulation size. You make up your own deal to suit your location.  
**BIG SEASON STARTING!**  
BE FIRST in your territory to feature this fast selling item. Samples \$6.00 each, \$5.75 each in lots of 6 or more.  
Terms 25% deposit, balance C. O. D.  
STANDARD SALES COMPANY, 2363 Milwaukee Ave., Chicago, Illinois.

**"LOVE PUPS"**

(Made with Genuine G. E. Alnico Magnets)  
**DOZEN PAIRS...\$1.35** **CROSS PAIRS...\$15.00**  
PREPAID! SEND M. O. IN FULL!  
A. M. WALZER CO., Security Bldg., Minneapolis, Minn.

**NEUTRALITY FOR AMERICA**

AMERICA FIRST METAL PLATE  
For Auto, Window Display, etc. Big Demand! Sample 25¢.  
\$1.00 Doz.—\$11.00 Gr.  
25% Deposit on C. O. D.'s  
FREE Catalog sent to Wagon Men, Agents, Premium Workers, House Callers.  
**CHAMPION SPECIALTY CO., 814-Y CENTRAL STREET, KANSAS CITY, MO.**

**NOTES from SUPPLY HOUSES**

Zenith Sales Co. has adopted a new policy for the 1939-40 season, which allows premium operators the same discount advantages which heretofore have been available only to highly rated concerns. The change now offers a 2 per cent cash discount on all merchandise. In this way the small premium operator may buy more merchandise for his dollar. This discount is also given on C. O. D. orders where the usual one-third deposit is made, but it is necessary that the goods be redeemed within the usual 10-day period.

Evans Novelty Co. reports that its Charlie McCarthy radio is still claiming much popularity on the prize merchandise market. The six-tube, AG-DC superheterodyne set with Charlie McCarthy himself at the speaker, is now available at a new low price. The item comes in plastic case in 12 1/2" cabinet only, the size is 6 by 7 by 5 1/2" inches.

Evans Novelty Co. reports that the advent of the football season has increased demand for portable radios. The firm, which distributes a Majestic set that needs no aerial, no wires or plug-in. A new low price on this item, equipped with shoulder strap and ready to operate, is now effective.  
I. Cohen, of Cohen Bros. & Sons, reports fine response from bingo and salesboard operators to his first announcements in *The Billboard*. Firm has been manufacturing fur garments for 45 years and carries a complete line of coats and jackets in latest styles.

**DEALS** (Continued from page 50)

new merchandise offered in the past year or so.  
Manufacturers who have gone to the trouble of creating products specially designed for salesboard promotions have been amply rewarded. There should be every incentive for other manufacturers to do likewise. The salesboard market is wide open for new ideas and new items.

The radio-bed lamp combination introduced by D. A. Pachter Co. is a typical example of how progressive and ingenious radio manufacturers can be. Here is an item which is a natural for a card

or board deal and operators should cash in heavily on the Lullaby before the season is out. It has consumer appeal plus.  
Zenith Sales Co., for some time recognized as one of the leading distributors of small sets, reports it has taken on the extra task of acting as a clearing house for all nationally advertised radios.

Ed Messerole has opened new offices on Fifth avenue, New York, under the name of Coronet Merchandising Co. and expects to make an announcement on a new deal within 30 days. Ed recently returned from a trip to Washington and is now on the way to Chicago, where he plans on remaining for a few days before heading back to start things rolling in New York.

**HAPPY LANDING. BINGO BUSINESS**

(Continued from page 50)  
a professional op will see that the public is pleased.

THE ELKS go in for fund-raising promotions in a big way. Recently a lodge in the East sponsored a boat ride. Eager to please everyone who attended, a bingo game was held on top deck. A good time was had by all, to use an old expression, for there is nothing better than a good bingo game where plenty of merchandise prizes are passed out.

HERE is an excerpt from a letter which is typical of those written newspapers in behalf of bingo:

"To the Editor: I hope Governor Dickenson will let any honorable organization have bingo parties because I like to play the game. I feel it serves two purposes. It helps the organization sponsoring and I benefit by forgetting worries for an hour or two in pleasurable entertainment."  
"Please let us have the church or charity affairs."  
"WHILE this letter bespeaks the desire and opinion of one person, it could well be written by millions.

METRO Mfg Co. announces a number of improvements in its Chute Bingo Cage. Basket is now nickel-plated and uprights and handle are made of cast iron with nickel-plated brass fittings thruout.

**CHESTERFIELD CANES**

1 Great Lots Per Gross \$7.40  
**\$7.20** Per Gross (In 5 Gross Lots)  
AMERICAN-MADE HEAVY MAPLE PARADE CANES, \$18.00 PER GROSS  
LARGE STOCK OF BINGO MERCHANDISE, DOLLS, NOVELTIES, SLUM, ETC.  
Terms: 25% Deposit, Balance C. O. D.  
SEND FOR OUR NEW CATALOG.

**B. & N. SALES**

2030 Commerce, DALLAS, TEXAS.  
707 Preston, HOUSTON, TEXAS.  
310 W. 9th St., KANSAS CITY, MO.

**FURS! FURS! FURS!**

Seidel Offers BIG VALUES  
In Beautifully Illustrated Catalog, Showing All the Latest Styles in CONEYS, SEALINES, C O O LETTERS, From C O U F R N L ETTES, MUSK, RAINBOW, SOUVENIRS, CARACULS, PERIANS, Etc. Also Sealine Novelties, High Quality Lowest Price. Start the Season Right! SEND FOR CATALOG TODAY! IT'S FREE!  
**SALESCARDS \$8.00** Per 100  
**M. SEIDEL & SON**  
243 West 90th St., N. Y. C.

**NEUTRALITY PINS**  
Cash In Now While They Are Hot

HAGN'S FIRST AGAIN WITH A HOT ONE, No. 8413—Yellow and White, Enamelled in Red, White and Blue. Everyone is a great collector for this one. Out actual size. Individually carded. 12 on display.  
Per Dozen ..... \$ .72  
Per Gross ..... 7.50  
No. 8413—Yellow and White. Enamelled in Natural Colors. Yellow pattern will wear one. Individually carded. 12 on display.  
Per Dozen ..... \$ .72  
Per Gross ..... 7.50  
Sample Cards of both of above postpaid for \$1.00. Ask for latest Catalog 30¢ with 10c Monday List. Just off the press. Mention your business; we do not sell retail.  
**JOSEPH HAGN COMPANY**  
"The World's Bargain House"  
217 & 223 W. MADISON ST., CHICAGO

**SPECIAL-ELGIN & WALTHAM**

A MERICAN MADE ELGIN & WALTHAM WHIST WATCHES. Finest Quality. Gold Cases, Strap and Buckle. Individually carded. 12 on display.  
Lots of \$2.50  
1256, 72 Elgin and Waltham Knobs  
Model, Each \$2.75; 152 Each ..... \$3.25  
10 Size, 72 Elgin with New Valves ..... \$2.25  
Cases, Lots of 5, Each ..... \$2.00  
16 Size, New R. H. Model, Waltham or Elgin, Lots of 5, Each ..... \$1.75  
Sample—152, Lots of 5, Each ..... \$2.25  
Special Prices for Quantity Users. 25% Deposit, Balance C. O. D. Sample 90c. Write for Catalog.  
**N. SEIDMAN**  
717 Canal Street, New York, N. Y.

**GENUINE FUR CHUBBYS**

and FUR COATS  
Latest Style, 8 1/2" from seal-knives New Firm. Oiled. Seal Dyed Coon, Black or brown color. Finest Quality. 16-42. \$5.50 each and \$9.00 each. \$1 Deposit, Balance C. O. D. Money returned if not satisfactory.  
**GENERAL FUR MFG. CO.**  
152 West 24th St., New York, N. Y.

**STARTS YOU IN BUSINESS**

SELLING TIES—OVER 100% PROFIT  
SIX Lined Ties, Sample Tie 15¢ ..... \$1.50 Doz.  
Hand Made Ties, Sample Tie 20¢ ..... 2.00 Doz.  
Slide-On Ties, Sample Tie 25¢ ..... 2.50 Doz.  
Muffler Tie & Kerchief Set, Sample Box ..... 50¢  
Tie & Kerchief Set to match, Sample Box ..... 50¢  
3 Tie in a Box & Pin Set, Sample Box ..... 60¢  
Complete line of Ties, Gilets, Socks, Knives, Mufflers and Band Neckties, Sample Box, deposit with order.  
Balance C. O. D.  
**FREE** Write to Federal Day for Descriptive Wholesale Catalog, Great Prices, Free Sample Materials.  
**PHILIP'S NECKWEAR** 10 West 22d St. Dept. B-13, New York

**ELGIN OR WALTHAM FINE REBUILT POCKET WATCHES**

SEND FOR FREE CATALOG **\$1.75** 25% DEPOSIT BALANCE C. O. D.  
An Exceptional Value in Guaranteed Time Piece  
**STAR WATCH CO.**  
725 SANSON ST., PHILADELPHIA, PA.

**HITLER**

NOW SELLING LIKE HOT CAKES  
5-PIG JOKE PUZZLE, 4 pigs on a stick (Hitler's Face) is revealed. STREET MEN, ETC. are chased, so fast is this. Retail for 5¢, costs 1/5¢ a piece.  
50¢ per 250, 1,000 for 3.50. Last WFR set.  
Federalist of Hitler, 25¢ dozen  
**MAGNETIC DOGS, Donkey & Elephant** 25¢ each  
Super Strong Large Scotties. Also Friendly Emman, 1.00. Magnetic Love Dogs, 2.00.  
**HOT COBIE QUIP KNAB CARDS & POKER** 1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00, 9.00, 10.00, 11.00, 12.00, 13.00, 14.00, 15.00, 16.00, 17.00, 18.00, 19.00, 20.00, 21.00, 22.00, 23.00, 24.00, 25.00, 26.00, 27.00, 28.00, 29.00, 30.00, 31.00, 32.00, 33.00, 34.00, 35.00, 36.00, 37.00, 38.00, 39.00, 40.00, 41.00, 42.00, 43.00, 44.00, 45.00, 46.00, 47.00, 48.00, 49.00, 50.00.  
**BAG OF FUN** 15¢ JOKE 15¢  
**50¢ OF MAGIC** 40 JOKE 40¢  
Above bags are Red Mesh, 710", with the 25¢ and 50¢ bags are Blue Mesh.  
**MAGNETRIX NOW, CORP.**, 133 Park Ave., N. Y.  
ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.







# Pitchmen Fight as Citizens

## An Important Decision

(Sixth of a Series)

By E. L. KIEHL

### PIPES

(Continued from page 53)  
days and then return to Cincinnati before heading for Jackson, Miss. and points west."

### Pitchdom Five Years Ago

Buffalo Cody was finding conditions tough in Chicago. Ivery Croning, of Pittsburgh, also was working in the Windy City. . . . Madeline and Mary Ragan were working seeds at a celebration in Elkins, Va., to good take. . . . Edgar H. Kelly left the road and purchased a bungalow in Gates Ferry, Conn. . . . Doc Rockwell played the fair at Puyallup, Wash., and Oregon State Fair, Salem, to big business. He worked the date with E. Guild Stewart, of knife sharpener note, W. J. (Hayseed) Hatch also was with Stewart. . . . A. W. MacNeill was in France, Ala., where he had recovered from a fever that had layed him up for some time. . . . J. B. Robbins, character actor, of tent and road show note, died September 28 in Philadelphia. . . . S. M. (Chalk) Wagon was in his second season at a Century of Progress, Chicago, operating photo galleries at the Mexican and Italian villages and the Black Forest. Rubin Linsburg was in charge of his concession at the Italian Village, and Joe Brown at the Mexican Village. . . . Sam Minkin and partner, Sammy Landau, were at the Colonial Village at the Chicago World Fair, and Al Minkin had a spot in the Streets of Paris there. . . . Phil Presson had his show in Kiowa, Kan. He was playing in halls and enjoying fair bits. . . . That's all.

### Events for 2 Weeks

October 9-14  
ALA.—Dothan, Natl. Peanut Festival, 11-13  
AKA.—Shrinkley, Live-Stock Show, 14  
Colo.—Colorado State Fair, 9-14  
De Queen, Dairy & Live-Stock Show, 11-13  
CALIF.—Pismo, Natl. Home Show, 9-14  
Los Banos, Columbus Day Celebration, 14-15.

### DON'T BUY XMAS CARDS

before you see our sensational NEW XMAS CATALOG. Hundreds of rapid-selling novelties. Thousands sold direct at LOW PRICES AND BIG PROFITS.

FREE GIFT! FREE GIFT!

Never before! Free goodness 16-piece disinfectant. One gift to you. Free goodness of handsome gift-wrapings. Men's, Ties, Decorations, Electrical Sets, Midget Hair and Ideal Gift Items for men. Just the things to make this YOUR BIGGEST MONEY-MAKING WEEK!

#### EXTRA SPECIAL

Request our new \$8.00 illustrated catalog listing over 3,000 red-hot items, that will bring QUICK PROFITS for you all year round. WRITE TODAY!

Ross Products, 69 W. 23rd St., N. Y., Dept. 10

### MAN WANTED

Capable Handling Steady GOOD PAY

**STORE ROUTE**  
Start Making Big Money Now. Carry on your own home sale Supply House in your hands. Show your business how to be a competition #1 and make a fortune. Monthly Advertisements Over 200 Products to sell. No experience needed. Free Book gives you everything you need to know. Write for details.

WORLD'S PRODUCTIONS CO., Dept. S-K, Spencer, Ind.

### JOKER'S NOVELTIES!

Magnetic Dogs (Best Grade) . . . \$1.50  
Magnetic Donkeys (Excellent) . . . \$1.50  
Candy Cakes (Buff) . . . \$1.50  
Furry Toilet Tissue (Four Kinds) . . . \$1.50  
New Trick Soap (Won't Lather) . . . \$1.00  
"Comic Dog Cartoons, 25 Diff. (Each) . . . \$1.00  
Kinds in Envelopes (Fast 51 Sat.) . . . \$1.00  
If It's A New Trick or Joke You Haven't Seen, Answer This Question!  
Princess Nov. Co., 321 S. Clark, Chicago, Ill.

FOLLOWING are excerpts from the decision of the Supreme Court of the United States in the case of Alma Lovell, appellant, vs. the city of Griffin, Ga.; appeal from the Court of Appeals of the State of Georgia; case No. 591 of the October term of 1937; opinion delivered March 28, 1938, by Chief Justice Hughes:

"Appellant Alma Lovell, was convicted in the Recorder's Court of the city of Griffin, Ga., of the violation of a city ordinance and was sentenced to imprisonment for 60 days in default of the payment of a fine of \$50. The Superior Court of the county refused sanction of a petition for review; the Court of Appeals affirmed the judgment of the Superior Court (85 Ga. App. 609), and the Supreme Court of the State denied an application for certiorari. The case comes here on appeal.

"The ordinance in question is as follows:

"Section 1. That the practice of distributing, either by hand or otherwise, circulars, handbooks, advertising or literature of any kind, in which said articles are being delivered free or whether same are being sold, within the limits of the city of Griffin, without first obtaining written permission from the city manager of the city of Griffin, such practice shall be deemed a nuisance and punishable as an offense against the city of Griffin.

"Section 2. The chief of police of the city of Griffin and the police force of the

city of Griffin are hereby required and directed to suppress the same and to abate any nuisance as is described in the first section of this ordinance."

"The violation, which is not denied, consisted of the distribution without the required permission of a pamphlet and magazine in the nature of religious tracts, setting forth the gospel of the 'Kingdom of Jehovah.' Appellant did not apply for a permit, as she regarded herself as sent 'by Jehovah to do His work' and that such an application would have been an act of disobedience to His commandment."

"Upon the trial, with permission of the court, appellant demurred to the charge and moved to dismiss it upon a number of grounds, among which was the contention that the ordinance violated the 14th Amendment of the Constitution of the United States in abridging 'the freedom of the press' and prohibiting 'the free exercise of petitioner's religion.' This contention was thus expressed:

"Because said ordinance is contrary to and in violation of the First Amendment to the Constitution of the United States, which reads:

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the government for a redress of grievances.

"Said ordinance is also contrary to and in violation of the 14th Amendment to the Constitution of the United States, which has the effect of making the said First Amendment applicable to the States, and which reads: 'All persons born or naturalized in the United States and subject to the jurisdiction thereof, are citizens of the United States and of the State wherein they reside. No State shall make or enforce any law which shall abridge the privilege or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty or property without the due process of law; nor deny to any person within its jurisdiction the equal protection of the laws.'"

"Said ordinance absolutely prohibits the distribution of any literature of any kind within the limits of the city of Griffin without the permission of the city manager and thus abridges the freedom of the press, contrary to the provisions of said quoted amendments."

"Said ordinance also prohibits the free exercise of petitioner's religion and the practice thereof by prohibiting the distribution of literature about petitioner's religion in violation of the terms of said quoted amendments."

"The Court of Appeals, overruling these objections, sustained the constitutional validity of the ordinance, saying:

"The ordinance is not unconstitutional because it abridges the freedom of the press or prohibits the distribution of literature about the petitioner's religion, in violation of the 14th Amendment to the Constitution of the United States."

"While in a separate paragraph of its opinion the court said that the charge that the ordinance was void because it violated a designated provision of the State or federal constitution without stating wherein there was such a violation, was too indefinite to present a constitutional question. We think that this statement must have referred to the objection above quoted, which was sufficiently specific and was definitely ruled upon. We think that this question was adequately presented and was decided in the instant case. Whether it was so presented and was decided is itself a federal question.

"Freedom of speech and freedom of the press, which are protected by the First Amendment from infringement by Congress, are among the fundamental personal rights and liberties which are protected by the 14th Amendment from invasion by State action. It is also well settled that municipal ordinances

adopted under State authority constitute State action and are within the prohibition of the amendment.

"The ordinance in its broad sweep prohibits the distribution of 'circulars, handbooks, advertising or literature of any kind.' It manifestly applies to pamphlets, magazines and periodicals. The evidence against appellant was that she distributed a certain pamphlet and a magazine called *The Golden Age*. Whether in actual administration the ordinance is applied, as apparently it could be, to newspapers does not appear. The city manager testified that 'every one applies to me for a license to distribute literature in this city. None of these people (including defendant) secured a permit from me to distribute literature in the city of Griffin.' The ordinance is not limited to 'literature' in its obscene or offensive to public morals or that advocates unlawful conduct. There is no suggestion that the pamphlet and magazine distributed in the instant case were of that character. The ordinance embraces 'literature' in the widest sense.

"The ordinance is comprehensive with respect to the method of distribution. It covers every sort of circulation 'either by hand or otherwise.' There is thus no restriction in its application with respect to time or place. It is not limited to ways which might be regarded as inconsistent with the maintenance of public order, or as involving disorderly conduct, the molestation of the inhabitants, or the misuse or littering of the streets. The ordinance prohibits the distribution of the literature of any kind, any time, at any place and in any manner without a permit from the city manager.

"We think that the ordinance is invalid on its face. Whatever the motive which induced its adoption, its character is such that it strikes at the very foundation of the freedom of the press by subjecting it to license and censorship. The struggle for the freedom of the press was primarily directed against the power that John Milton directed his attack upon in his 'Apology for the Liberty of Unlicensed Printing.' And the liberty of the press became initially a right to publish 'WITHOUT a license what formerly could be published only WITH one. While this freedom from previous restraint upon publication cannot be regarded as exhausting the guaranty of liberty, the prevention of that restraint was a leading purpose in the adoption of the constitutional provision. Legislation of the type of the ordinance in question would restore the system of license and censorship in its baldest form."

"The liberty of the press is not confined to newspapers and periodicals. It necessarily embraces pamphlets and leaflets. These indeed have been historic weapons in the defense of liberty, and the pamphlet of Thomas Paine and others in our own history abundantly attest. The press in its historic connotation comprehends every sort of publication which affords a vehicle of information and opinion. What we have had recent occasion to say with respect to the vital importance of protecting this essential liberty from every sort of infringement need not be repeated.

"The ordinance cannot be saved because it relates to distribution and not to publication. Liberty of circulating is as essential to that freedom as liberty of publishing. Indeed, without the circulation the publication would be of little value.

"As the ordinance is void on its face it was not necessary for appellant to seek a permit under it. She was entitled to contest its validity in answer to the charge against her.

"The judgment is reversed and the cause is remanded for further proceedings not inconsistent with this opinion. It is so ordered."

And in the United States there are no further legal proceedings—the Supreme Court of our nation is final. Citizens can bank 100 per cent on that opinion and govern themselves accordingly.

EDITOR'S NOTE—The seventh article of the series will appear within a few weeks.

### NEW! HOT!

It's a Record Breaker. Fastest Deal in History. Home Permanent Wave Selling Like Wild Fire. No Machine—No Electric. Daily Sales! 10 to 20 Gross Operators Only.

### SINDERELLA HOME WAVE

Promote Drug Stores  
Promote Dept. Stores  
Retail at 59c  
WAVE DEAL

Package containing 80 curlers, 50 tin foil, hair wave, shampoo, Sample order, \$2.50 per Dozen. Wholesale only.

DON'T WAIT. SEND MONEY ORDER NOW. Add 35c for Parcel Post. Free Newspaper Mats Furnished  
**THE SINDERELLA CO.**  
1162 Broad St., Augusta, Ga.

### CELLULOID FOOTBALL BUTTONS

College Colors

1 1/4" 1000 Lots - \$16.50  
1 1/4" 1000 Lots - \$2.50

No. 500 Badge—1 1/4" Celluloid Button with Metal Football or Fireman's Helmet.

1000 Lots, \$50.00.

All Sizes Celluloid Buttons Made to Order.

39 Years Our Record  
**American Badge Company**  
123 W. Hubbard St., CHICAGO, ILL.

ELGIN & WALTHAM—Second-Hand Watches as Low as . . . \$1.85  
DIAMOND RINGS—Solid Gold Mountings as Low as . . . \$2.40

Send for Descriptive Circular  
**H. SPARBER & CO.**  
108 North 7th St., St. Louis, Mo.







## Out in the Open



Leonard Traube

**EVEN** before President Roosevelt's Thanksgiving switch proclamation the National Association of Amusement Parks, Pools and Beaches could have gracefully begged off from staging its convention this year. The original dates for the annual party were November 20 to 24 in New York. FDR's ukase will cause Turkey Day to fall on the 23d. Since it is regarded as inept to hold a convention during a period in which a national holiday occurs, the parkmen arranged to push the party back to December 4-8.

In either case, the huddle will be far removed from the International Association of Fairs and Expositions, which always lures traveling showmen, including, of course, the Showmen's League of America and the American Carnival Association. This annual is scheduled to come off in Toronto under the IAFFE system of meeting in a Canadian city every fifth year. Owing to the declaration of war by the Dominion, there is a possibility that the IA convention scenery will be shifted to the States, probably Chicago, traditional city of IA-SLA renewals.

There is no good reason why the deliberations of outdoor amusement bodies should not be held under one roof, where they properly belong. There is good reason why they should be, since the interests involved are more or less interdependent and, that being so, it is the only practical procedure. The parkmen's claim that because it owes something to membership and caterer strength east of the Mississippi, New York should be the convention site every few years (but why, of all years, this one?) is scarcely tenable. This kind of thinking places Chicago, a

metropolis which is virtually in the center of geographic population, in an uncharted wilderness, reached only after circuitous routing with the help of oxen, dog sleds and other primitive means of transportation.

Seven years ago the NAAPEB was persuaded to break away from Chicago and come to New York. Everyone knows what happened at the Pennsylvania Hotel—practically nothing. The reason is that there is an inevitable link between outdoor organizations, between sellers and buyers. Is there anything more practical than that? Can a more logical reason be advanced for continuing to maintain an under-one-roof policy?

New York is not the parkmen's convention place this year exclusively because of the association's desire to cotton to Eastern interests. Months before a site was ruled upon it was assumed that if New York won the convention it would be because of the World's Fair. When the dates were finally selected, however, it was noted that they fell three weeks after the close of the fair. Why? This corner does not pretend to know.

In view of the fact that the powers that be in the park organization decided to snub Toronto or, that is, the IAPE and the Showmen's League—and snub is the word—how can the NAAPEB justify New York as the selection in the absence of the fair? The Flushing event is a financial failure and its headaches are still many, but it is still the finest exhibition that has been unfolded in this or any other country in the memory of living man, if not much beyond that. It is ironic to have a convention of the sort represented by the NAAPEB after such a fair has closed its gates.

To be sure, a reasonably large number of persons consent with the convention have already visited the fair, but as far as the NAAPEB is concerned this is not part of their official knowledge and, indeed, these very visitations could have been "covered" until convention week, provided the dates were within the exposition period. This could have served as a powerful magnet.

It is claimed that when the convention was held in the Windy City in 1933 the Chicago Fair proved competitive rather than magnetic. The boys came for the

convention but spent their time at the expo. This was unfortunate, but it should be remembered that the grounds were in the heart of town. New York's acreage is in the Boro of Queens, easy to get to, yet, as a matter of fact, a distance away from teeming Manhattan and the Hotel New Yorker.

Finally, it's about time the real force, from the standpoint of convention financing, showed its claws. The real force is the American Recreational Equipment Association, which takes in the manufacturers, dealers, caterers and suppliers. In the last few years the AREA has been gaining in strength and prestige, but it does not have the influence in NAAPEB ranks that is its right as to exhibits and convention location.

About six years ago an open break between the two organizations almost developed. The shrewdly led NAAPEB pulled a clever bit of strategy by electing a manufacturer to head it and thus tending to postpone what amounted to extinction. The manufacturer was the late Harry O. Baker, a good president, a top man in his field and a thoro diplomat. One of Harry Baker's jobs was to pacify the "showmen" gutter. The showmen, at ways follow the IAPE, don't they? And no one ever accused carnival managers of not knowing where to go for a sale.)

Most members of the AREA are on record as saying that carnivals account for a good portion of their business, while purchases by parks are dwindling. If this is so the AREA should insist on the convention being held where the traveling showmen gather. (The showmen, at ways follow the IAPE, don't they? And no one ever accused carnival managers of not knowing where to go for a sale.)

## Hartmann's Broadcast

**WHERE'S Ripley?** Listen to this one from the book, coming from Leonard B. Schlosser, vice-president and general manager of Glen Echo Park, Glen Echo, Md. As all park men know, park-owned-and-operated devices and attractions, and those independently operated have different gross receipts each day, and park's daily gross receipts are quite different.

But there has been at least one exception. On Saturday, May 6, the gross receipts from all sources at Glen Echo Park were \$4,851.75 and identically the same amount was recorded on the park's daily sheet the following day (Sunday).

"My experience," Hartmann is known to the boys, "has proved to be the same on two consecutive days, except in this instance," says Schlosser, "I have had occasions where individual operations would have the same receipts two days in succession but never an entire park operation."

If there are any doubting Thomases, the "twin" gross revenue figures can be verified by the following list of prominent park men as Herb Schneck, of the Philadelphia Toboggan Co.; "Yours for a Hot Summer" Fred Fancher; John Logan Campbell, public liability insurance co.; Edward Schaefer, architect; the firm of Alexander, Becker & Schoppert; Joe McKee, superintendent of Paltades Park, Paltades, N. J.; and Harry Ackley. All of these men saw the figures when they visited the park last summer.

**ONE** of the best friends showfolk have is Harold G. Hoffman, former Governor of New Jersey. He is president of the Dexter Kellogg Tent of the Circus and Showmen's Club of America. And among his numerous business duties, we have just learned indirectly, he writes a daily syndicated column entitled *Of All Things* for 10 newspapers in New Jersey. While the Trenton Fair was being held, recently the ex-Governor took time out to write a letter to his good friend George A. Hamid, director of the fair, inclosing a carbon copy of a column of which fair men are the subject. "Should you mind like to read it as an indication of the fact that I am thinking of you and of your venture," he wrote Hamid.

What the ex-Governor had in the column was written for public consumption—a nice boost for fairs in general, with the final paragraph reading, "I like to go to fairs."

**INSTEAD** of the same, as the saying goes, there's fiddles and guitars in them that hills today. One hillbilly was engaged to do a musical number on a washboard on a certain day at a fair but was unable to do so because it was his mother's wash day.

**IT IS** surprising how many fairs, especially the smaller ones, look upon the first day as unimportant and have nothing

of real interest scheduled for that day. Where the full admission price is charged, it strikes us that that first-day visitor is entitled to a good, full show. And if he has been satisfied with a good, full show, isn't it logical to expect that his remarks would be complimentary and aid in bringing increased receipts on other days of the fair? On the contrary, if he is not satisfied, would not his remarks be complimentary and have the opposite effect?

**CHARLES A. DOAK**, of the Charles A. Doak Concessions, Gwynn Oak Park, Baltimore, Md., says he plans to see his name in print, as witness the following little poem, entitled *Vanity*, from his pen:

I like to see my name in print,  
But some how never do I find it.  
And believe me when I tell you  
That it really makes me blue.  
But maybe when I pass away  
I'll make The Final Curtain,  
So I'll be busy—there's no getting  
I'll be busy—that's certain.

## Notes From the Crossroads

By NAT GREEN

**THE BOYS** are beginning to filter in from the road, a sure indication that it's the leg end of the season. For some of them, it's the best of both worlds, as they're on deck smiling and making plans for the winter. Holiday shows in the department stores will provide employment for many; others are getting set as demonstrators of the new holiday articles, and still more will find places in indoor circuses. Eddie Vaughan, who spent the summer at Flushing Meadows, stopped off in Chi on his way home to St. Louis, where he'll be appearing as a soloist. Bill Hamilton blew in just in time to lay a few bets at the last day's race meet. . . . Eddie Johnson, contracting press on the Parker & Watts Circus, came in just ahead of the show's closing at Guthrie, Okla. A spotty season, he reported, but Ira Watts paid off in full, which is something in these times. . . . Shannon O'Dea passed thru town en route to New York City to collect salaries from a couple of shows. "Business was so good (?) that the treasury department isn't in the least concerned over trivials such as salaries," says Shannon who's at going at talking to the bosses as she is at haranguing a tip from a bally platform she'll collect!

Sam J. Levy, of the Barnes-Carruthers office, in a local hoop for a couple of days for a thoro check-up after a strenuous season on the road. . . . Paul Washburn, author, agent and publicity man, wound up his duties at the New York World's Fair a week ago and is now in the Northwest on a good-will tour for the Laints. . . . W. E. (Bill) Weaver back in circulation after a sleep of lines that kept him bedridden for several weeks. . . . Mrs. Ernie Young has departed for Arizona to rest and recuperate from her recent illness. . . . Paul Whitman came to enter the lists of fair revues, producers next season. Whitman's engagements at Tennessee State Fair and Mitchell (S. D.) Corn Palace were exceptionally big. . . . W. B. (Bill) Whitman, manager of the office and Illinois Masco's deputy grand master, was tendered a reception Friday night by Welcome Lodge 916, A.P.A.M. . . . Karl Marx, clown formerly with Ringling and other circuses, celebrates his third year of clowning at College Inn this week.

In the passing of Irving K. Pond, noted architect, writer and circus fan, circus performers lost a true and understanding friend. Pond knew and loved the circus and was an intimate friend of the boys who were with him. . . . Why not a wealthy man, he gave freely to performers in need, tiding many over periods of financial stress.

The boys with the big hats are beginning to appear on Loop Street, heralding the fact that it's rodeo time again. Stadium rodeo gets under way this week with Buck Jones as a feature attraction. "Mac" MacLeod, Stadium manager, is being supported in the installation of corals and other details of the big show. Herb Pickard is handling publicity. . . . The Majestic Hotel, Hot Springs, is getting ready to give the show boys a hearty welcome when they begin to arrive a week or so hence. Bob Hickey and Harry Bert, of the Beckmann & Gerety Shows, have their reservations in and soon will be taking the baths. Arthur Hoppe, of the Ringling show, probably will have important business to attend to in Miami before making his annual debut at the springs. By early November the usual hearts sessions will be in full swing.

## MR. & MRS. OTT GRETONAS

of the Sensational Gretonas

Proudly Announce a New Member to Their Act

## MISS SHIRLEY M. GRETONAS

## WANT ALL FAIRS SOUTHERN STATES SHOWS

CAN PLACE FOR BALANCE OF SEASON, WHICH RENS UNTIL IN DEC., THEN SPRING DATES IN FLORIDA

One more ride, Octopus or Rollopase preferred. Also want String Show with something inside. Fun House and Illusion, Big Snake, Girl Show, few more Legitimate Stock Concessions, Bowling Alley, Fish Pond, Hoop-La, Novelties, Custard, Candy Floss, Scales. Have plenty of Free Acts and White Band; need Cornet, Trombone, one Comedian for Colored People Show. Shows, Rides and Concessions, furnish your own transportation, pay your own wires.

JOHN B. DAVIS, Mgr., Southern States Shows, Tifton, Ga., This Week.

## SOUTHEASTERN COLORED STATE FAIR

NOTICE—DATE MOVED UP TO WEEK OCT. 16-21 INSTEAD OCT. 23

Free Acts, please accept cancellation account of changing date. All Concessions open except Hippo and Cookhouse. Can place Roll-Plane and Ride-O. Atlanta's largest pay. O. in Box on Oct. 15. Kurlins Modern Shows on the midway. Address BERT ROSENBERG, P. O. Box 519. Address Wines Hotel, Atlanta, Ga.

## W. C. KAUS SHOWS, INC.

WANT FOR THE UNION, S. C. FAIR

(Textile Mills Working Fall Time With Good Pay Roll)

Legitimate Concessions of all kinds. Good prices. Palmistry. Shows with or without own equipment. Can use a few more Freaks or Working Act for Side Show. Trombone Player or any Brass Band Player (Colored) for George Baldwin's Ilterbug Revue.

Address Communications to W. C. KAUS, Mgr., Winston-Salem, N. C.

## POLACK BROS.' FRATERNAL CIRCUS

Wants capable Promoters now. Have fifteen of leading Shrine dates booked. Can place a few Acts for Midian Shrine Circus, November 6, Wichita, Kan. Address IRV J. POLACK, General Manager, Laramie, Wyo., October 9 to 11; Chadron, Neb., October 14-15.



**Frank Winchell Weds**

CINCINNATI, Oct. 7.—Frank Winchell, former well-known carnival press representative and now promotion manager of the Hotel Floridian, Tampa, Fla., was married to Jane Case, also of Tampa, in the Hotel Netherland Plaza here last night. Rev. Earl W. Scheufler, pastor of Auburn Avenue Methodist Episcopal Church, performed the ceremony, while Mayor James G. Stewart gave the bride away. Paul Derringer, star pitcher for the Cincinnati Reds, was best man, and Mrs. Gabe Paul, wife of the team's publicity director, was matron of honor. Altho only six were invited to the wedding, more than 100 baseball men and newspaper reporters covering the World's Series "crashed" the Winchell suite after the ceremony.

**Seeking John J. Quinn Because Father's Dead**

Charles E. Quinn, of 88 Magnolia road, Swampscott, Mass., is anxious to locate his brother John J. Quinn, of 78 Dearborn avenue, Lynn, Mass., carnival worker, who is believed to be working in Michigan, because of the death of their father, Michael J. Quinn.

F. W. ADAMS of Atlanta, Ga., advises that Ringling-Barnum will be in Atlanta, Ga., October 20-21 and that it will be the first and only circus there this season. Will be on the Highland avenue circus grounds.

**GLEANINGS**

(Continued from page 29)  
 Lew Berg, from Honolulu, formerly of Berg Tent and Awning Co., Norfolk, Va.; Bill Wright, Orville N. Crafts, Miss Curran, Charles (Lowell) Smith, Butch Ogden, Archie Clark and wife; Tiny Kline, Joe Glasco, E. E. Fernandez, Honolulu, and "Happy" Johnson and wife.

Most concessioners, and exhibitors are pleased with the edit closing the fair on October 29. Attendance has been so slim in the last two weeks that it has hardly been worth while opening anything; this includes Saturdays and Sundays. Only losers by early closing

will be employees. Many Gayway concessioners hope the fair will run in 1940, feeling that even with much smaller attendance they can make some money, as they have their buildings paid for and are practically ready to go except for refurbishing. They may be mistaken, as there has been talk about changing the amusement zone to a new location in the lee of the Vacationland building, which, by the way, would be a much better site. It is a question whether various Gayway buildings could be moved, as they are of flimsy construction. As proof that precedents are not always reliable, G. G. I. E. attendance has fallen over 5,000,000 short of that at the Panama-Pacific Expo in 1915 with local conditions 100 per cent better. New worry for various participants is, "What are the hauling contractors going to do to us now?" They have an exclusive drayage contract on the island and must be paid for everything that is hauled on or off grounds, even if they do not handle it.

**BAD WEATHER**

(Continued from page 28)  
 Grover Whalen, retired from the Flushing picture. He had been in charge of the promotion division and was also a member of the management council. Reason for his resignation was not revealed but it is generally known that there has been friction between Donovan and General Manager Howard A. Flanagan. When Whalen unofficially stepped down from his post several weeks ago to make room for Gibson to take over, he did so with the understanding that Donovan, for many years his aid and pet assistant, would remain. Whalen has been away from the fair completely for nearly three weeks, jumping around Europe in attempt to reell foreign governments on Flushing participation.

Edward J. Bernays, who was brought in as a non-salaried public relations counsel two weeks ago resigned suddenly charging that he could not cope with the "politics" in the current administration. Some quarters rumored that he got off on the wrong foot with local newspapers and realized that he might be part of another Perley Boone fiasco in 1940. Resignation of John Krinsky, director of entertainment, is expected next week.

Harvey Gibson has appealed to 250 large corporations within 60 miles of New York to grant their employees a half or full day off with pay to enable them to visit the fair. Most firms sought are either bondholders or exhibitors, or both, and quite a number are expected to comply with Gibson's request. Employees would be offered a 50-cent combo ticket valued at 75 cents.

Beginning Monday 95-cent combination ticket five days a week will be introduced, operating on coupon plan similar to weekend combos that were extremely popular in summer and early September.

**VAUDEFILM GROSSES**

(Continued from page 19)  
 many to hug their radios. However, the evening take was still up to par. The Karle struck the house par of \$18,000, with the Phil Spitalny all-femme ork on stage. June Lorraine and Johnny Coy were also on the stage. Pic, *Dancing Co-Ed*, with Artie Shaw getting the top billing on the house marquee, a definite aid to the gross.

*Stanley and Livingstone* and the Kitaroo, Bert Walton and the Three Personalities drew a comfortable \$5,800 take at the Carmax. The pic topped the receipts.

Fay's, with a big bill headed by Faith Bacon, grosses \$6,400. Others on the roster were Eddie White, Hickey Brothers and Alice, Raymond Baird and Arena and Fisher. On screen, *Mufny* on the *Blackhawk*.

**Tower's Good \$5,700**  
 KANSAS CITY, Mo.—Tower, with Floyd Christy and Hal Gould, Jerry Coe and Marri Ann, Roy Conlin and *Faith Bacon*, grosses \$5,700. Average is five grand.

**Palomar Under Par**  
 SEATTLE — Palomar, with Bell's *Hession Folies*, hit \$4,850 for the week ended September 29. Pic, *Not Wanted*. Previous week's take was \$4,600. Average is five grand.

**Armstrong's 14 Grand**  
 CLEVELAND—Louis Armstrong at the RKO Palace hit the house average with

**HALIFAX COUNTY FAIR**  
 SOUTH BOSTON, VA.  
 OCTOBER 17 TO 21 INCL.  
 Can place Concessions of every description except Bingo. Write or wire  
**WM. GLICK, Pres.**  
**Ideal Exposition Shows**  
 This week, Sumter Fair, Sumter, S. C.

**WILSON COUNTY FAIR, WILSON, N. C.**  
 WEEK OCTOBER 16  
 Can place legitimate Merchandise Concessions of all kinds. Eating and Drinking Stands. All address, this week Salisbury, N. C.  
**CETLIN & WILSON SHOWS**

**SOUTHEASTERN COLORED STATE FAIR**  
 ATLANTA, GA., WEEK OCTOBER 16.  
 Want legitimate Concessions of all kinds and Grind Shows. All address  
**KEYSTONE MODERN SHOWS**  
 Elberton, Ga., this week.

**BARNEY TASSELL UNIT SHOWS**  
 WANT FOR NUMBER 3 UNIT  
 Shows, Concessions of all kinds, including Bingo (no griff), tobacco market towns now open. Can use Sensational Free Act. Dare-Devil Oliver, wire. No gate on this show. Wire this week County Fair, Harrisonburg, Va.

**DIXIE MODEL SHOWS WANT**  
 For Colored Fair, Kinston, N. C., next week. Shows. Can use any worth-while Show that has own outfit and frame-up except Animal Show. Rides—Want any Rides not conflicting at 30 per cent. What have you? Can use several Concessions and would like to hear from a worth-while Bingo, Grab, Photos, Penny Pitch and others that would like to make a maiden White Fair October 16 to 21. All address: This Week, Madison, N. C. P.S.: Sam Weintraub, got in touch.

**WANTED FOR WILMINGTON, N. C., FAIR**  
 OCTOBER 16 TO 21  
 Concessions of All Kinds. No exclusives. Wholes, Rollaways, Goupon Stores, Seals, Penny Pitch, Ball Games, Palmtree, Rat Games and all other Concessions not mentioned. Wire CHAS. M. SUTTON, care Western Union, Concession Manager, Wilmington, N. C.

**Bernie Hot in Indianapolis**  
 INDIANAPOLIS — Lyric, with Ben Bernal's Band, jumped the gross to a sock \$13,800, as compared to house average of eight grand. Pic, *Cowboy Quarterback*. Week ended September 22.

**Welk a Milwaukee Click**  
 MILWAUKEE—Lawrence Welk's Ork collected for an \$11,000 take at the Riverside Theater here for the week ending October 5 at 25 cents, 30 cents and 40 cents admissions. Included on the program were Mildred Bailey, Sylvia and Clemence, Vic Hyde, Bob Pace, Jane Walton and Jerry Burke. Average bit is \$6,500. Pic, *Tropic Fury* (Univ.).

**EUREKA SHOWS WANT**  
 Oookhouse, Biopo and Oustard exclusive. Can place Loop-Plans and Kiddie Rides. Want Miniret Show. All address: Snowhill, Md. Fair this week Newport News, Va., week Oct. 16th.

**Cantor Almost Reaches Kyser Record in Pitts**  
 PITTSBURGH—Eddie Cantor's unit, featuring Leni Lynn, with the Stuart Morgan dancers, pianists Fairchild and Carroll, Mr. Outfey, Bert Gordon and Norma Shea, neared the Stanley house record with more than \$34,000 on the house's first vaude week in four months. On the screen, *These Glamour Girls*. House record is held by Kay Kyser's Band, \$34,900.

**WANT**  
 Capable Girl Show Manager, Magnolia, Ark., Fair this week; Stampo Fair next week; several other Arkansas fairs to follow. Wire. Join at once. No top.

**FUZZELL UNITED SHOW**  
**VIRGINIA AMUSEMENT CO.**  
 Can place Shows and Concessions. No racket. Do not waste Rides; we have four. Good opening for Miniret Show. Lead Gallery, Droppers. Write or Wire Shoman, Va., This Week.

**"Mikado" Weak in Portland**  
 PORTLAND, Ore., Oct. 7.—At the May-fair Theater September 25 to 29 *Swing Mikado* grossed only about \$4,500, which was roughly 60 per cent of expectations, according to William B. McCurdy, road-show manager. Weather was fair.

**Fall Festival and Halloween Celebration**  
 Heart of the City, October 23rd to 30th, Plainfield, N. J. Industries working full capacity. All kinds of Ten-Cent Concessions open. Platform Act, write  
 JOSEPH HARLOW, Chairman, Plainfield, N. J.  
**HIPPODROME SHOWS**  
**WANT**  
 CONCESSIONS AND SHOWS  
 Crawfordville, Ark., this week; El Paso week 18th; Hattogrove to follow.

**WANT WANT**  
 Concessions except Bingo, Lead, Photos. Also one Flat Ride, two Shows, one Free Act for Decatur County Live Stock Exposition and Fair, Bainbridge, Ga., next week; five more fairs to follow. Wire, don't write.

**TOM'S AMUSEMENT CO.**  
 or T. E. RICH, Fr. Gaines, Georgia.

**Great Superior Shows**  
**WANT**  
 Concessions that work for stock, Shows with own outfit. Miniret Show People, new on. Rides that don't conflict. Legion Stock Show and Fair, Iuka, Miss., Oct. 23rd; Legion Agri. Fair, Ripley, Miss., Oct. 30th; Union Stock Show and Fair, Cahoon City, Miss., Nov. 5th; Fair Lexington, Miss., week Nov. 12th. Show booked solid till Xmas. Address all mail: Athens, Ala., Fair Grounds this week.

**WANT**  
 Shows and Concessions; no racket.  
 Liberty County, Bryan County, Cameron County Fairs; Keller, Ga., this week.

**TBEE UNITED SHOWS**  
**WILL BOOK**  
 Octopus and Speedway Rides with carnival playing south. Prefer Texas. Can ship car 15th.

**R. JACKSON**  
 Caledonia, Ontario, All This Week.











IAFE MEET

(Continued from page 3)
has been canceled, also that Elwood A. Hughes, who was to be chairman of the reception committee, has a war appointment, and there was the uncertainty of arranging a program that would do Canada credit.

Changing the IAFE meeting place and dates automatically means that the Showmen's League of America will hold its annual banquet and ball at the Hotel Sherman, Chicago, Wednesday night, December 6, and that the American Carnival Association, Inc., will stage its annual meet in Chicago the same week.

These new dates are in the week that the annual convention of the National Association of Amusement Parks, Pools and Beaches will be held at the Hotel New Yorker, New York City. It was only recently that the NAAPB changed its dates from November 20-24 to December 4-8. This step was taken to avoid having Thanksgiving Day, which will be celebrated on November 23 in some States and November 30 in others, fall within convention week. This was also the reason for changing the IAFE dates.

C. M. CHAMBERS

(Continued from page 4)
level, and in an effort to study measures that will permit the reopening of as many as possible of the houses that have been forced to close owing to eventualities, the Commissariat de l'Information urgently requests all managers of cinematograph firms, importers and dealers in films and theatrical directors to inform the agency of their requirements that they may continue."

PARIS, Oct. 7.—Victor Boucher, president of the Association of Dramatic Artists, announced that the work of the

Soldier's Theater Co. would be placed at the disposal of the French General Staff for the entertainment of the troops. Comedies, operettas and music hall vaudeville numbers are all being worked into the programs that will be shown, both at the front and in rest areas. These programs will be composed of French and foreign talent and will be ready when the high command judges their presentations opportune. As in the last war, American artists who have remained have offered their services. No names have as yet been made public.

Plans are going ahead for the reopening of theaters in the Paris district on a large scale. Those in the provinces will be opened shortly after.

EDWARD GRAVES

(Continued from page 4)
of the continued presence of American performers. Majority opinion was that the vaude stage should be left to British and allied war nation performers, and that others should return to their own countries. It was agreed, however, it would be asking too much of the managements to press for such a comprehensive ban. It was pointed out that under the sharing arrangement it would be difficult for a number of alien performers to comply with the labor department minimum salary rule.

As regards independent managements and small halls outside the EPA, it was decided that the special working committee endeavor to induce them to make an arrangement on similar lines.

Altho a member of EPA, Sir Oswald Stoll does not agree with the proposition, his expressed preference being to have his theaters under control of the touring managements or remain shut.

Ben on opening of theaters, cinemas and other places of entertainment throughout the country has been removed, sub-

ject to closing at 10 p.m. with the exception of all places within a radius of 1 1/2 miles of Leicester Square, where the curfew hour is 6 p.m. In this area the such houses as the Palladium, Coliseum and Holborn Empire.

Vaude entertainment for the fighting forces will be provided thru Entertainments National Service Association by a committee comprising George Black, Sir Oswald Stoll, Walter Payer and the Variety Artists' Federation and Society of Water Rats. For Scotland a section has been organized by Alfred Collins under chairmanship of Sir Harry Lauder.

LONDON, Oct. 7.—Some American performers from George Black shows suspended thru West End theater closings are remaining here to play vaude. Among them for week of September 25, are Vic Oliver (Birmingham Hippodrome); Condos Brothers (Glasgow Empire); Willie West and McGinty (Manchester Palace); Eleanor Knight (Blackpool Palace). Other Americans still here and ready to accept operating the Shannon and Farrell, Bebe Daniels and Ben Lyon and Sherman's Humanettes. Adelaide Hall and pianist Fela Sowande were featured in cabaret at opening of music publisher Lawrence Wright's new club, The Castle, at Blackpool on September 16.

LONDON, Oct. 7.—Black's Brighton Hippodrome reopened September 12 with twice nightly vaude. Vic Oliver and Flanagan are appearing in headline honors. Wolverhampton Hippodrome under same direction, also removes shutters, fare being revue.

LONDON, Oct. 7.—Bob Matthews and wife safely out of Germany, but held up in Hamburg, as they cannot find shipping company willing to take "King Tuffy" back to the States.

WORLD'S CHAMPIONSHIP

(Continued from page 45)
Shorty Creed, Herschell Ross, George Mills, Turk Greenough, Bud Spilburg, Joe Thompson, Ken Roberts, Dick Griffith, Everett Shaw, Frank Finley, Frank Marion, Sam Stuart, Tommy Smith, Floyd Stillings, Buttons Yonick, Shirley Hussey, Howard Wetsch, Lonnie Allen, Hank Mills, Kid Anderson, Tom Sutton, Tom Breeden, Milt Moe, Everett Bowman, Alvin Gordon, Juan Salinas, Toots Mansfield, Clyde Burk, Pete Martinez, Fritz Truan, Bart Clennon, Melvin Harper, Dale Adams, Mitch Owens, Vic Schwarz, Rusty McGinty, Ed Anderson, Pete Kercher, Dave Stott, Howard McCrory, Buck Dowell, Smokey Snyder, John Bowman, G. K. Lewallen, Bill Greenough, Zack McGwiggins, Paul Carney, Chet McCarty, Ward Watkins, Bert Armstrong, Jose Flores, Tommy Horst, Eddie Egan, Kenkamp, Red Thompson, Buddy Westinghouse, Larry Finley, Kenneth Gunter, Fritz Becker, Mickey McCrory, Gene Ross, Jack Quait, Lyle Cottrell, Roy Lewis, Dee Burk, Orville Stanton, Joel Fleming, Ray Marley, Short McCrory, Joe Orr, Orville Voolker, E. J. Brannan, Ralph Stanton, Sonny Hancock, Stub Bartlemay, Gene Prunt, Burel Mulkey, Hoyt Hefner, Nick Knight, Pete Grubb, Carl Dossy, Cecil Bedford, Jack Wade, John Gordon, Melvin Travis, Jim White-man, John Eric, Jim McGee, Cecil Jones, Andy Johnson, Steve Brady, Tom Knight, Jeff Reese, Neil Wagner, Joel Pangborn,

Bob Murray, Dick Herren, Carl Shepard, Bob Estes, Irby Mundy, Hub Whiteman, Vern Goodrich, Jerry Brown, Paul Bond, Willis Moreland, Don Wilcox, Chip Munk, Rock Parker, Goldie Butner, Dave Campbell, Harry Hart, Les Crawford, Bill Silvers, Jabbo Fulkerson, Art Jones, Terry Lockyer, Pete Clements, Bob Gearhart, Bill Steele, Mike Hastings, Hubert Sandall, Dick Truitt, E. Fardee Jack Shaw, O. B. Lyman, Roy Matthews, Dean Satt, Bob McLaughlin, Gene McLaughlin, Bob McLaughlin, Jimmie Downs, Cecil Oswald, Billie Gordon, Jerry Jerrel, Pablo Alguin, Fred Galarno, Harry Knight, Everett Colborn, Fred Bristol, Stretch Essle, Herman Linder, Leo Murray, Earl Thode. LEONARD TRAUBE

"MOULIN ROUGE"

(Continued from page 5)
brushes them off but finally is carried off. Stan Kavanagh, spotted between a couple of scene changes, gets the best applause in the show with his juggling. Stan's juggling expert can stop almost any show.

The four female dancers who went over exceptionally well were Natacha in her slave dance, Layton in a bitterly number and Greta and Brona in California which dipped deep in sensuousness, and their second appearance gilded in bronze.

Miss Olive, in the Buster Brown company, also was well received, with her dancing and Mae West act. The State Brothers furnish the fun element and do about everything that comes into their heads, with most of the antics new. Comedienne Sharon DeVries is pleasing and her burlesque of Victor Herbert's "The Waltz King" particularly fresh. Staples and Cerny handle the vocal numbers in good shape, much better than in most shows of this type.

The producers can be proud of their costumes, which are blended with a riotous garden number, in which a series of floral arches form the basis for choral routines, was one of the best.

The show opens with camera sequences, with the chorus and their candid shots especially good. A fashion parade follows, with Miss Leonard the "smart girl" disrobing. After the garden of roses scene the first act winds up with a Night at the Moulin Rouge and a CanCan chorus.

Rita Rio, with her band, opens the second act, with a stage appearance and in turn introduces Helen Morgan. A ballet in the dark and a dog parade follow. The scene turns into a beach symphony, and the finale is a flag-waving patriotic display.

Rita Rio goes over fairly well but should either do a solo number or restrain herself in order to give the band a chance. Her contortions detract from the band and the band does not add to her contortions.

Audience dancing on the stage was definitely out here, with Miss Rio falling to entice a single couple up to the stage during intermission. The producers had planned for dancing before and after the show and during intermission.

The Dorothy Byton girls do good job, altho handicapped by the short rehearsal period. A gymnastic act should go over swell after some more training.

The show opened at Dayton, Monday night, with 1,800 capacity, and 3,000 in Des Moines the audience totaled 3,000, with a \$5,000 gate. Weber.

GOLD MEDAL SHOWS

WANT FOR ARKANSAS LIVE STOCK SHOW AND RODEO, OCT. 16 TO 22 INCLUSIVE, AT NORTH LITTLE ROCK. EATING AND DRINK STANDS, FROZEN CUSTARD, GAME CONCESSIONS, ALSO FUN HOUSE AND SEVERAL MERITORIOUS GRIND SHOWS

Address: GOLD MEDAL SHOWS, Stuttgart, Ark., this week.

J. F. SPARKS SHOWS

Five more Alabama Fairs, book Octopus, Rolloplane, Shows all kinds, Lead and Cork Galleries, Ball Games, Fish Pond, Mitt Camp, all legitimate Concessions. Rates reasonable. Come on, Haleyville, Lutaw, Greenville, Monroeville, Ala. Replies Russellville, Ala., now.

LITTLEJOHN FAIR CIRCUIT

Booking Shows and Rides for twenty per cent. Want Cook House, Bingo, Palmist, Cotton Candy. Can book Girl Show for Troy and Andalusia. Conecuh County Fair, Evergreen, Ala., this week; then Andalusia, Luverne, Troy Fairs. Dekohi Troupe, wire. THOS. P. LITTLEJOHN, MGR.

GEORGIA-CAROLINA COASTAL FAIR

SAVANNAH, GA., OCT. 29 TO NOV. 5.

LEGITIMATE CONCESSIONS ONLY FOR INDEPENDENT MIDWAY. Eat and Drink Stands, Rides, Toss-Ups, Baseball, Casino, Candy, Raffles. Space left for Demonstrators in exhibitors. TWO SUNDAYS—EVERY DAY A BIG DAY—8 DAYS AND NITES. 2 Jimmie Lynch Days; Frank Wirth Revue each night; big show each afternoon, Military Day, Gov. Rivers quest of honor.

BREAK YOUR JUMP TO FLORIDA. GET THE WINTER BARK ROLL.

Write or Wire (Pay Your Wires): C. HODGES BRYANT, Ex. Mgr., City Market, Savannah, Ga.

HELLER'S ACME SHOWS

Want Concessions, Long-Range Lead Galleries, Knife Rack, Diggins exclusive. Want Wheels, Grand Shows of all kinds, Circus Slide-Show People, Plantation Shows, Musicians, Girls, one good Concession. Will book Kiddie Rides exclusive. Want Leo-Lion-Plane or Helio-Plane, West Grand Shows, Fun House, any worthwhile show. All address: Moore County Fair, Hartsville, Mo., or Moore County Fair, Farm, Seema, week of Oct. 16-21; then The River County Fair, Franklinton, Oct. 23-28. All N. C.; then S. C. Out all winter. All address: HARRY HELLER, Mgr.

LETTER LIST

(Continued from page 28)

- Hart, Loy
Hart, Roy
Hartung, H. V.
Harwell, D.
Harv, Ben
Harvey, Al
Harwood, Bob
Haskins, Her
Hason, Tom
Haskin, H. D.
Haskin, H. D.
Haskin, Harry
Haskell, Geo. E.
Havestick, G. H.
Havlick, Lowell
Hawley, Richard
Hayes, Fred
Hayes, Harold A.
Hayes, J. C.
Hayne, Paul D.
Helen, Morris
Helen, Nease
Hendershot, J. N.
Henderson, J. R.
Henderson, J. R.
Henderson, R. K.
Henderson, Warren
Henderson, Wm.
Hendley, Ed
Hendley, Ed
Henry, J. E.







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.

## HIGH FEES

The amusement games industry is being hampered in a few cities by threats of unusually high license fees for the operation of novelty pinball games. This is a vital issue and certain facts well known to the trade and public officials alike should be brought out into the open so that the public will understand what it is all about.

Those immediately concerned with the question of what is a reasonable and fair license fee on pinball games are public officials, owners and proprietors of retail establishments where the games are placed, and the professional operators who own the pinball or other amusement games.

The pinball game has now become well enough established as a popular amusement device that there really should be no argument about its status, or about how much of a tax the games can really pay. A number of American cities have had licenses for the legitimate ownership and operation of pinball games for a long enough period of time to clearly show what are the best policies for such regulation and licensing of games.

These licenses are now a matter of history, showing that the plan can be made to work, and that reasonable license fees can be established. Some idea of the average license fee in the typical American city can be gained by the following list of cities:

Los Angeles .....	\$ 3 per year
Wichita .....	5 " "
Louisville .....	15 " "
New Orleans .....	7 " "
Detroit .....	4 " "
Omaha .....	10 " "
Buffalo .....	12 " "
Atlantic City .....	10 " "

In Los Angeles licensed pinball games have operated continuously for a greater number of years than in any other city where the fee has remained at \$3 per year. In New York City the games have operated continuously for a period of about eight years. Arkansas has a State license fee of \$5 per year, enacted in 1939, and the experience there is indicating that such a reasonable plan, giving cities and counties the privilege of also assessing a reasonable fee, can be made to succeed.

Reports indicate that city officials sometimes hear of much larger license fees than the ones listed above. There are much higher license fees, but the fact must be kept in mind that novelty pinball games cannot pay the higher license fees. Wherever there is an excessive license fee, it is certain that automatic payout types of devices operate by specific decree or by tacit understanding.

There is no reason why any city, or any State Legislature should confuse the issue and try to impose a license fee applicable only to automatic payout devices to novelty pinball games. Experience has shown during the past 10 years that a reasonable license fee for automatic payout devices, including the games and bell machines, ranges from \$25 to \$50. Where city or State revenue is needed in an emergency, such fees covering the proper devices is worthy of consideration.

There is no need of any confusion in the legislative councils, or in the courts, as to what is intended to be covered by licensing.

Experience has shown that in licensing novelty pinball games the total State and local fees should not in any case exceed \$20 per year. The most successful license plans have proved to be those that assess an annual fee of \$10 or less. The revenue produced is naturally small and the measures are chiefly regulatory in order to prevent the evils of cut-throat competition that may result in any trade when it becomes overcrowded. An occupational fee assessed on the professional operator, in keeping with the occupational fees assessed on other small business enterprises, may help to prevent the evils of overcrowding.

Some notorious examples have already accumulated to show what results when a State or a city attempts to assess an excessive fee against novelty pinball games. Either it becomes necessary to permit automatic payout devices, or the field is overrun with everything and the final issue is settled in the courts to the disgrace of the amusement games industry and the officials who passed such laws. Or, a reform upheaval takes place and both the public officials and those who abused the law lose in the long run.

Public officeholders have as much or more at stake than the amusement games industry itself. No confused or excessive license law has yet been passed by any State or city but what in a short course of time has reacted unfavorably to those who passed it and also to the amusement games trade.

Unusually high fees on amusement games definitely create monopolies—and the sentiment of the American public is strongly against such monopolies. There is always room for public scandal and political upheaval when unusually high license fees are imposed, unless the license fee is applied specifically to automatic payout devices.

It is well understood that in these times revenue may be badly needed by a State or city, but that constitutions and legal precedent may prevent the specific licensing of automatic payout devices. Full sympathy must be extended to legislatures and city councils that face such problems. But that is no reason for attempting to assess unusual fees on novelty pinball games.

Political precedent is accumulating to show that law-making bodies can legalize such things as pari-mutuels, altho it is well understood that such laws are unconstitutional in practically every State where they exist. Even newspapers that profit indirectly from racing bets admit that pari-mutuels are stretching a point. A few newspapers have admitted this and are coming out for a fair deal all the way around.

So, the plea of the pinball games industry for fair and reasonable taxes is based on a full understanding of the problems that State and city legislative bodies have to face. The rank and file of independent operators want to be in a legitimate business, and a reasonable license fee is what they need. The small, independent establishments want legitimate games to help meet the competition of big enterprises. They join in asking for reasonable license fees for novelty pinball games.



# World's Fair Lottery -- "Illegal" Says Newspaper, "But, So What?"

NEW YORK, Oct. 7.—"So gambling in all forms goes on merrily, wherever people want to gamble; and can you name us a place where nobody wants to gamble?"—The *New York Daily News* on July 27, 1939. This enlightening editorial statement is but one of many such comments to be found in editorial columns in newspapers the country over today.

The comment was made in regard to a "legal lottery" at the New York World's Fair. Because it is an editorial of unusual interest, we reprint it in full:

**"Legal Lottery" at the Fair**  
A plan to give away daily prizes to holders of lucky world's fair tickets has been suggested by Norman Bel Geddes, and has found some favor in the eyes of the Hon. Grover Whalen. We are for practically anything that will stimulate fair attendance and it looks as if this plan ought to help a great deal.

But we must register a polite exception to Mr. Whalen's remark that "the fair would have nothing to do with anything illegal," followed up by his statement that he considers it proper to refer to this plan as a "legal lottery."

It is proper to refer to this plan as no such thing. If adopted, it will be no more legal than the policy games, the movie bank nights and screeno jam bores, the church and club bingo games and raffles. That is to say, it will not be legal at all.

**It's Illegal; But So What?**  
But it is also safe to predict that the fair, if it does put on this lottery, will suffer less from the attentions of public prosecutors than the other gambling games above mentioned suffer.

Public opinions sanction these gambling games. Hence, prosecutors lay off them, because prosecutors know the voters can get at them the next time they are up for election.

So gambling in all forms goes on merrily, wherever people want to gamble, and can you name us a place where nobody wants to gamble?

The big loser from all this hypocrisy is government. Government should be regulating legalized gambling, so that all suckers could get at least a respecta-

ble run for their money, and so that government could take its legitimate cut in the form of taxes on gambling.

### Volsteadism, 1939 Style

We had liquor Volsteadism in the 1920s and early '30s, with government cheated out of its just liquor revenues and people drinking uninspected bootleg liquor whose quality ran all the way from A down to Z-minus. We now have Volsteadism with respect to gambling, and the effects are similar to those of liquor Volsteadism.

When do we get sensible and legalize and tax gambling, anyway?

## Philly Assn. Planning Fall Member Drive

PHILADELPHIA, Oct. 7.—Philadelphia Amusement Machine Association, now that the fall season is here, will concentrate upon making Philadelphia a 100 per cent organization town, according to officials of the group who are now busily engaged in making plans.

It is estimated that about 90 per cent of all operators are enrolled in the association. The membership committee of the association is hopeful that the remaining 10 per cent will subscribe to membership. According to Sam Lerner, of the membership committee, "The association has opened every possible path to induce operators to join our ranks. Our enrollment fees and membership dues are within reach of every operator and invitations are being extended to all those who are not already members. We expect a larger membership on our books now that the pinball season is in full swing."

"It is because of the strength of the association that Philadelphia allows operators a latitude of operation that is unequalled in any city of the country. The city officials have come to expect the coinmen here to operate ethically and keep the industry clean and above-board. We hope that this condition will long continue and for this reason we want every operator in the city to join the association so that our code of ethics will be adhered to and the high level of operation insured."

**THE TOPS IN FREE GAMES**

# Keeney's THRILLER

**MAKES MORE MONEY!**

Have you ever wondered why Keeney has no real competition in Consoles?

**Keeney's CONSOLES**

*The ONLY CONSOLE LINE*

have a **PROVEN** profit record. Remember—one Keeney console location is worth 10 ordinary game spots.

**TRACK TIME—PASTIME—TRIPLE ENTRY**

**J. H. KEENEY & COMPANY**  
152  
"The House that Jack Built"  
2001 CALUMET AVENUE  
CHICAGO, ILLINOIS

**IT'S A HIT!**  
**"MIDGET" BASEBALL**



This NEW PENNY SKILL GAME gives the players **PLENTY** of thrills and action. That's why it's such a **GREAT MONEY MAKER** ON LOCATION!

With a Ball of Gum for each Penny. It's there for **EVERYWHERE!**

Here, indeed, is a game that is good for **"A GOOD LIFE" PROFIT!**

Operator's Price Only, **\$1750**

**ATTENTION!** Salesmen and Distributors Write  
**DROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

## FORBIDDEN FRUIT

... is what people are supposed to hunger for. But what human desire is more fundamental than the desire for personal pictures—VANITY? **PHOTOMATIC**, the famous automatic picture-taker, lets you cash in on this!

**INVESTIGATE**  
International Mutoscope Reel Co., Inc.  
44-01 11th st., Long Island City, N.Y.

**BARGAINS FROM DAVE MARION**

3 Million 3c & 25c War Essie	..... \$19.50
3 Columbia Big. Conv.	1c to 5c..... 22.50
3 Mills Se Puritan Ball Divider	..... 7.50
3 Golden Pigeon Pockets	..... 7.50
3 Sweet Sally	\$2.50 10 Pennyroll
3 Whirlwax	5.00 3 Indian Dice
1-2-3 Little Woodpecker Animal	..... 12.50

Write for Complete Bargain List to  
**MARION COMPANY**, Wichita, Kansas.

**PHOTOMATIC Entirely Automatic**



TAKE YOUR OWN PHOTO  
Ready for 10¢

"WOO-WOO!" exclaims film comedian Hugh Herbert as he turns the spotlight on himself and gets a picture in a *Wife* in a Photomatic machine. Photomatics are made by International Mutoscope Reel Co., New York.

*"the scale with the heart beat feature"*

## KIRK'S GUESSER SCALE

(PENNY BACK IF YOU ARE RIGHT)

Shipped to You on 30 Days  
**FREE TRIAL**

Put it on Location and See for Yourself WHY It's the Sensation of All Time in the Penny Scale Field.

**NO RISK NO COST  
NO INVESTMENT**

**WIRE • WRITE •** ★ **FOR DETAILS**

## C. R. KIRK AND COMPANY

2626 W. WASHINGTON BLVD. CHICAGO, ILL.

**Seger Director on Music Board**

NEWARK, N. J., Oct. 7.—Arthur Seger, owner of the J. & A. Amusement Co. and Coast Cigaret Service, of Asbury Park, was unanimously elected to the board of directors of the Automatic Music Association at a meeting held Tuesday, Miles W. Beemer, manager, said today.

Seger has been serving as a member of the banquet committee, which has charge of arrangements for the banquet and celebration marking the first year's operation of the association scheduled to be held at the Essex House Sunday evening, October 22.



# All Signs Point to Big Show ...

CHICAGO, Oct. 9.—There is general optimism among all members and committees of the Coin Machine Industries, Inc., as they meet regularly to plan for the 1940 annual convention.

James Gillmore, secretary, issued an official report today in which it was stated that one-third of the total available exhibit space had already been contracted. The schedule being followed since the first contract blanks were mailed to all CMI members on October 2 is that members will have until October 16 to mail their reservations.

The committee will meet October 16 to assign reserved booths up to date; then on October 17 contract blanks will be mailed to all former exhibitors, who will have until November 1 to return their reservations. After November 1 reservations will be open to any and all prospective exhibitors.

One of the most optimistic statements coming from the organization is that the membership now is more than eighty, probably a record membership for a coin machine manufacturers' association. The optimism of the committees planning the show is real and this optimism is taken as a sign that the manufacturing industry is generally optimistic.

The show committee proper and the publicity committee met on October 9, in a joint meeting with the press, to make general plans for publicity and public relations.

## Mr. Chips Enters Its Third Month

CHICAGO, Oct. 7.—Although there is already a record of nine weeks of 24-hour production on the Genco game, Mr. Chips, the firm reports that this week the game enters the third month of its history without a sign of a decrease in demand.

Bert Lane, Genco factory representative, head of Seaboard Sales, New York, declared that the Eastern territory had used more Mr. Chips games than any in the history of his firm, and from present indications enough more Mr. Chips would go out to set an almost unbreakable record for future games to shoot at.

Dave Gensburg, Genco official, corroborated Lane's statement and added that what was true in the East also holds true for the rest of the country, where every jobber, distributor and operator having seen the sensational results brought on location by Mr. Chips, is still speeding along on the Mr. Chips bandwagon.

Said Mr. Gensburg: "It's a tremendous source of satisfaction to have hit upon a game like Mr. Chips, which is doing more good for the industry as a whole than anything else we can think of. By being a super interesting game it is raising players' interest in novelty games in general."

## New York Rock-Ola Party a Gala Event

NEW YORK, Oct. 7.—Joe Fishman and Marvin Liebowitz, executives of Interstate Machine Sales Corp., New York, distributor for Rock-Ola Mfg. Co., inaugurated their entry into the phonograph

distributing picture with an explosive party that reverberated thruout the Eastern territory.

Joe and Marvin, who have thousands of friends in the coin world, played hosts to hundreds of operators all day and far into the night. Flowers and telegrams were received from all parts of the country, and many out-of-town visitors



DAVAL ENGINEER putting the quality workmanship into the games that stand up under the well-known "One-Million-Play" test.

came in to take part in the celebration. Sol Silverstein, Chicago Coin representative, came in from Chicago; Al Shlesinger, of Poughkeepsie, and George Young, Boston district manager, dropped in for the day, and Cliff Ballie, the New York State district manager, was all over the place greeting everyone. Art Nagel came in from Cleveland.

The leading New York distributors were in to wish Joe and Marvin the best, including Jack Fitzgibbons, Sam Kreuzberg, Bert Lane, Herman Budin and others. Joe had his charming wife, daughter and son helping him greet his guests. Eddie Lane, author of one of the popular song hits, Bless You, greeted his old machine friends, and had the opportunity of listening to the half dozen artists play the tune on the Rock-Ola phonos.

Some 60 operators took in the gala affair.

## Ft. Wayne Ops Joining Indiana Coinmen's Assn.

FT. WAYNE, Ind., Oct. 7.—Another district meeting of the Indiana State Operators' Association, Inc., was held in the Hoosier Room, Hotel Indiana, Ft. Wayne, Sunday, October 1. About 40 operators

attended. W. F. Merchant, district representative of Rock-Ola Mfg. Co., welcomed the operators to the meeting. Ralph Rindon, district representative of Rudolph Wurliizer Co., spoke a few minutes on "Organization Advantages." Paul F. Jock, president of the Guarantee Distributing Co., Indianapolis, Wurliizer distributor, and Samuel Weinberger, Southern Automatic Music Co., Seebury distributor, both charter members of the association, spoke of the necessity of the association to the operators.

Jack Kelter, of Chicago and the Rowe Mfg. Co., was the main speaker of the afternoon. Kelter used his business charts and character drawings, keeping his audience interested for the duration of his speech of two hours. During this time he analyzed several of the operators in order to prove how best to get a location from different types of people.

Forest J. Hizer, Henry F. Berning, M. K. Stephan and F. E. Shreve, veteran cigar machine operator, were accepted into the association. Later these four members held a meeting with other members of the Ft. Wayne district and chose T. M. Hawk as chairman of their district. They recommended that Hawk be appointed a director in order that Ft. Wayne would have direct representation. The board unanimously accepted this recommendation.

A. C. Evans, vice-president, spoke on reasons why the cigar operator should join the association. Henry J. Windt, secretary-treasurer, gave the report that the membership roll was growing steadily and each week he was receiving new members.

## S. C. Reports on Game Taxes

COLUMBIA, S. C., Oct. 7.—Report of collection of taxes made in September, 1939, by the South Carolina State tax



MAX GLASS AND EARL WINTERS, the former of the firm of Gerber & Glass, Chicago, and the latter sales manager of the International Mutoscope Reel Co., New York, are pictured here by the Photomatic, one of the many machines on the grounds of the New York World's Fair.

## New Payout Poker Console by Bally

CHICAGO, Oct. 7.—Announcing the new Royal Flush console with spinning reel action, Ray Moloney president of Bally Mfg. Co., pointed out that the machine not only "shuffles" and "deals" cards but pays winners automatically.

"Royal Flush," Moloney explained, "plays official poker according to Hoyt. Although the mechanism is all-electric, the five reels actually spin as on a bell. After a well-timed spin, the reels click to a stop in rotation left to right—dealing one card—two cards—three—four—five—while the player tingles with suspense. Then, as the fifth and final reel stops, the mechanism responds to the show with mystifying accuracy and immediately releases an automatic payout on 3-of-a-kind or better! There are six different payouts, plus a juicy jackpot, and each payout corresponds to the hand lined up in the windows when the spinning action stops. And yet the Royal Flush cabinet actually contains less mechanism than the average payable.

"Royal Flush is available in either nickel or quarter play and the operator has a further choice between automatic payout and ticket vending models."

## Detroit

Richard Ringo, who runs the Auto Bar on West Fort street, is another new coin machine operator. Like several other tavern operators in the city, he is making his entry into the machine business by establishing a route of machines.

Mutual Amusement Co., another new coin machine organization, has been formed by G. R. Young and William A. Cox. The new operators have established headquarters on Woodward avenue and are specializing exclusively in pin games.

## Materials in Price Rise ...

CHICAGO, Oct. 7.—While concerted action in all parts of the country helped to prevent a sudden sky-rocketing in food prices, still the prices of basic materials and supplies continued to rise in price as war news occupied the attention of the world. All industries recognized this increase as inevitable.

A survey this week indicated that a rise in prices on coin-operated games would follow increased cost of a number of materials used in the making of games and other machines.

One manufacturer this week indicated the increased costs of even the wire used in making games. It is evident that manufacturers of games in general will announce price changes at an early date. Wire, copper and other materials have increased in price, it was said, and the manufacturing of parts and of metals has shown the effects of price rises thruout industry.

### MERIT CUTS PRICES ON

Tops, f.p., Omcoats, f.p., Majors, f.p.	\$29.50
Rinks, f.p., Chubbles, f.p.	27.50
Fairgrounds, Derby Champs, Big Race	17.50
Business, Rock's, 235; Growth's	27.50
Winning Tickets	69.90
Black Pacer Races	88.50
Atlantic City, Bally Reserves	7.50

### MUSIC

Vivid, Beautifully Illuminated Wurlitzer Phonographs. Covered by Fatsy Cabinet Records. Your Money Back Upon Demand. Try One and You Will Save Hundreds of Repeating. . . . \$50.00

### MERIT MUSIC SERVICE

622 North Eustace St.  
BALTIMORE, MD.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES





**SPECIAL**  
Vends Everything.  
Two-Tiered  
Finish Trimmed in  
Chromed, D. & L. or  
Stainless Steel.  
5-Lb. Capacity.  
5 in. x 11 in. x 17 in.  
Lever-Type Action.  
Automatic Return.  
Write for complete  
details and low  
price on SPECIAL  
TOPPER, CHAL-  
LENGER, Stand,  
Coke-Chestnut, Wall  
Brackets, etc.

**VICTOR VENDING CORP.**  
4201 Fullerton  
Ave., CHICAGO

**DE LUXE SPECIAL**  
Recommended — Distributed — Financed  
and Rated ★ ★ ★ ★ ★ by

**TORR** 2047A-SO. 68  
PHILA., PA.

**STEWART and McGUIRE**

6 Columns  
Refinished  
5-Slug Proof  
Cap. 150  
Packs  
Free Book  
Matches

ONLY  
**\$14.50**  
Each

METAL  
STANDS  
\$2.50 Extra

1/2 Deposit  
With Order.  
Balance  
C. O. D.

Used Cigarette  
Machines of  
Every Descrip-  
tion. Send for  
List.

**X. L. COIN MACHINE CO., INC.**  
1353 Washington Street, Boston, Mass.

**NATIONAL NO. 6-30**

6 columns, 30 packs,  
enclosed stand, slug-  
proof, 180 cigarette  
machines, 1000  
1 1/2 x 6 x 6  
Sample Machine,  
\$32.50.  
Same machine with  
octagon mirror,  
\$35.00.  
Equipped with 200  
Coke Slugs,  
\$2.00 extra.

Terms: 1/3 Deposit,  
Bal. C.O.D., F.O.B.  
New York, N. Y.

**HENRY WERTHEIMER**  
381 Fourth Ave.,  
NEW YORK CITY

**PROVEN Money Makers!**

Experienced operators know the most  
important thing is to get the Vender  
into the location. The Vender does  
everything best. Handsome, compact,  
it gets into taverns, walking  
rooms, stores and restaurants closed  
to ordinary vendors. Thousands already  
placed; room for thousands more.  
Two cast precision machines; 90  
cokes back. Well match it  
against any others in the low priced  
field. Has 12 revolutionary features,  
including Magic Coin Selector,  
Yale Tumbler Lock, adjustable dis-  
penser. Vends candy, gum or pen-  
nials, 1 1/2 and 2-in. sizes. Three  
models. Vendors now bringing real  
profits to operators. Don't wait. Write for full de-  
tails, prices and money-back guarantee today.  
**FIELDING MFG. CO., Dept. 40, Jackson, Mich.**

**UNIVERSAL VENDOR**  
America's Finest  
Bulk Vendor of  
Its Kind.  
**\$6.95** or more  
\$8.25  
Vends Everything

**SILVER KING**  
10 or 15  
**\$5.50**  
**COLUMBUS**  
\$6.00

8 or More \$8.00  
Also Many Good  
Used Machines of  
Every Description.  
Write for List

**RAKE**  
5 S. 22nd St.,  
Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
RESULTS



**MERCHANDISE MACHINES**

**Mohr Handling Automatic Library**

LOS ANGELES, Oct. 7.—"Life certainly looks sweet since we've secured the exclusive franchise on Automatic Libraries," said Msc Mohr of Mohr Bros., Los Angeles.

"I'm really all pepped up over this machine and its distant future. Every-  
body that has seen Automatic Libraries is impressed by its smart, modern and luxurious finish. And when they try it and feel the positive, quiet and easy operation, they're really enthusiastic. Then, when I explain the mechanism emphasizing the quality and workmanship employed in its construction, and explain in that it's backed by one of the largest and oldest coin machine manufacturers, they're really sold on Automatic Libraries."

"I firmly believe that we'll do a whale of a business on Automatic Libraries in this territory. It certainly meets the long-existing need for a means of distributing inexpensive reading matter to the public," he said.

**Three New Items Introduced by Pan**

CHICAGO, Oct. 7.—Coincidental with the opening of the fall season, Pan Confections announced that it will offer several new items to the bulk vending machine trade. The items are Candy Frosted Peanuts, King Pin Candy Jawbreakers and H. S. Boston Baked Beans (light, pea wee).

According to Willard Seefeldt, sales manager, "the Candy Frosted Peanuts are a sugar-coated Spanish peanut made up in many brilliant colors. The coating is of the rough or pearly type that gives the appearance of an icy or frosty finish."

"The King Pin Candy Jawbreakers are small jawbreakers adaptable for use in bulk vendors made up in six assorted colors. The colors are red, orange, green, black, yellow and pink. The approximate count per pound of this item is five hundred."

"The Pee Wee Boston Baked Beans Light are similar in all appearance to the regular Pee Wee Boston Baked Beans with the exception that they are made up in a lighter shade of brown. A few operators prefer this color to the regular dark brown bean that has been standard in the Pan line."

**Wisconsin Cig Ops Absorbing New 2-Cent Tax**

MILWAUKEE, Oct. 7.—Vending machine operators for the time being are continuing to sell cigarettes at 15 cents per package despite a 2-cent per package State tax which became effective September 20. Operators hope that the increase in sales volume will absorb the tax.

With most brands that formerly sold at 15 cents straight over the counter now being sold for 17 cents over the counter the operators and the men in whose places the vending machines are located are each absorbing half of the tax to merchandise these brands at the old 15 cent per package price.

Operators, however, are not absorbing the tax on cigarettes that previously sold for 10 cents a package. These are selling at 13 cents in the machines with smoker dropping 15 cents in the slot and getting his package of 10-cent cigarettes with two pennies inclosed in the wrapper.

Some operators are leery about re-modeling their machines to collect the tax pennies, fearing that if they do this they will lose trade. Altho the 15 cent per package price is being retained by the machines, of which there are about 1,200 in Milwaukee, they no longer give matches with each package of cigarettes.

Under the new act, which it is estimated will raise \$5,400,000 for the biennium in cigaret taxes, manufacturers and wholesalers are required to do business under an annual \$50 permit. Retailers may purchase only from permit holders, and no tobacco products may be shipped or consigned to dealers who do not hold a permit. Salesmen and agents may solicit orders only by permit.

The cigaret levy imposes a tax of 1 mill on each cigaret where the cigarets do not weigh more than three pounds per thousand and 2 mills on each cigaret where the cigarets weigh more than three pounds a thousand. There is also levied a tax of half a cent on books of cigaret papers containing 50 or less papers, 1 cent on books of from 50 to 100 and half a cent for each additional 50 in a book. There

**Peanut & Gum Vending Machines**

New, Direct From Factory.  
ONLY **\$2.40** AND UP  
Over 60,000 Sold.

**"SILVER KING"**

Step into the big money with "Silver King." Place in taverns, stores, filling stations, walking rooms, etc. Then collect profits. Vends candy, gum, peanuts, Slugs. Small, full or part time. "Silver King" are best looking, easiest to operate, make most money. Get FULL facts today.

**\$5.50**  
for 10 or more

ONE SAMPLE SILVER KING.....\$6.50  
SPECIAL—One Silver King, 10 lbs. Candy, 1 Gross Slugs.....\$8.45  
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

**TORR** 2047A-SO. 68  
PHILA., PA.

**EXPERIENCED OPERATORS WILL TELL YOU TO BUY**



**Northwestern**

**BULK VENDING EQUIPMENT**

Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

**THE NORTHWESTERN CORPORATION**  
1005 E. ARMSTRONG ST., MORRIS, ILL.

is also a tax of 1 cent for each 50 cigaret tubs.

The Wisconsin law is fashioned after the Iowa act and Wisconsin is the 25th State to enact a cigaret tax law. With only \$50,000 appropriated annually for the administration and enforcement of the law, it is believed there will be considerable bootlegging of cigarets from tax-free States.

**Lester Paul With Du Grenier**

NEW YORK, Oct. 7.—Lester Paul, well known to cigaret machine operators, is again representing Du Grenier cigaret machines in New York State. He has just joined the sales staff of Du Grenier Sales Corp.

Said Du Grenier: "His long experience in the cigaret machine field is expected to prove of great value to operators in New York State. His knowledge of general cigaret machine conditions will also be of value."

"Paul has been responsible for starting many ops on the path to bigger profits in the cigaret machine field, and it is believed that in his new position he is better than ever equipped to help the operator."

"With new Du Grenier cigaret machines operators are sure to increase their profits," Paul stated, "and it is my hope to contact every one of the operators in New York State and show them how to better their present operations by placing Du Greniers on their routes."



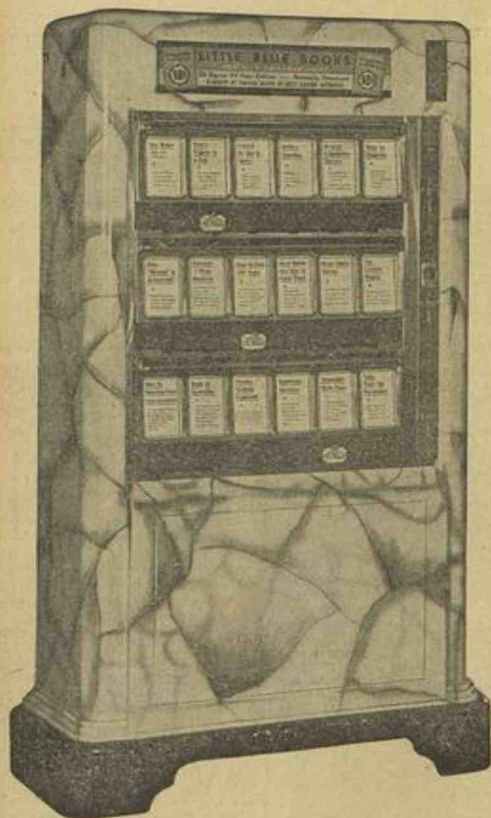
FILLING STATION FOR MOTORISTS as well as motor cars, is this West Coast location, which features the Bully Beverage Vender.



*Sold by Exclusive Franchise*

# automatic library

... Successfully vending "Little Blue Books" — 64 pages — 15,000 words — digest of world famous books by renowned authors.



"Restricted to Operators who Know"

PHONE WIRE WRITE

Automatic Libraries

a division of

O. D. Jennings & Company

4309-39 West Lake Street

Chicago, U. S. A.

## Cigarette Merchandisers' Associations

The CMA members have turned their attention to the interstate meeting to be held October 14 at the Hotel Garde in New Haven. Matthew Forbes, manager of the New York CMA; Robert Hawthorne, president of New York CMA, and Sam Yolen will attend.

While no definite program as to the questions to be discussed has been issued, Walter Guild, manager of the CMA of New England, has requested summaries of tax matters in different States be prepared for presentation. This subject always comes up for discussion in meetings of this sort and the representatives of the organizations expect to go into the matter thoroughly at this time.

The CMA of Connecticut will be host at a luncheon to be held Saturday at 1 o'clock in the Hotel Garde. Following the luncheon the CMA members will attend the football game between University of Pennsylvania and Yale.

Among those from the New England group who have signified their intentions of attending the interstate meeting are Charles H. Murphy, acting president of the CMA; Alfred Sharenow, Louis Risman, Oscar Gerson and Guild. Those from New Jersey CMA expecting to attend are John Sharenow, president; Charles W. Stange, Sam Malkin, Sol Kesselman and James Cherry, manager. Pennsylvania CMA will be represented also.

Most of the members attending will go to New Haven by automobile.

The slug situation in New York City is on the way to being cleared up, Matthew Forbes reports. During the last three weeks four men were arrested and convicted on charge of using slugs in cigaret machines. Thru the co-operation of a location owner, police were able to seize an auto in which \$200 in slugs and 200 packages of cigarets from vending machines were found. Police are tracing the ownership of the car now and arrests are expected at any time. Further developments will be reported on this case.

The CMA of New York held a round-table discussion Thursday.

Bob Hawthorne is a bachelor for the next six weeks. Mrs. Hawthorne left for a stay of that duration with her family on the West Coast.

Ray Harrison, of Automatic Cigarette Service, is reported still suffering from an injury he received in an accident. The boys hope he will soon recover completely.

Irving Wieldstein, of Dublin Cigarette Service, is watching the activity on the Cornell gridiron. He has a son enrolled at the university.

Willie Wiener, of F. & S. Cigarette Service, is watching the activity on the Cornell gridiron. He has a son enrolled at the university.

I WONDER DEPARTMENT: How is Harry Pinus, of Tobacco Service, What's become of Harry Kolodny, of LePeko Co. Where's Benjamin Crovitz, of Kings County Tobacco Service keeping himself. What the boys have planned in the line of winter sports events.

### Ark. Tax Collections Up

LITTLE ROCK, Ark., Oct. 7.—According to the Arkansas State Tax Commission, coin machines accounted for \$2,385 in September, 1939. This is compared with \$9,914.23 reported in September, 1938.

## ATTENTION: VENDING MACHINE OPERATORS

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW

3/8" Ball Gum

PEANUT-SHAPED CHEWING GUM

Will Vend in Any Peanut Vending Machine. Also Blue Balls for Premiums.

3/8" Ball Gum

U. G. GRANDBOIS CO.

KALAMAZOO, MICHIGAN

NEW DISCOVERY  
ALUMINUM — OHROME — NICKEL  
"AUTOMATIC" "METAL POLISH"  
large 8-oz. can 50¢ postpaid  
Guaranteed

SAVE ON STANDS  
PENNY, NICKEL COUNTERS  
National Manufacturers For  
PIPE, ANGLE, IRON, SHEET METAL  
STANDS FILLED UNFILLED  
QUALITY VENDERS—\$3.25 UP  
FREE  
Operating Insp.  
Write AUTO VENDING GAMES,  
2425 Fullerton, Chicago

## Attempted Ban on Beverage Venders Ruled Out in Wis.

MILWAUKEE, Oct. 7.—Mathias Schimenz, an assistant city attorney, ruled October 4 an unconstitutional proposed ordinance to ban soft drink vending machines from theaters, garages and filling stations.

Schimenz said the measure now pending before the common council constituted class legislation.

## Goldberg & Lipshay Head Amalgamated

NEW YORK, Oct. 7.—Lou Goldberg and Al Lipshay were appointed joint heads of the Amalgamated Vending Machine Operators' Association this week. Both men are to share the duties and responsibilities of the office recently held by Joe Fishman, who resigned last week to take over the local distributorship for the Rock-Ola Mfg. Corp. along with Marvin Liebowitz.

Goldberg will function as general manager of AVMOA, and Lipshay as executive manager. Both men have many years of association work experience behind them and are well equipped to keep the association functioning in the same smooth, efficient manner that has characterized its seven-year history.

## N. C. Firm Incorporates

RALEIGH, N. C., Oct. 7.—Moseley Vending Machine Exchange, Inc., with principal office in Charlotte, has received a charter of incorporation from Secretary of State Thad Eure. The new corporation, with authorized capital of \$50,000 and subscribed stock of \$35,000, is authorized to buy, sell, operate and distribute vending machines. Incorporators: H. P. Moseley, H. L. Moseley and Clarence N. Johnson, all of Richmond, Va.



BABE KAUFMAN enters a new field as she begins operation of Automatic Library machines in East.



## Operating of Bulk Venders Is an Enjoyable Occupation

By W. R. GREINER, The Northwestern Corp.

Busidrum routine? Then you don't know bulk vending! Books could be written by operators—books filled with facts about machines and figures stating route collections and outstanding net profits per year—but the man experienced who has met with in the bulk vending field, sitting at a desk and poring over figures for eight hours a day, or putting a machine thru the same paces week after week are honorable and successful means to earning a livelihood, but they don't reveal the variety and interest of bulk vending.

An operator has a wealth of personal contact both in soliciting locations and servicing them. He learns to become a good talker, enjoys the viewpoints of other people on various subjects, sports, politics, current events and keeps up with what is going on in the world to-

day. Because he must present a good appearance, his personal habits are not lax. Friendships are sometimes developed which he wouldn't have had in any other capacity.

The art of salesmanship is developed, good judgment is important in his choice of machines and merchandise. Then there is wholesome competition to keep him on his toes. To this add the feeling of the security of owning his own business. Perhaps being himself the employer of several route men, if his business is extensive enough, and lending to their support.

There are battles to be fought and business to be accomplished. There are thousands of ways to earn your daily bread in this world—but there are not many that hold the glamor and romance of the bulk vending machine operator when you come right down to facts.

ing together, have in a few years made an industrial State out of Mississippi, providing a noteworthy example of what industrial planning can do.

BAWI, cryptic, unattractive word without meaning elsewhere, here symbolizes the Bohemian Agriculture With Industry program, which last year showed the State's factory output up to \$195,000,000, against an agricultural production of \$135,000,000—the first time in history that industry forged ahead.

And this despite the fact that more than two-thirds of the State's population still lives on farms, that there are more farms here than in any State save Texas, that more than half the population is colored and the State in many respects is ranked among the nation's most backward.

The BAWI program began in 1936 to draw factories to process Mississippi's raw materials in the State itself. It teamed with chemistry to find new uses for Mississippi's resources and agricultural products and provide an industrial face-lifting.

BAWI, sponsored by Governor White, was an act of the Legislature adopted at an extra session of the Legislature in 1936. The act permits municipalities to obtain new industries through public financial channels, but only after the Mississippi Industrial Commission has held hearings to determine if the plans meet certain standards.

The commission, if its decision is favorable, awards a "certificate of public convenience and necessity" to the municipality, which then may issue bonds if citizens approve in an election. At such bond elections thus far the vote has been 91 per cent favorable.

Small and big factories are humming all over the State. A remarkable decentralization program has accompanied BAWI. No great industrial cities are being developed; instead, factories are spreading to the small towns to insure more stable economy. The goal is at least one industry in each of 85 towns of



## The All-American Game

CREATES MORE ENTHUSIASM THAN AN ACTUAL GRIDIRON GAME

### JAR GAME

#### CARD DEAL

12 Combinations  
The ever-popular jar game made modern and more thrilling by color collectible picture football jacket card.

Plenty of Winners, Yes Plenty of PROFIT.

2520 tickets takes in \$126.00  
Label payout . . . \$48.00  
Net avg. (25¢) . . . 35.00  
Total avg. payout \$3.00 \$3.00

Total avg. profit . . . 43.00  
2772 tickets profit avg. \$58.60  
3030 tickets profit avg. \$58.20  
3312 tickets profit avg. \$5.00  
113 Seats on the Car

4 Combinations—One complete unit ready to set on your counter when it arrives.  
The best ticket price ever designed for counter use.  
Jacket card reinforced, easel on back, ticket card, bonus security to jacket card.

1504 tickets takes in \$150.20  
Label payout . . . \$20.00  
Net avg. (19¢) . . . 12.00  
Total payout . . . \$32.00 \$32.00  
Total profit avg. . . \$2.00  
— 7 Different Step-Ups.

Write for Prices.  
ANOTHER WINNER FROM THE HOME OF NEW IDEAS

FRUIT-O—276 Ticket Carded Deal  
Takes in at 5¢ per ticket . . . \$13.50  
14 Combination Winners @ 25¢ each . . . \$3.50  
Net avg. payout . . . 6.00  
Total profit avg. . . 7.50  
Total payout . . . 6.30  
Average Profit Per Gross \$907.20.  
Write for Prices.

## WERTS NOVELTY CO., INC.

P. O. Box 672, Dept. BB-10-A, MUNCIE, IND.

## French Coinmen Prefer American Built Equipment

PARIS (delayed)—The coin machine industry of France, with that of the U. S. A. seems to be one of the few in which retaining the spirit that was born when French battlefields saw the youth of both nations. Friendships begun on such terrains is lasting and durable. Several of the French importers of these machines are men who were brought by chance in some "behind the lines case."

This friendship can be considered pure. It has held when more money could be made in buying elsewhere and under conditions superior to what could be granted by his American friend. He stuck, even when pressure was brought to bear by his government to buy from the manufacturers of another country with whom a trade pact had just been concluded.

High-pressure salesmen arrived from Germany offering undreamed conditions to install German machines, but to the knowledge of the correspondents, no other coin machine than those of local or American manufacture were ever operated in France.

The going for the French importer has always been hard, faced with high transportation charges, duties and taxes on one side and a low take on the other. He has had to contend and fight editorial blastings and a powerful antagonistic element, many of whom are financially interested in casinos, gambling clubs and race tracks, none of which will refuse the once sneered at franc bet.

The coin machine dealer and operator are over-ambitious, they place before the public a low-priced amusement and which old and young, rich and poor seem to enjoy. If in taking three-cents for this amusement is fostering a gambling habit or developing youthful criminal tendencies, then an attack on Santa Claus can be expected at any time.

The amusement machine industry in France will continue. There are still many more Mickey Mouses than Donald Ducks; still more people who prefer a good laugh than a deep sigh.

## Mississippi Turns Industrial State; Aid to Games Biz

JACKSON, Miss., Oct. 7.—Necessarily, games operation is dependent upon the industrial or farming industries to supply citizens with the wherewithal or, as it is more commonly called, money. It is now reported that more and more of this wherewithal will be available in the State of Mississippi, resulting in a higher standard of living—and, of course, more chances for the operation of games.

LESTER PAUL, well-known cigaret machine firm representative, has joined the staff of the DuGrener Sales Corp. and will represent the firm in the State of New York.

A Beautiful Game for an Exciting Sport

## CLEAN!!!

### Free Play Novelty Games

DAVAL GEM . . . . .	\$27.50
Bally Scatter . . . . .	\$39.50
Bally Double Feature . . . . .	37.50
Bally Scatter . . . . .	34.50
Bally Fifth Inning . . . . .	45.00
Genco Rink . . . . .	37.50
Genco Circus . . . . .	34.50
Genco Skip & Go . . . . .	29.50
Exhibit Spectator . . . . .	42.50
Exhibit Beauty . . . . .	24.50
Exhibit Oriental . . . . .	49.50
Chicago Chicago Majors . . . . .	39.50
Gettine Taps . . . . .	39.50

Hundreds of other good money-makers . . . write for our "Tipster Bulletin," just off press! Terms: 1/3 deposit with order, balance C. O. D.

## MONARCH COIN MACHINE CO. 1731 Belmont Ave. CHICAGO, ILL.

1,500 or more population.

In the first two years of the program value of manufactured products jumped from \$100,000,000 annually to \$190,000,000, industrial wages rose 43 per cent and the number of industrial employees rose 26.6 per cent.

## Distribution Costs In Cigaret Trade

NEW YORK, Oct. 7.—The 403-page volume of the survey on distribution costs made by the Twentieth Century Fund Committee here, and so widely discussed in recent months, gives the following summary about cigarettes:

"Cigarets are a standardized product illustrative of lower distribution costs than many other articles of popular consumption. Tobacco distribution, like an hourglass, begins with the raw material, which originates on a vast number of small farms, passes thru the hands of a much smaller number of tobacco middlemen, and after manufacture by a very small group of large-scale producers, spreads out again to wholesalers, to retailers and finally to millions of consumers.

"The total expense chargeable to distribution is relatively low—not more than 28 per cent of the retail price, it continued. "Less than four cents of the average price of 14 cents a package is distribution cost—less than one cent representing the manufacturer's entire selling, advertising and distributing expense. Contrary to popular ideas, advertising costs are responsible for only a small part of the consumer's price, amounting to less than half a cent a package.

"Both the retailer's and jobber's margins are low and contrary to the usual relation, almost equal. Each amounts to about one and a half cents or roughly to little more than 10 per cent of the selling price. Inasmuch as general operating expenses of tobacco retailers are more than 10 per cent of sales, their cigarette profits, if any, must be obtained from rapid turnover.

"The largest single item in the price of a package of cigarettes is the Federal

## CLEAN!!!

### Reconditioned Paytables

Western's Derby King, \$46 Jacket . . . . .	\$64.50
Bally Thirlidon, \$50 Jacket . . . . .	59.50
Bally Sport Page . . . . .	59.50
Bally Fairgrounds . . . . .	24.50
Bally Flirtwood . . . . .	24.50
Bally Stables . . . . .	24.50
Bally Klondike . . . . .	34.50
Bally Entry . . . . .	19.50
Western's Akarbol . . . . .	24.50
Wills Fisher . . . . .	24.50

Write for our "Tipster Bulletin," just off press! Terms: 1/3 deposit with order, balance C. O. D.

## MONARCH COIN MACHINE CO. 1731 Belmont Ave. CHICAGO, ILL.

# 1940

# STARK

See Your Distributor

EXHIBIT SUPPLY CO.  
4222 W. LAKE ST. CHICAGO

WE are offering the following photographs completely rebuilt, modernized and reconditioned with STARK Light-up cameras ready to go on location and produce:

Milli Do-Do-Milli . . . . .	\$ 64.50
P-12 Wurlitzer . . . . .	64.50
412 Wurlitzer . . . . .	64.50
414 Wurlitzer . . . . .	124.50
616 Wurlitzer . . . . .	124.50

Subject to prior sale. If interested write to STARK NOVELTY MFG. CO., 1610 West Taylor Street, Canton, Ohio

excise tax of six cents, which is paid by the manufacturer. About 500 million or nearly a tenth of the Federal revenue comes from tobacco taxes, and cigarettes furnish the lion's share. In addition, 25 States impose taxes on cigarettes and tobacco yielding slightly more than \$50,000,000."

## Bobby Byrne Starts Band

NEW YORK, Oct. 7.—Bobby Byrne, popular trombone player in Jimmy Dorsey's Orchestra, has decided to go it on his own. He is busy organizing a band of his own, which is already under contract to record for Decca.



# MUSIC MERCHANTS

## Wis. Drops Phono Tax

Levy had been proposed in relief measure — new action in 1940

MADISON, Wis., Oct. 7.—The Wisconsin senate October 4 eliminated all revenue-raising features from the \$5,000,000 relief bill, including a proposed \$10 a year tax on music machines, and returned it to the assembly, which is expected to concur in the measure as soon as possible.

The action was taken with a view to early sine die adjournment with a proposal pending for the setting up of an interim tax committee of 12 legislators representing the three parties in each of the houses to draw up a tax bill to be acted upon at a special session to be called later.

The music machine proposal, it was estimated, would have raised \$300,000 for the biennium.

## Operators Acclaim G & G Phono Domes

CHICAGO, Oct. 7.—"It's absolutely phenomenal the way music operators all over the country have acclaimed and received our latest offering," stated officials Max Glass and Paul Gerber, of Gerber and Glass.

"Operators the country over tell us that by offering them our 1940 Domes we've pioneered again in a field where there was a definite need for such a product. When we offered our change-over grilles we were of the first to help operators make money with old phonographs. By dressing them up with Gerber & Glass grilles they became useful and profitable once again.

"Now we've gone one step farther in our phonograph modernization plan. Our latest offering, 1940 Domes, is making old phonos look like tomorrow's styles today."

## Central Distrib Opens in Wichita

WICHITA, Kan., Oct. 7.—Central Distributing Co. opened offices in Wichita October 4 to the accompaniment of much gaiety and well-wishing. The new office is located at 607 W. Douglas street and, according to Ruse F. Mason, "the litch string is always out."

A party was sponsored in the Allis Hotel by one of the largest manufacturers in honor of the new distributing quarters. Many operators were in attendance and the new offices and display rooms were replete with the newest coin machine devices which many who attended had not seen before.

Ruse F. Mason commented, "We have ordered an extra carload of phonographs alone, confident that the Wichita office will demand this many Wurlitzer phonographs at the very least. We have satisfied a long-felt desire to establish quarters in Wichita and we are now in position to give the finest of service to Wichita coinmen."

## Indiana Operators

The next regional meeting of the Indiana State Operators' Association, Inc., will be held in the Green Room, Terre Haute Hotel, Terre Haute, Ind., Sunday, October 15, at 2:30 p.m.

C. B. Darling, secretary of the Automatic Phonograph Manufacturers' Association, will be the principal speaker. Jack Keiner, of the Rowe Mfg. Co., is also scheduled to speak. A distributor will give an entertainment program in the evening. All operators and members are invited to be present.

## Operator Advertises Phonograph Placement

WILKES-BARRE, Pa., Oct. 7.—For the first time in at least the past three years a phonograph operator advertised the fact that he was placing a machine in a spot. The advertisement appeared in The Wilkes-Barre Record in connection with the opening of a diner in near-by Pittston.

Ben Sterling, of Rocky Glen Park, local Wurlitzer dealer, had an ad boosting the Wurlitzers as well as the fact that he handles automatic phonographs.

"Maybe it will mark the beginning of the 'enlightening' period for this Anthracite Region.

## Calcutt Tri-State Offer Makes Hit

FAYETTEVILLE, N. C., Oct. 7.—Joe Calcutt, of The Vending Machine Co., reports that the special offer on the Mills Throne of Music machine which his firm has featured to operators in Virginia, North Carolina and South Carolina has brought a prompt and very favorable response.

According to Calcutt, "This special deal was instituted by us at the beginning of the Mills sales drive. We felt that as more and more of the Mills Throne of Music phonographs got around the three States we represent, Virginia, North Carolina and South Carolina, that many more operators would like to feature Mills Throne of Music. We therefore instituted this special deal and can only report that ever since it started we have been kept busy supplying the demand for the Throne of Music."

Calcutt also reported that the firm has received many reports from operators who already have the Mills Throne of Music on location in these three States praising the phono and relating pleasant experiences with their locations.

The firm reports that it will continue the present deal which will give ops in these States the opportunity of getting in on the ground floor and will make it so much easier for them to get started now. "We are carefully watching everything necessary to help operators make the greatest possible success with Mills Throne of Music in Virginia, North Carolina and South Carolina," Calcutt affirmed.

## Garber With U. S. Record

NEW YORK, Oct. 7.—Jan Garber and orchestra will no longer make records under the Vocalion label for Columbia Recording Corp. His contract with Columbia expires October 15. Henceforth Garber will record for the newly formed United States Record Co.

## Laud Rock-Ola Counter Model

SAN ANTONIO, Oct. 7.—The counter model phonograph is gaining in popularity by leaps and bounds," says Ken Wilkinson, of the United Amusement Co., of San Antonio, Tex. Wilkinson, who is the Rock-Ola distributor for Southwestern Texas, says, "The current swing to the counter models is particularly interesting in view of the fact that when they made their appearance there was some reluctance among operators to give them the same acceptance as the larger models.

"The appearance of the new Rock-Ola Luxury Lightup counter model had a lot to do with changing reluctance into enthusiasm," in Wilkinson's opinion.

"With this new model it was possible to offer all location owners—even the smallest—all the performance of the larger models.

"As a result operators have found it extremely profitable to fill in the gaps on their location routes. Where formerly they were content to place large models in the larger taverns, hotels, restaurants, etc., now they stop at the smaller in-between spots too. Naturally with new fields wide open for new business—with virtually every small bar, cocktail lounge, cafe, drug or confectionery store an A-1 prospect for the new counter job—it's a cinch that operators are going to find the phonograph field more profitable than it's ever been before."

## New Orleans

NEW ORLEANS, Oct. 7.—With operators generally inclined to wind up their summer affairs before mapping too ambitious plans for the fall and winter, distributors of coin devices of all kinds find themselves near the end of the "in-between" period. High hopes are held out for fall prospects and most distributors of well-advertised lines of pins, novelties and coin phonographs look for the best fall season in several years. January means State-wide elections for many important offices, including a governor. It is the general belief that the war boom will help coin machine operations, such opinions based on the common-sense theory that if leading lines of merchandise are abetted by the boom circulation of money for amusement needs becomes larger.

Dixie Coin Machine Co. is finding marked interest being shown by operators in this area in several new creations by leading Chicago manufacturers. Among new machines getting much interest and being bought steadily of late are Bally's Vogue and White Balls Stomer's Davey Jones and Baker's Twinkle. President Julius Pace looks for this quartet to set up a good autumn turnover for the Crescent City.

Keen interest in the O. D. Jennings chromium Dixie Belle bells, especially

## Modern Offers Patriotic Record

In keeping with the current popularity of patriotic tunes, Sid Gary, popular vocalist, has made a recording of the songs, "Live the American Way" and "Let Them Keep It Over There." Recording has drawn comment of Walter Winchell and Nick Kenney, New York columnists. Paramount is issuing the record and it is being distributed in the East by Modern Vending Co.

## K. C. Orchestra Now on Phonos

KANSAS CITY, Oct. 7.—Music machine operators in this vicinity will soon be able to cash in on the popularity of Jay McShann's Orchestra. In these parts, McShann's Band has been signed to record for Decca and disks should be available for operators by the end of the month.

McShann's Orchestra, featuring hot swing music, has enjoyed a two-year run at Martin's-on-the-Plaza. As a result of being signed by Decca the band got a break with a two-week engagement at the swank Continental here. This is the first band made up of local Kaycee boys to be signed for recordings since Count Basie, who sprang to fame from this, his home town stamping grounds.

Among several tunes selected for recordings, it is reported, are Jiggin' for Jay and Diggins for Dex, two original songs written by William Scott, who makes the band's arrangements, and Dave Dexter Jr., well known to many Kaycee operators as the former representative of The Billboard.

the type with single Cherry payout feature, is reported by Emil Iacopponetti, head of the Bell Distributing Corp., Jennings distributor. Penny to half-dollar style are all moving steadily into the parishes where a good summer season has been noted.

American Coin Machine Co. has bought a line of new Bally Vogue and Ed Rodriguez is highly enthused over prospects for fall play with these machines added to the line on location.

Card from Jules Peres from Canada tells of their experiences with the California "unusual weather." After sweetening under 100 and over maximums in that State the Peres ran into a flood that marooned them for many hours and now in Canada are busy getting out winter undies to meet the situation. The local Wurlitzer distributor also reports that he and the frau intended to see the World Series after viewing the New York Fair.

The phonograph service department head of a Poydras street house runs Wurlitzers all day and then rests up at night by dancing at the Wonder Bar by strains of the same music. He likes his work.

Al Mendez, Wurlitzer district sales manager, back from Nashville, where the Wurlitzer "open house" was held last week and attended by about 100 distributors and operators of that area.

Before leaving for an extended trip thru the Southeast, Fred King, head of C. & N. Sales Co., expressed his optimism over prospects for the fall. He says that his firm has enjoyed the best summer season in several years, although activity has waned near the end.

The first cool spell of the season finds the downtown coin playlands getting a better break on patronage. The first half of September was very hot and operators were discouraged with play. Football season opening is usually a signal for the formal opening of the new season. Mark Boasberg, manager of the Sport Center, already finds the fall pickup at work and looks for at least a 10 per cent increase in patronage over a year ago.



BILL FREY, OF MIAMI, FLA., says winter will soon be getting under way with many new locations opening up and demanding the latest equipment. Here he is shown with several of Mills' Throne of Music phonographs.



## Phonograph Manufacturers Alert In Adapting Latest Inventions

**COIN MACHINES MUSIC** . . . . . Walt An alphabetical list of manufacturers who have shared in the development of the modern coin-operated phonograph includes the firms listed below.

Any tribute to these manufacturing firms, in recognition of their part in making the phonograph business what it is today, would stress the fact that these firms have been alert to use every modern invention and material that would improve the quality of their instruments. No other industry can show a more progressive spirit than the phonograph manufacturers.

Designing talent, sound improvements, cabinet materials and every available idea has been quickly adapted to making better phonographs. When designers, or radio, or the movies, or the electrical world, or the materials manufacturers can offer something to improve phonographs, they can count on a very favorable reception by the phonograph manufacturers.

**CAPEHART CORP.**, Port Wayne, Ind. Makers of the Orchestrope, also of phonographs for the home. The firm has recently made changes in its business set-up. Pictures of executives not in our files.

**JOHN GABEL MFG. CO.**, Chicago; Robert Gabel, general manager. Placed its first automatic phonograph on market in 1906. Photographs of executives not available.

**MILLS NOVELTY CO.**, Chicago. Most recent addition to line of coin-operated phonographs is known as the

coin-operated phonographs now being offered by the Rock-Ola firm includes a complete line of such machines for



DAVID C. ROCKOLA

operators. David C. Rockola is president of the firm.

**J. P. SEEBURG CORP.**, Chicago. A firm that pioneered in the manufacture of coin-operated pianos, also



MARSHALL SEEBURG

pioneered in making of automatic phonographs, now offers a complete line of instruments under the general trade name of Symphonolas. Marshall Seeburg heads the firm.

**RUDOLPH WURLITZER CO.**, North Tonawanda, N. Y. This pioneer manufacturer of all types of musical in-



M. G. HAMMERGREN

struments also offers a complete line of automatic phonographs known to the trade under the trade name of Wurlitzer. M. G. Hammergren is general sales manager.

## Philadelphia

PHILADELPHIA, Oct. 7.—The membership drive by the Philadelphia Amusement Machine Association is gaining momentum. The latest recruit to its ranks is Norman Bell, who is re-entering the association after a long absence.

Sam Lerner, prominent pinball and music machine operator, is celebrating the fact that he has just installed his 50th music machine.

October will be a big month for matrimonially inclined operators. A survey among the coin machine men shows that three will take the leap at this time. General Bill Gross, head of the Lehigh Specialty Co., has set the date for October 15 with the ceremony and reception to be held at the Hotel Philadelphia. Eddie Balm will marry on the 22d of this month with a shindig to be held the Hotel Adelphi, and Sam Stern, head man of the Keystone Vending Co., is scheduled to say "I Do" at the same time.

Since Steve Bonatese became a father he has apparently eschewed all forms of night life, even to the extent of attending the association meetings. However, this condition is temporary, and he assures that as soon as conditions permit he will be making his weekly appearance at the meetings.

Joe Schel is currently receiving congratulations on his engagement. No date has as yet been set for the nuptials.

Genial Myer Frank is now including music machines in his roster of activities. Having entered that field only a short time ago, his success in that line is predicted since during that time he has already placed 25 phonographs.

Mike Spector, of Automatic Amusement Co., exclusive distributor of the Ray-o-Lite, says that the popularity of that gun is exceeding all his expectations. The orders cannot be filled fast enough to keep pace with the demand. More than 400 rifles have been ordered and they are biding their time until their delivery.

Altho the first shipment of the Cinematone phones has not yet reached town, Oscar Spiegel, who ordered an initial batch of 60, has already lined up the locations for the machines, and will purchase another carload soon.

Soon to be bridegroom, Sam Stern, reports that the Bally Beverage Vender is going over the top. The success of this drink dispenser is phenomenal, with many barrel-a-day locations coming in daily.

The Imperial Vending Machine Co., of which Louis Sokolove is at the head, has moved to newer and larger quarters directly across the street from its old location. Sokolove besides handling many makes of venders is the local distributor for the Gabel phonographs.

Sam Lerner, who has just completed a trip to the New York World's Fair, regrets the fact that he couldn't place a pinball game outside the General Motors Building, where there is a substantial wait before admittance can be obtained.

Mills Throne of Music, handled exclusively in this territory by the Keystone Novelty Co., is becoming increasingly popular in this area, according to officials of the firm, who report an ever-increasing number of sales of this phonograph.

Monty Spigal, manager for the B. D. Lazar branch here, is a very busy man. Besides taking care of all the business details of that busy firm, he is superintending the gigantic job of moving into larger quarters.



NEW  
IMPROVED  
PEDESTAL  
FOR  
WURLITZER 61  
\$975

The only stand on the Market that does not detract from the natural beauty of the "61." Pedestal built through-out. Top 3 1/2" triple chrome steel. Post Height 29", Base 19" x 19". The base is genuine Formica with Rubber Bumpers on the bottom to prevent scratching of the floor and to level the stand.

ADJUSTO PHONOGRAPH COVERS, \$8.75

### ATTENTION: KANSAS OPERATORS

Our Wichita Office is now open for your convenience. Wurlitzer Phonographs and Parts and a complete line of Coin-Operated Machines in Stock at all times.

607 WEST DOUGLAS ST.  
WICHITA, KANSAS

### Central Distributing Co.

101-105 WEST LINWOOD  
KANSAS CITY, MISSOURI

### GOOD PHONOGRAPHS DESERVE

### "CALCUTTONE"

AMERICA'S FINEST PHONO NEEDLE

SAMPLE — 35c LOTS OF 25—28c  
LOTS OF 10—31c LOTS OF 100—25c

### ALL OTHER PHONOGRAPHS NEED THEM!

THE VENDING MACHINE CO.,

205-15 Franklin St., Fayetteville, N. C.

### FOR SALE

Phonograph Route in Iowa. Making better than \$550.00 per month. Price \$8,000.00. Write Box D-26, care The Billboard, Cincinnati, O.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH  
RESULTS

### WURLITZERS

MILLS • ROCK-OLAS

FINEST RECONDITIONED  
PHONOGRAPHS AT  
LARGEST SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE  
COPY, 9-1642) 250 W. 54th St., N. Y. C.

USE ADJUSTABLE  
**Fulco**  
PHONOGRAPH  
COVERS

Cannot be surpassed  
for long life and general  
usage . . . adaptable  
to coin-operated  
machines as well as  
phonographs.

WRITE FOR  
COPIES

Fulton Bag & Cotton Mills

Manufacturers Since 1820  
4110 Broadway, New York, N. Y.

CHICAGO SALVAGE STOCK STORE, INC.

2 N. Clark Street, CHICAGO, ILL.

PHONO RECORDS WANTED

Phonograph Records wanted—any quantity. Highest  
prices paid. Tell us how many you have and where  
they are. Write Today.

CHICAGO SALVAGE STOCK STORE, INC.

2 N. Clark Street, CHICAGO, ILL.



# 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

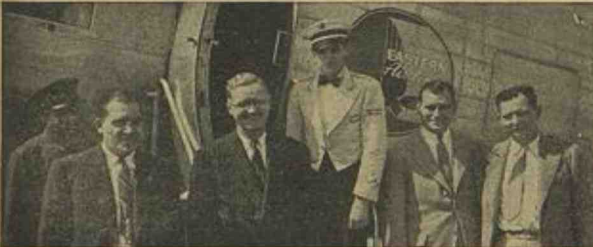
To the Editor:

Music machine business in this locality has become an increasingly popular form of amusement since the advent of cool weather.

With the Jitterbugs Cab Calloway's *Jumpin' Jive* still continues a prime favorite. More conservative patrons like many of the older songs and the newer sweet numbers. Bing Crosby and Connie Boswell's record *Start the Day Right* is

*Beer Barrel Polka* is still drawing plenty of coin and does as well as most of the newer discs, even tho its pulling power is slowly diminishing. I still have it in every one of my machines. Glenn Miller recordings, regardless of the dance-tune, are tops with us here, with Bing Crosby a close second in popularity. Miller's *Over the Rainbow*, *Man With the Mandolin* and *Blue Orchids* are sure-fire bets. He ought to stay at the top, especially after his recent engagement here this week. Bing Crosby is getting a good play with *An Apple for the Teacher*, his top number, and also *What's New*, which is rising fast.

Bob Crosby is gaining a reputation here rapidly and rivals Glenn Miller with *Blue Orchids* and *Over the Rainbow*. *His Day in Day Out* is much preferred over Artie Shaw's version. Shaw has not been a good bet for me lately, even tho kids used to go for his stuff several months ago in a big way. Other bands that have made good money for me were Glen Gray, Horace Heidt, Ink Spots and Raymond Scott. Tobacco Auctioneer and 18th Century Drawing Room, newer Scott waxings, are swell arrangements, and most of my locations have requested them.



SNAPPED AS THEY EMBARKED on an airliner at the Indianapolis municipal airport to attend Wurlitzer's Louisville Open House Party are (left to right) Guy McNeil; Henry J. Windt, Indianapolis Wurlitzer operator; Paul Jock, president Guarantee Distributing Co., Indianapolis, and Merle Bennett, Indianapolis Wurlitzer operator. The Open House Party, held at Louisville's Brown Hotel, was one of a series of 30 Coast-to-Coast meetings conducted to enable operators to meet Wurlitzer executives personally and to express their opinions on Wurlitzer's Step by Step Modernization Plan and other programs designed to boost music profits for operators.

going over big. Kay Kyser's *Day in Day Out* is also a favorite.

The *Man With the Mandolin*, by Wayne King and Frances Langford, continues to bring in plenty of nickels. *Blue Orchids*, by both Benny Goodman and Glenn Miller, is rapidly rising in popularity.

Hoping that my contribution to the column may prove helpful to other operators, I am, HERMAN DUKEK, Home Music and Novelty Co., Detroit.

## Buffalo

To the Editor:

Having been a faithful reader of *The Billboard* for some time, I am sold on the service you give us operators with your columns "What the Records Are Doing for Me" and also the "Record-Buying Guide." I never miss reading both and find them very helpful in selecting my recordings. It especially pleases me when I see you select the same records as "going strong" that in my mind are the best nickel-getters.

My experience has shown that the

Since most of my locations now are in taverns, after the closing of summer spots, of which I had plenty, I find a trend toward fast music rather than ballads. I have had some success with *Blue Danube*, however. Novelty numbers, such as *I Haven't Got a Pot To Cook In*, get plenty of attention, but I have to keep on changing them fast before customers get tired of them. Buffalo is divided into definite Polish, Irish and German neighborhoods, and my policy of using two or three respective foreign discs in every machine has worked out fine. The Irish, for instance, will play *My Wild Irish Rose* and *Mother McCre* as often as the pop tunes. I change foreign records once a week, same as the other hit tunes.

Business for us Buffalo operators has been slightly slowed up since the summer spots have closed for the season. As soon as the colder weather starts, however, things ought to be tops again. I hope this letter will help out some of the ops in making their choice, the same as previous letters published here have helped me.

JAMES BLAKESLEE, Iroquois Coin Machine Co., Buffalo.

## KY. SPRINGLESS SCALE CO.

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

# Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

## GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of *The Billboard* from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**Over the Rainbow.** Bob Crosby, Glenn Miller, Judy Garland.

**The Man With the Mandolin.** Horace Heidt, Glenn Miller.

**An Apple for the Teacher.** Bing Crosby.

**Blue Orchids.** Bob Crosby, Glenn Miller, Dick Todd, Benny Goodman, Henry Russell.

**The Jumpin' Jive.** Cab Calloway.

## COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of *The Billboard* from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Address Unknown.** After last week's very promising start, this new recording by the Four Ink Spots seems quite definitely on the road to hitdom. Insofar as the automatic phonos of the country are concerned, the song itself thus far hasn't meant too much as a radio number or a sheet music seller, but there isn't much question that the disk will be big. Operators are strongly urged to join the increasing parade that is marching to nice profits with this one.

**It's a Hundred to One.** Very strong in the Chicago territory is this rhythmic number and its strength is beginning to spread to plenty of other spots across the country. Dick Jurgens' recording is most in demand, because it's a good version of it and also because the maestro had a hand in writing it. The song has a lively rhythmic lift that goes well in machines and it seems destined for universal popularity. Dick Todd's disk is also mentioned favorably in reports received this week.

**The Little Man Who Wasn't There.** Probably hurt a little by the title similarity to *Man With the Mandolin*, already popular, and *Man and His Boy*, this novelty number is starting to climb steadily to a position of importance under the needle. Glenn Miller and Larry Clinton offer the only two versions that mean anything anywhere.

**Day In—Day Out.** One of the most potentially powerful of the newer ballads is this song written by the lyricist who gave the machines *And the Angels Sing* and the composer who was responsible for *Don't Worry 'Bout Me*. Both gentlemen seem to have repeated those hits in this corporate effort, reports showing it to be growing in public favor by the proverbial leaps and bounds. Kay Kyser, Bob Crosby and Artie Shaw share phono honors on this one.

**What's New?** The only ballad in sight that apparently has the strength to offer competition to the item mentioned directly above is this melody written by the base player in Bob Crosby's Band. It's pretty difficult to see this one as missing the popularity peak, and a double guarantee now is Bing Crosby's record. Bob Crosby, Benny Goodman and Hal Kemp started out together on this last week, but Bing's disk comes along now not only to share the spotlight with the trio of dance records but perhaps to take it away from them.

**Comes Love.** This is still around and shouldn't be discarded as yet, but another week or two will undoubtedly see its demise. It's still Artie Shaw practically all the way, with no one else even within shouting distance.

**Start the Day Right.** This is not starting in all parts of the country but enough spots mention it as a comer to warrant its inclusion here. Nonetheless so far for his honors along recording lines are Bing Crosby and Lawrence Welk. It's a bright, infectious melody and lyric combination that has what is necessary for top rating.

## POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of *The Billboard's* music department.

**South of the Border.** An importation from England, modeled along the lines of the hit of several months back, *Penny Serenade*, this looks very good to duplicate the success of its fellow countryman. It has risen very quickly on sheet music and radio listings (only but a short while, it is in 10th position on *The Billboard's* list of 15 best selling songs this week) and indications point definitely to machine success.

**In the Mood.** A pretty perfect automatic machine number, with its combination of solo and full band swing and its amusing trick ending. This Glenn Miller record ought to do much to bring smiles to the faces of both operators and customers. One hearing and they're certain to want more.

**Vol Vistu Gaily Star.** It is curious that the potentialities of this logical successor to *Bei Mir Bist Du Schoen* have thus far gone unappreciated, particularly in the phonos. This department is convinced that, given a chance, it could repeat at least partially the success of its forerunner. Emery Deutsch's record is the one to do it, if any can.

**My Prayer.** An adaptation of a well-known and beautiful French melody, which comes to these shores via England, this lovely wedding of words and music has much more than an even chance to amount to something over here. If they liked *Moon Love* and others of that melodic type they're bound to go for this one.

**Chico's Love Song.** The latest Andrews Sisters' recording, and one of their best. In addition to the girls' great style, always welcome in the boxes, this has a humorous touch that will get laughs, and along with them, plenty of nickels.

(Double-meaning records are purposely omitted from this column.)



# DECCA

Hot Tips for Operators

- THESE DECCA HITS ARE GOING STRONG DON'T MISS ANY OF THEM**
- 2640 AN APPLE FOR THE TEACHER  
Bing Crosby and Connie Boswell  
STILL THE BLUEBIRD SINGS  
Bing Crosby with John Scott Trotter  
Orchestra
- 2641 A MAN AND HIS DREAM  
GO FLY A KITE  
Bing Crosby with John Scott Trotter  
Orchestra
- 2672 OVER THE RAINBOW  
THE JITTERBUG  
Judie Garland with Victor Young Orch.  
2707 ADDRESS UNKNOWN  
YOU BRING ME DOWN  
Ink Spots
- 2756 THE JUMPIN' JIVE (Jim Jam Jump)  
CHICGO'S LOVE SONG  
Andrew Sisters
- 2758 STAIRWAY TO THE STARS  
FT. VC. Ella Fitzgerald  
OUT OF NOWHERE  
FT. VC. Ella Fitzgerald  
Ella Fitzgerald and Her Famous Orch.
- 2442 BEER BARREL POLKA  
WELL ALL RIGHT  
Andrew Sisters
- 2707 IT'S FUNNY TO EVERYONE BUT ME  
JUST FOR A THRILL  
Ink Spots
- 2741 THEY GO WILD, SIMPLY WILD,  
OVER ME  
FT. VC.  
AT THE MOVING PICTURE BALL  
FT. VC.  
Freddie "Schmickelfritz" Fisher and  
His Orchestra
- 2644 EL RANCHO GRANDE  
IDA, SWEET AS APPLE CIDER  
Bing Crosby with The Fourtome
- 2700 MEETS OF OUR EDWARDS SONG  
HITS  
IN MY MERRY OLDEMOBILE  
Bing Crosby with The Music Makers
- 2745 COMES LOVE  
LET'S MAKE MEMORIES TONIGHT  
FT. VC.  
Jimmy Dorsey and His Orchestra

# EASTERN FLASHES

NEW YORK, Oct. 7.—The town's still talking about the grand opening party I. H. (Iez) Rothstein tossed in Pittsburgh last Saturday to celebrate the opening of the new offices of the Banner Specialty Co. Manufacturers, distributors, jobbers and operators came from many distant points to be present at the affair. While a detailed account of this party was carried in last week's issue of *The Billboard*, one important item was omitted due to early deadlines, namely, the prize winners. Here they are: John P. Jododa, William D. Jeanak, Delos W. Burnside, Ellis Morgan, Joe Giangulli and Robert Gray. They shared the games and phono that were given away.

**SIDE LIGHTS . . .**  
on the Banner party: Jack and Bob Rupert, of Vandergrift, Pa., are well-known ops in Western Pennsylvania. Boys played the best circuits in vaudeville days and still can put on a swell act when called upon. . . . Jack Kay was given a swell pinocchio lesson by Al Bernhard, Banner accountant. . . . Fred McNamara, of Pittsburgh, and Lou Egan, of Trenton, were the Cohen and Kelly act of the evening. . . . Mrs. Harry Rosenthal was presented with a big bouquet by her friends. . . . Mr. and Mrs. Leo Kelly took time out while in Pittsburgh to visit relatives. The Smoky City is Leo's home town. . . . Sam Gensburg and Meyer Gensburg, accompanied by Sam Wolberg, also went relative visiting, this also being the Gensburgs' home town. . . . The Wurlitzer group of nine was among the gayest at the affair. . . . Al Douglas, of Daval; Jack Keeney, of J. H. Keeney & Co.; Richard Groetchen, of Groetchen Tool Co.; Harry Hoppe, of Baker Mfg. Co., as well as all the other manufacturers present were kept on the jump explaining their latest products to the drove of ops who attended.

# STREAMLINE BOXES

\$300.00 Being Collected Weekly by One Operator From SHYVERS STREAMLINE BAR and BOOTH BOXES

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX. One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

**The More a Phonograph Plays — The More It Is Played**  
Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, however many spot you have, YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN, YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

**NATIONALLY PRICED**  
Streamline Wall Box, \$6.75      Streamline Bar Box, \$7.50  
Cable 5c Per Foot      Instrument Casting, 35c      "T" Joint Boxes, 45c  
Now Also Available With National Slug Ejector

## SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET      CHICAGO, ILLINOIS  
PHONE: ARMITage 0896

# Decca Records Inc.

Canadian Distributors:  
THE COMPO CO., LTD.  
LACHINE, MONTREAL  
QUEBEC

# KAYE

SAMMY KAYE  
Out-Pipes the Pied-Piper

... in leading money-spending customers right into your place!



Sammy Kaye

**Exclusive Victor Artist**  
with one of the biggest followings in the entertainment world. Keep a standing order for his newest Victor Records... and stand in first place with the dance band lovers!

**THE NEWEST HITS**  
Swing and Sway with Sammy Kaye  
26360—Friends Medley: (1) A Little Street Where Old Friends Meet; (2) Can't We Be Friends?; (3) Just Friends.  
Oriental Medley: (1) Love Songs of the Nile; (2) Pagan Love Song; (3) Moonlight on the Ganges.  
26337—South of the Border  
The Hoeriger Schottische  
Ziggy Elman and his Orchestra  
B-10413—You Took Advantage of Me—F. T. I'm Yours—Fox Trot

It Pays to Use  
**VICTOR AND BLUEBIRD RECORDS**  
Victor Division, RCA Mfg. Co., Inc., Camden, N.J.  
A Service of the RCA Corporation of America

**AROUND THE TOWN . . .**  
On the New York front, Nat Cohn, of Modern Vending, sent a new Wurlitzer to the Booth Theater, where Eddie Dowling is preparing to open a new play. "This should help to popularize the phono with the public," Nat believes. . . . Chazley Aronson, of Brooklyn Amusement Machine Co., rushed Bob Schwarz, of H. C. Evans, to the train last Saturday. Bob was suddenly taken ill. . . . Joe Darwin, Wurlitzer's special representative, is going hunting with Paul Fuller in Montana.

**EIGHT WEEKS . . .**  
in production and still we can't fill orders for Mr. Chips, is the report from Bert Lane's office at Seaboard Sales. "Wow, what a game," he says.

**WHILE IN NEW YORK . . .**  
on a brief visit Joe Ash, of Active Amusement, Philly, stated: "The way they're rushing in the new games is a sure sign that the season just ahead is going to be a red-hot one for all."

**"WHITE SAILS" . . .**  
says Jack Fitzgibbons, "is sailing into new sales records so speedily that we're

Seeburg 1936 Selectophone . . . . .	\$ 20.00	Seeburg Model A, Illuminated Grill and Moving Background . . . . .	\$ 37.50
Mills DeLuxe Danco Masters . . . . .	15.00	Seeburg BX . . . . .	44.50
Mills Swing Kings . . . . .	25.00	Rokola Regular 12-Record, 1936 . . . . .	23.00
Mills De-De-Mi . . . . .	29.50	Rokola Rhythmic King, 12-Record . . . . .	39.50
Wurlitzer F-12 . . . . .	25.00	Rokola Imperial 20 . . . . .	79.50
Wurlitzer 412 or 400 . . . . .	39.50	Wurlitzer 616-A . . . . .	94.50
Wurlitzer 616 . . . . .	89.50		
Wurlitzer 24 . . . . .	144.50		

# SOUTHERN AUTOMATIC MUSIC COMPANY

312 W. Seventh, CINCINNATI, O.      542 S. 2nd St., LOUISVILLE, KY.      620 Massachusetts, INDIANAPOLIS, IND.

wondering whether this won't be the biggest hit of all the games we've presented this year."

**NEWARK JOTTINGS . . .**  
Those Newark coinops who met each other for the first time at that luncheon last week contemplate scheduling these get-togethers at regular intervals. . . . Irv Morris, of the N. J. Ponsler offices, is completing an elaborate sound room for the Mills Throne of Music. . . . Harry Rose is going for music machines in a big way. . . . Johnny Boyle, Madison, N. J., op, was formerly a golf pro. He still plays as much as 26 holes a day. . . . Tom Burke, of National Vending, is all enthusiastic over the new Watling scale. . . . Harry, Ben and Sam Elichansky, of Atlas Vending Co., Elizabeth, report they are doing big things with their phono grilles.

**"THE GAMES" . . .**  
of Daval, Chicago Coin and Stoner continue among the best manufactured," declares Al Simon, of Savoy Vending Co., Brooklyn. "There is no doubt that Triple Threat, Lucky and Dary Jones will stand up for weeks to come as the standout money-makers in this territory."

**"OUB SALES . . .**  
have jumped more than 100 per cent in

# PLAIN TALK!

Here's what we can give you to deserve your business: 1.—Franchise. 2.—Co-operation. 3.—Service. 4.—The finest re-conditioned machines you have ever received at extremely reasonable prices. 5.—The benefit of our 10 years of experience to guide you to better service and the greatest possible success. 6.—The services of our entire organization to help you with any problems. 7.—The best new machines, for we are exclusive distributors for the leading manufacturers. 8.—Special bargains at regular intervals. 9.—Sneaky delivery anywhere. 10.—Our price list, that we feel sure will convince you to give us the opportunity of serving you. WRITE FOR IT TODAY!

**GEORGE PONSER CO.**  
11 E. RUNYON ST., NEWARK, N.J.  
Write Immediately for Special Closeouts on New Games!!

the past few months," says Roy McGinnis, of Baltimore. "We're soon going to cut a melon for our customers that will really be something."

**TALK ABOUT SALES . . .**  
Joe Calcutt reports: "Our Calcuttone needles are leading sales of all supplies and rapidly establishing a record for phono needle sales here."

**MEN AND MACHINES . . .**  
Earle C. Backe, of National Novelty Co., Merrick, L. I., is on his way to Hot Springs to play in the tennis championships. Looks like he's aiming to add a few more cups to those already in the fireplace of his home. . . . Dick Steinberg is among the best volley ball players in Jersey. He's played for the State championship many times with the Newark, N. J., team. . . . Steve Delwin, popular L. I. coinop, is opening new jobbing quarters at 48th street and 43d avenue in Long Island City. "Our aim is to cater to ops just like we always have in the past," he says. . . . Mike Murven still remains one of the busiest men in the biz.

**IBV MITCHELL . . .**  
of J. L. Mitchell & Co., who recently moved to new quarters, has his eye on additional space right next door. Mitchell was in his new place only about a month when he discovered he had outgrown it. Business will be done in 107th Broadway, but the new footage will be used for storage of new and used equipment.



FOR ROCK-OLA PHONOGRAPHS IN TAMPA, FLA., operators go to the 20-Record Phonograph Corp. Smiling group above, left to right, Leona Jonas, stenographer; T. O. Busbee, owner; J. T. Echols, owner; D. M. Werts, Rock-Ola district manager; Thankful Kies, stenographer; Cecil Buchan, service man, and George Harmeling, service man.



COMING NEXT WEEK!

## LITE-O-CARD

"A NATURAL!"

D. GOTTLIEB &amp; CO.

2736-42 N. Paulina St., Chicago, Ill.

**Turkey Goose Duck or Chicken**  
 For a Real Christmas  
 Gift

**MAKE BIG MONEY**  
 From Now Until Christmas Selling  
**JUMBO TURKEY BORDS**  
 A Real Fish That Readily Sells at \$1.00 Each  
 150 Holes. No Numbers Over 150  
**BRINGS \$21.45 AND SELLS**  
 1 Turkey, 1 Goose, 1 Duck and 2 Chickens  
**PRICE \$3.00 per Doz. \$20.00 per 100**  
 Samples \$1.00  
 Remittance With Order or 50% on C. O. D.  
**REEL DISTRIBUTING CO.,**  
 4935 Fountain Ave., ST. LOUIS, MO.

## Football Jackpot Deal

A big, fast, money-making deal right at the heart of the football season. Take advantage of the fan's enthusiasm and interest. They'll all want to play as soon as they see it.

**FOOTBALL JACKPOT**

The big top award and three smaller ones create a world of excitement—deals sell out quickly.

Takes in... \$260.00  
 Pays out... 120.00

Location... \$140.00  
 Cost of Deal... 7.50

Your Profit... \$67.50

SEND YOUR ORDER TODAY  
**WIN-ON AMUSEMENT**

208 Ewing St., WINONA, MINN.

**1940 REBOUND**

See Your Distributor  
**EXHIBIT SUPPLY CO.**  
 4222 W. LAKE ST. CHICAGO

## BEST BUY IN PACES RACES

HAVE NINE BROWN AND GOLD PACES RACE MACHINES HAVE BEEN RECONDITIONED, REPAIRED, RENICKED, \$88.00 EACH, ONE THIRD DEPOSIT, BALANCE C. O. D.

**MARTIN SMITH**  
 1025 N. Highland Ave., Hollywood, Calif.

15 Free Play Spottem.....\$32.50

15 Free Play Fifth Innings..... 32.50

**CAPITAL AMUSEMENT CO.**

230 W. Hargett St., RALEIGH, N. C.

Complete Summary  
 Of Chain Store  
 Profits in 1937

WASHINGTON, Oct. 7.—A summary of a recent report by the Securities and Exchange Commission give a rather complete idea of the profits and earnings of chain store organizations in recent years. The largest profit in 1937, after all charges, in terms of profit as percentage of sales was shown for chain specialty shops. Comparative figures for 11 leading national establishments in this field showed they had a combined profit after all charges of \$23,000,000, or 6.8 per cent of sales in the year 1937.

Dividends paid out by these 11 enterprises totaled \$19,000,000 in 1937, according to the study.

Other chain organizations covered by the report were drug stores, shoe stores, furniture stores, restaurants, candy and confectionery stores with soda fountains and miscellaneous chain stores.

Profits in 1936 for the 11 enterprises aggregated \$27,000,000, or 6.9 per cent of sales; in 1935, \$22,000,000, or 6.5 per cent; and 1934, \$22,000,000, or 6.9 per cent.

Dividends paid by the enterprises were \$23,000,000 in 1936, \$13,000,000 in 1935 and \$15,000,000 in 1934.

## Drug Store Data

For 13 leading chain drug organizations the combined profit after all charges was reported as \$5,800,000, or 3.7 per cent of sales in 1937, \$5,600,000, or 4.8 per cent, and \$5,400,000, or 4.2 per cent, in 1935. Dividends paid out by the retail drug enterprises were \$6,800,000 in 1937, \$5,300,000 in 1936 and \$3,400,000 in 1935.

The combined profit of five chain shoe store enterprises in 1937 was reported as \$3,200,000, or 3.4 per cent of sales; \$3,800,000, or 4.5 per cent, in 1936; \$3,000,000 or 4.1 per cent, in 1935; and \$2,900,000, or 4.3 per cent, in 1934. Dividends paid by the shoe chains aggregated \$3,200,000 in 1937, \$2,900,000 in 1936, \$1,700,000 in 1935 and \$1,300,000 in 1934.

Eight chain furniture store enterprises covered by the census had combined profit after all charges of \$2,700,000 in 1937, or 4.8 per cent of sales; \$4,300,000, or 7.9 per cent in 1936; \$2,100,000, or 4.7 per cent in 1935, and \$500,000, or 1.3 per cent in 1934. Dividends paid out by these enterprises aggregated \$2,900,000 in 1937; \$1,500,000 in 1936; \$100,000 in 1935, and \$200,000 in 1934.

## Restaurant Chains

Six chain restaurant companies had a combined profit after all charges of \$1,100,000, or 1.8 per cent of sales in 1937; \$1,600,000, or 2.8 per cent in 1936; \$1,000,000, or 1.8 per cent in 1935, and \$30,000 or 0.6 per cent in 1934. Dividends reported for these enterprises aggregated \$1,000,000 in 1937; \$1,200,000 in 1936, and \$700,000 in 1935 and in 1934.

For five chain candy and confectionery store companies, operating with fountains, the census showed a combined loss after all charges of \$800,000 in 1937, as compared with a combined profit of \$300,000, or 0.7 per cent of sales, in 1936; a profit of \$200,000, or less than one-twentieth of 1 per cent of sales, in 1935, and a combined loss of \$100,000 in 1934.

For chain stores, miscellaneous, including such enterprises as cigar, sporting goods, automobile supply and candy stores, the census showed that for four such companies combined profit after all charges was \$1,300,000, or 2.8 per cent of sales, in 1937, compared with combined losses after all charges of \$1,600,000 in 1936, \$500,000 in 1935 and \$700,000 in 1934.

## "CLOSEOUTS"

4 Rays Track	\$29.50
2 Track Time	42.50
2 Dominoes	37.50
5 Paces Races	32.50
6 Tan Foran	19.50
1 Rollette, Jr.	32.50
2 Clockers	17.50
1 Bangtail	37.50

1/3 Deposit With Order

## GERBER &amp; GLASS

914 Diversy Blvd., Chicago

## Keeney Appraises Thriller Popularity

CHICAGO, Oct. 7.—According to reports from operators all over the country, our latest release, Thriller, is the greatest 5-ball free game ever to be placed on the market, stated Jack Keeney, proxy of the firm bearing his name.

"Thriller was introduced several weeks ago," he continued, "and sales of this powerfully appealing game have skyrocketed to new heights as each week passed. There must be plenty of reasons why this game is so popular everywhere. There must be plenty of reasons why operators are writing, wiring and phoning repeat orders of increasing sizes each day.

"Yes, sir, there are lots of reasons, but the main one is because the earnings of Thriller are far beyond the greatest expectations of these operators who were the first with Thriller on their locations."

## Philly Operator Expands Quarters

PHILADELPHIA, Oct. 7.—Max Bushwick, head of the Capitol Amusement Co., recently announced that his moves into larger quarters arises from the fact that his present quarters at 726 W. Girard avenue are insufficient to serve his needs and is moving to more centrally located headquarters at 614 Spring Garden street.

Bushwick expects to be established in his new place within the next two weeks. Already decorators are occupied in renovating the place, causing Max to boast that with the completion his quarters will be the most beautiful and necessary by any operator in the city. While the date has not yet been set, a reception is being planned to which his fellow operators will be invited.

According to Bushwick, a customer is best satisfied by placing upon the location late model games. He has found that frequent changes are necessary towards obtaining the maximum amount from any spot. "The manufacturers," he said, "are to be commended for their ingenuity in devising a sufficient number of games, each with its special feature, so that public interest is constantly maintained. Each new machine we first offers many improvements and the playing public as well as our servicemen are duly appreciative."

An extensive music machine route is also operated by the Capitol Amusement Co. Each location is supplied with self-addressed postcards which permits the location owner to keep up with the requests of the customers.

"Another aid in helping us to determine public preference," he continued, "is the Record Buying Guide in The Billboard. This magazine is doing an admirable bit of work in keeping an accurate vigil on the current preferences in music."

With his moving into larger quarters Bushwick will be able to accommodate a greater amount of locations. The forthcoming season is expected to be the greatest in the history of the firm. Operations indicate that the entire industry locally will enjoy greater returns, and Bushwick says that he will get his share by maintaining the high standards already set by him.



HERE'S THE LIVELY MOSELEY GANG in the display rooms of the Moseley Vending Machine Exchange, Richmond, Va. Left to right, David Royster, Osborne England, H. G. Cottrell, R. A. Williamson, Blanche Romm, H. F. Moseley, Norma Brown, D. M. Wertz and Clarence Brown. The photographs are, of course, Rock-Olas.

## ELOOK

IN THE WHOLESALE-MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



## ATLAS VALUE PARADE

ALWAYS on Hand for Immediate Shipment—  
the Best in Guaranteed Reconditioned Machines

## Guaranteed PHONOGRAPHS Reconditioned

Seeborg Gem	\$19.95	Wurlitzer 312	\$49.95
Seeborg Rex Illuminated Grill	19.95	Wurlitzer 412	29.95
Seeborg Royal	19.95	Wurlitzer 512	29.95
Seeborg K16 (15 Records)	79.95	Wurlitzer 568A (Illuminated)	99.95
Seeborg Model A	32.95	Rockola Rhythm King (12 Recs.)	49.95
Seeborg Model B	32.95	Mills Dancester	17.95
Wurlitzer P10	29.95	Mills Deluxe Dancester	21.95

SPECIAL Mills Studio (1938 Model) ..... \$99.95  
Cephart (20-Record Model) ..... 44.95

Beautiful Illuminated Grill Installed on All Models—\$10.50 Extra.

## NOVELTY GAMES

Beauty (Free Play)	\$27.50	Odd Ball	\$10.50
Fair (Floor Sample), F.P.	39.50	Repeut	12.50
Gun Club (Free Play)	37.50		

TERMS: 1/3 Deposit — Balance O. O. D.

Write for Illustrated Phonograph Catalogue, also Price Bulletin listing complete selection Reconditioned Phonographs, Novelty Games, Consoles and Counter Games.

CABLE ADDRESS: ATNOVCO.

## ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)  
1907 Fifth Ave., PITTSBURGH.  
Associate Office: Atlas Amusement Music Co., 3151 Grand River Ave., Detroit, Mich.

## AMERICA'S LARGEST DISTRIBUTORS

## Inside Story of Marble Games As Revealed by Official CAMOA

Editor's Note: Under the above caption, a Los Angeles newspaper (apparently *The Los Angeles Examiner*) recently has a display feature story about pinball games. The article is attractively illustrated with a picture of two movie actresses playing a pinball game. This very favorable publicity came at about the same time *The Los Angeles Times* was also publishing a favorable human interest story. This favorable publicity is quite in contrast to the unfavorable publicity to games during the long "25 pinball oratory trial" that filled pages in Los Angeles papers.

The marble game as set up by members of the California Amusement Machine Operators Association, Inc., sometimes called Camoa, is no more a gambling game than ski-ball or bowling. In the latter you play the ball with your hand, in the former, with your finger. In bowling and ski-ball sometimes large prizes, cash and otherwise, are offered—and no one thinks anything about it! Camoa marble games are not only played strictly for amusement, but under the most rigid conditions that govern any other recreation of its kind in Los Angeles!

That was the declaration recently of one of the chief executives of Camoa, recently in the limelight under conditions which the organization asserts gave entirely false impressions of the operation of such games.

Marble games as manufactured and placed by members of Camoa are skill games, with no more element of luck, contend the makers, than the luck that enters a golf game, a bowling contest or a baseball game.

## Judge Owns Game

Said one judge recently in Los Angeles from the stand: "I own a marble game at home, and I used to think it was all luck. But you should see me beat the neighbors. I've gotten so I can really control that little ball expertly."

The judge had developed what all marble game players develop in time—skill.

Camoa is a non-profit organization, incorporated under the laws of California for the purpose of eliminating unethical practices and competition in their field of business, and to provide rules under which that business can enhance its prestige and prevent abuses, policing itself and keeping out hoodlums and gangsters. Under its rules Camoa members are prohibited from operating any but games approved by counsel as absolutely legal.

For the protection of players, an identification card is placed upon every CAMOA machine, and a stiff penalty provided for the placing of this card on any but approved machines. Expulsion from Camoa is another remedy. Members must be legal residents of Los

Angeles County for at least a year, of good moral character, and may avoid use coercion in placement of their devices. Most members are family men and many have high church and fraternal affiliations.

## Stabilized Business

Prior to Camoa's organization, hoodlums were entering the business and using threats on local merchants. Camoa's own investigating staff has practically ended such activity, and in a number of cases has been instrumental in solving burglary cases outside its own field of operations.

Camoa does not permit children to play its machines—not because marble games are gambling games, it was explained—but for the same reason that parents complain when their children spend too much money on any pleasant pastime—or even on candy. Failure to comply with this ruling when complaints are investigated results in removal of the machine.

"Some people seem to believe," it was pointed out by the executive in question, "that if they don't make a high score every time they play a marble device that luck is against them. But good golf players have generally become good thru years of practice, and even then one stroke of bad luck can kill their day's game. Virtually all games of skill involve some luck, otherwise bowling experts would bowl a 300 score every time they played, instead



W. L. BARTLEY, secretary-treasurer of the Tri-State Phonograph Operators' Association, with offices in Norton, Va., reported recently that the association now had members who operate a total of 3,500 phonographs.

of only occasionally. The predominant feature of all Camoa games is skill."

## Inexpensive Recreation

Marble games, it is maintained, are a poor man's pleasure; a pastime of nickels for those who cannot afford the dollars necessary for more expensive recreation. For 20 or 25 cents he can play far longer, and with as much personal fun, as he would get spending far more money on a game requiring years of effort and a high financial rating. It is a game, too, in which the family can join, and one need not go far from his own neighborhood to find husband and wife enthusiastically trying to beat one another's score.

An interesting reflex of the marble game business is its contribution to the flow of trade wherever it is found. Hundreds of merchants attest to the fact that the additional counter sales made to customers who have primarily entered the store to play a few games for sheer fun of it frequently constitutes the difference between profit and loss.

While Camoa continues to police its own membership, players of marble games are being urged to always look for the Camoa insignia on any marble game they wish to play, if they would avoid the embarrassment and any disappointment of attempting their skill on an illegal machine.

## Follow-Up Given Good Reception

CHICAGO, Oct. 7.—Recently back from a trip to New England, where he presented Daval's new five-ball game called Follow-Up, A. S. Douglas, president of Daval Mfg. Co., was enthusiastic about the reports from principal Eastern distributors and also the actual congratulations bestowed by jobbers and operators upon the brilliant stroke achieved in the really new and radical character of this new game.

"Only once in a blue moon," said Douglas, "does an inspired inventor get an idea which culminates in a really new and different game like Follow-Up. Follow-Up most certainly is not a hash of several former games, nor is it a revision of some game which has already appeared on the market. It actually has featured the like of which has never before been seen in the pin game industry. Especially notable are the new super-high-score feature which scores up to 200,000, the nine different values for each bumper, whereby every bumper may score anywhere from 200 to 8,000, and the wild bumper and button action which earned for Follow-Up the most earnestly and convincingly expressed admiration I have ever seen accorded any game, not only for its outstanding features but also for its simplicity and mechanical perfection.

"We are scheduling large-quantity production in anticipation of the huge volume of orders which is already beginning to pour in. With prices of raw materials constantly going up as they are now, wise operators will do well to stock up on Follow-Up at the earliest possible moment," Douglas added.

## Where Does Trade's Lumber Come From?

WASHINGTON, Oct. 7.—Washington forest lands have supplied more lumber than has been cut from any other State according to a Forest Service summary of lumbering records for the century and a third from 1800 to 1935.

Until recently Michigan was the leading producer, but Washington has now passed it, with a total of 167,500,000 board feet as the cut up to 1935. The Michigan total is nearly as great, and Michigan still holds first place in the cut of hardwoods. The mill value of the Washington lumber, at \$3,200,000,000 is nearly a billion dollars greater than the Michigan total, because prices have risen and Washington has sold more of its lumber at the higher prices of recent years.

Six States, Washington, Michigan, Wisconsin, Pennsylvania, Louisiana and Oregon, each has a total production record of more than 100 billion feet.

NEW LOW PRICE  
\$40<sup>00</sup> 40<sup>00</sup>



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

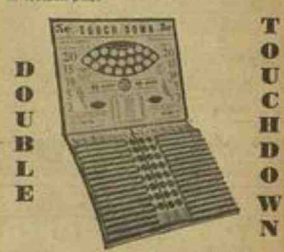
Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1888—Tel. COlumbus 2770.  
Cable address "WATLINGITE," Chicago.

## OPERATORS—LOOK!

The Originators of the Only Original Red, White, Blue, New Rate, Take-A-Tip and many other Money-Making Deals now introduce a new idea in football play.



Taken in 216 Tickets @ 50 ..... \$60.80  
Pays Out (Average) ..... \$23.34  
Profit (Average) ..... \$37.46

Double Takeaway Pad Deal is an absolutely new idea for quick action and quick profits. Works entirely different from other Pad Deals on the market today. Guaranteed a complete success. Write for lowest prices and complete details today. Dept. 8918

## UNIVERSAL MFG. COMPANY

(Manufacturers Only)  
104 E. 8th St., KANSAS CITY, MO.

## HERE THEY ARE!

Chief, Free Pl., \$35.50  
Needler, F., \$9.55  
Fair, free play 21-50  
Kick, free play 14-50  
Tpl. Play, F., 14.50

Charitable ..... \$24.50  
Oscar ..... 12.50  
Mills Dial ..... 15.50  
Mills Q. T. .... 32.50

1/3 Deposits Required With Orders.  
Sample Evans "TEN STRIKE" on our floor also a complete line of SEIDEN equipment, including the "Mull Rep-Lite."

SEIDEN DISTRIBUTING CO.

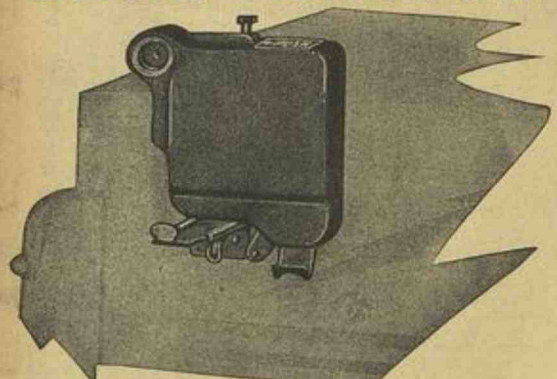
1100 Broadway, ALBANY, N. Y.

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
RESULTS



## EXHIBIT'S

## "SLUG EJECTOR"



SIZE: Height 8 in. Width 6 in. Depth 2 in. Weight 3 lbs.

Can be readily attached in five minutes to any table game right on location using the A.B.T. No. 500 slot. No cabinets to butcher... Simply remove two screws from the A.B.T. slot and use the two screws furnished with this attachment. Only nickels and our own patented tokens will pass through Exhibit's "SLUG EJECTOR" and delivered to the coin chute for the operation of machine. 98% of all others are returned to player.

Neat in appearance, small, compact, tamper-proof, built to be a lifetime protection to your present and future table games.

**PRICE \$16.50**

Tokens \$1.50 Per 100—\$12.50 in 1,000 Lots

**STOP YOUR LOSSES NOW!! SEND YOUR ORDER TODAY**

**THE EXHIBIT SUPPLY COMPANY**

4222-30 WEST LAKE STREET

CHICAGO, ILLINOIS

Scoring Everywhere!

**BIG TEN**

The greatest football board ever! Flurry of gorgeous colors for unusual flash—glory of real football action. Order immediately and catch in on the hot football season.

Form 20-ST. Football symbol tickets. Tubes in 2000 holes 30—\$10. Pays our invoice \$26.31. Plastic (patented) 1334. Semi-shock board—Colossal protection over jack-pots. Finishes windows.



PRICE  
**7.90**

**GLOBE PRINTING COMPANY**

1023-27 RACE STREET PHILA., PA.

**1940**

**REBOUND**

See Your Distributor

**EXHIBIT SUPPLY CO.**

4222 W. LAKE ST. CHICAGO

Floortrade, Multiple Races	\$22.50
Derby Chance, Fairgrounds	22.50
1-2-3 Reversed, Big Race	27.50
Bank-Top Liberty Bells and Derby Days	22.50
Passes Races to Black, Serial Over 3000	47.50
Passes Races to Blue (have parts to convert same to 50 machines)	65.00
Passes Races to Walnut Fin., Serial 4381	35.00
Cable Slots, Serial 30000 to 55341	15.00
St. Wendling Restaurant, Serial 83000	25.00
14 Mills Q. T., Serial 14000 to 19885	38.00
173 Danvers, Station Q. O. B.	

**Toledo Coin Machine Ex. Co.**

1823 Adams St., TOLEDO, O.

## Exhibit Joins War on Slugs

CHICAGO, Oct. 7.—Exhibit Supply Co., manufacturer of games and a wide variety of amusement devices, is offering its slug ejector device to operators of table games.

The announcement of the firm says that the device can be attached "in five minutes to any table right on location." The device is designed for games using the A. B. T. chute, it is stated. The slug device is made to accept nickels and specially patented tokens only and "98 per cent of all others are returned to the player," the firm states.

## Cigaret Prices Upped in Canada

REGINA, Sask., Oct. 7.—Canada's war-time budget, which announced an increase in excise taxes, resulted in an increase in cigarette prices. Regina wholesalers announce the revised prices as: 10 cents for a package of 9, 20 cents for 18, 25 cents for 25, 35 cents for a package of 50. The new prices will not go into effect until old stocks which will be sold at the former prices have been exhausted.

**You Can Buy ROCK-OLA LO-BOY scales for only \$10 down!**

**Now**

Guaranteed for FIVE Years. See your distributor for this new plan.

You can easily operate a route of Lo-Boys on this new "easy-terms" plan. They quickly pay for themselves and earn "long term" profits.

**ROCK-OLA MANUFACTURING CORP.**  
800 NORTH KEDZIE AVENUE CHICAGO

## Many Out-of-Town Ops Visit Monarch

CHICAGO, Oct. 7.—Al Stern, of the Monarch Coin Machine Co., reports an unusually large number of out-of-town coinmen visiting Monarch this past week.

Said Stern: "The Monarch offices were crowded with coinmen from all parts of the country this past week. Altho every State was not represented by any means these coinmen did hail from a goodly portion of them.

"It was really grand to be able to get together with so many of our old friends, especially since we had not seen many of them for quite some time. However, not seeing them has not stopped their loyalty to Monarch, for they've been steady customers in spite of the lack of personal contact.

"As they put it, 'we get the games we want at the price we want to pay, and that's the most important thing. We'd like to be able to get together more often, but just as your business keeps you so busy in your territory, so does our business in our territory.'"

## Western's Great Baseball Restyled

CHICAGO, Oct. 7.—Don Anderson, sales manager of Western Products, Inc., announced this past week that Baseball would now be available in "an unbelievably fine restyled model. "Yes," he said, "it's got a brand-new face.

"We've given Baseball a brand-new appearance with a new cabinet. This de luxe Baseball, in addition to a new cab-

inet, has a new illuminated back panel. Essentially the play is the same, but many new attractive features will make it an even bigger money-maker than at any time in its history.

"Western's new de luxe Baseball is available to operators in four models, novelty, payout, free game, combination free game and cash payout. To make it possible for operators everywhere to profit with Baseball we are offering it under a new plan. To all responsible operators we are extending the privilege and credit for them to buy the new de luxe Baseball on time payments."

## Chi Coin's Lucky Just That to Ops

CHICAGO, Oct. 7.—"Starting several weeks ago, operators all over the country have informed us that 'every day's a lucky day' with our latest release. Its name, incidentally, is Lucky." These remarks were made by Chicago Coin Machine Mfg. Co. executives, Sam Ginsburg and Sam Wolberg.

"We've had the most favorable reports about the outstanding performance of Lucky on locations in all parts of the country," they continued. "Operators everywhere say that it has tons of appeal.

"After all, our job is to please our customers and the only way we can please them is by giving them unusual money-earners like Lucky. Our way of knowing whether we do please these coinmen is from the correspondence and orders we receive. Lucky in just a few weeks has become a favorite. And it's easy to understand, for excitement reigns from the first ball to the fifth. It's packed full of appealing features."



AT THE WURLITZER FACTORY for a two weeks' period of training, these confident young service men group themselves around one of the machines they will be called upon to keep in perfect working order. Seated (left to right): John David, Massillon Novelty Co., Massillon, O.; Richard Aboud, Massillon Novelty Co., Irwin Park, Ohio Valley Musical Co., Chicago, Standing: Howard Hall, Parker & Cox, Leokestille, N. C.; George Parker, Parker & Cox; Milton Browning, Triangle Music Co., Cleveland, and Harvey Manley, Ohio Valley Musical Co. The two-week period of training has been inaugurated as a joint endeavor by Wurlitzer engineering and service departments as a means of enabling operators to render their locations unexcelled service.



**MOSELEY'S FALL SPECIALS**

- |  |   |   |
|--|---|---|
| 25 Baby System, F.P. .... \$34.90  | 12 Wurlitzer 9-12, with Gro-Ola Sample, Lot of 5, .... \$37.50                        | 2 Pace Barotopa, F.P. .... \$122.50                       |
| 5 Daryl Box Score, F.P. .... 25.00   | 7 Wurlitzer 616, Equipped with new Caravan grille and front door glass, .... \$115.00 | 2 Pace Ruch, F.A. .... 122.50                             |
| 25 Baby Chavern, F.P. .... 39.50   | 3 Seoung Rhy O Lite Orig Model, .... 72.50  | 5 Vest Pocket, floor sample, lock on till draw .... 37.50 |
| 40 Baby Reserve, Pat. Act. .... 3.50   | 3 Seoung Selector Phone, .... 19.50   | 5 A.B.T. Challenger, 10, F.S. .... 20.50                  |
| 10 Javeling Cigs Reels, Model V, 56 Play, Ser. 2390 to 2340, Guaranteed like new, Sample, .... 77.50 | 2 Ruck-Ola Ruck-Ola, 25c, No. 5033, .... 80.00  | 5 A.B.T. Red White & Blue, F.S. .... 24.50                |
| 1 Wally Hi Bye, Lot of 5, .... 67.50   | 7 Pace Ruck, No. 5100 to 5500, Sample, .... 110.00                                    | 2 A.B.T. Model F, 12.50                                   |
| 25 Wurlitzer 412, like new, perfect, Lot of 5, each, .... 52.50                                      | 1 Pamco Barotopa, O.P. .... 7.50  |   |

The above machines are slightly used and offered subject to prior sale and all orders subject to prior sale and other bargains that are not listed, including the above prices are effective October 14, 1939. We are distributors for Kenney Super Tracklines and Pastors, Evans Domino and Bang Tails, Pace Barotopa, Mimi complete line, 25c Baby Reserve, Davat, Chicago Caine, Groetchins and A.B.T.'s complete line of machines and other leading manufacturers of coin machines.

**MOSELEY VENDING MACHINE EX. Inc.,** 00 BROAD ST. Richmond, Va.  
Day Phone 3-4511 Cable Address: Mosemeco Night Phone 5-5323

**Tri-State Association Relates Aims for Music Operation**

Group now includes representation from four States, 3,500 phonos

lic at large and between the operators themselves. W. Emmitt Yeary, president of the association, closed the meeting with the announcement that the next meeting would be held in Lexington, Ky., on a date to be later announced and that this association would co-operate with all organizations of a similar nature in the fight to live up to the motto of the association, "For the betterment of music merchants."

**Franchise Let On Book Machines**

NEW YORK, Oct. 7.—It has been announced that Babe Kaufman, well-known coin machine personality, has taken over a franchise for Automatic Libraries.

Said Babe Kaufman, in commenting, "In my judgment the Automatic Library opens an entirely new and highly profitable field of automatic merchandising. Aside from the earning possibilities of Automatic Libraries, there are a number of features that specifically appeal to the operator. Its smart appearance makes it readily accessible to locations everywhere. The entirely automatic operation eliminates the need for an attendant. Locations are enthusiastic over Automatic Libraries because in addition to giving them a nice profit without an investment, it eliminates loss by pilferage or damage. Then add to this the fact that the Automatic Library is made of the finest quality materials by skilled workmen and you can understand why the operator is assured that the machine is going to be earning real money for him day after day with the very minimum of servicing."

NORTON, Va., Oct. 7.—A business meeting of the board of directors of the Tri-State Phonograph Operators' Association was held at the Hotel West Virginia, Bluefield, W. Va., recently. After completion of the regular business procedure an open forum was called for a general discussion of ways and means of improving the music merchandising business as a whole. W. L. Bartley, secretary and treasurer of the association, opened the forum by giving a brief summary of the origin and growth of the association and stated, in part, the organization was founded in January, 1929, by five operators in Southwestern Virginia for their mutual benefit and protection. The success of this venture was so phenomenal that within the course of only eight months the organization had broadened to cover a portion of four States: Virginia, West Virginia, Kentucky and Tennessee; empowered with a rigid agreement, now embracing some 3,500 phonographs, and with a membership of 22 operating companies. This membership is steadily growing and operators, realizing the value of organization, are seeking membership without solicitation. Further, Bartley outlined and explained the principles and aims of the organization for the benefit of new members. These aims were: To bind the operators together . . . to prevent location jumping, eliminate selling of machines to locations, keep cash divisions at a reasonable figure, put up a common front to combat illegal practices of all kinds and abnormal fees and taxes. And, above all others, to promote good fellowship between the operators and the pub-



FOUR OF THE MORE THAN 200 OPERATORS, distributors and guests who gathered at the Rice Hotel, Houston, for Wurlitzer's Open House Party. Left to right: Mike Hammegren, Wurlitzer's general sales manager; Jack Armstrong, of Armstrong & Allen, Wurlitzer operators in Houston; George Cunningham, Wurlitzer operator, also of Houston, and Hans Von Reydt, manager of Simplex Distributing Co., Houston.

Brightest Star in the coin machine world

**'TWINKLE'**

CONSTANT COME-ON!  
3 ways to win!

EARNINGS that'll make your eyes twinkle! Revolutionary new ideas! New patented disc bumpers! Twinkling stars provide spectacular play-magnet! 3 ways to win . . . by high score, by sequence, or by 4 star roll-over!

BLAZING ITS WAY TO 1ST PLACE AMONG HITS!

Location tests tell the story! Alongside other top-notch games TWINKLE earned twice as much! Simple to play! Simple to operate! Simple mechanism.

ORDER TWINKLE TODAY! DIRECT OR THROUGH YOUR DISTRIBUTOR

**REGULAR \$89.50**  
**FREE PLAY \$99.50**

**BAKER NOVELTY COMPANY INC.**  
2626-32 Washington Boul. Chicago

First With the Latest ANOTHER SENSATION PRODUCED BY CONTAINER

Completely New Style Step-Up Board With Jackpot In Center

2520 Hole - "THE MIDWAY"  
Takes in—2520 Holes at 5c ..... \$126.00  
Payout (Average) ..... 71.00  
PROFIT (Average) ..... \$ 55.00

25 Guaranteed Plays in Jackpot! Create Greater Player Interest and Longer Play.

Write for Further Information

**'THE OPERATORS' MANUFACTURER'**  
**CONTAINER MFG. CORP.**  
1825-1833 Chouteau Ave., St. Louis, Mo.

**IMPORTANT NOTICE**

TO ALL MUSIC MERCHANTS IN NORTHERN NEW JERSEY ON WURLITZER PHONOGRAPHS

By arrangement with Modern Vending Company, we now carry the complete line of all model WURLITZER phonographs on display and IN STOCK—READY FOR INSTANT DELIVERY ANYWHERE IN NORTHERN NEW JERSEY! Also ON HAND complete line of supplies, parts, the sensational 2,500-play new NATIONAL POINT needles, etc.

Every Northern New Jersey operator assured unexcelled service, complete co-operation and help in every fashion. This is the policy and spirit of our organization. Bring your music problems to us—we'll happily help you solve them free of any charge. Call Today—get complete details of our new plan to help increase your income from your present route.

**NATIONAL POINT NEEDLES**  
SAMPLE, 35c LOTS OF 10, 31c  
LOTS OF 25, 28c LOTS OF 100, 25c  
**RUSH YOUR ORDER TODAY!!**

**ROYAL DISTRIBUTORS, INC.**  
409 NO. BROAD ST., ELIZABETH, N. J. (Tel.: ELizabeth 3-8934)

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



## Detroit

**DETROIT, Oct. 7.**—Wolverine Music and Specialties Co., which recently took over Wurlitzer distribution in this territory, is expanding into the general jobbing field, according to Harry Graham, general manager. In addition to the music machine line, they are taking over distributorships for a number of games manufacturers and will have a general line to offer operators.

First of the new models were stocked upon the new display floor this week, indicating the wide range of interests the company will now serve.

Bob Griefler, who operates a music route with his brother, Willis Griefler, around Benton Harbor, is expected to return to the University of Michigan at Ann Arbor, Griefler, incidentally, is quite a famous figure in sports circles, playing tackle last year on Michigan's famous football team, and is expected to again make his mark this season.

Wesley Wills has started a route of music machines in the territory up around Sears, Mich. Sears is by profession a farmer and is probably one of few farmers in the country to decide to combine farming and coin machine operating. He is specializing in typical smaller town locations, largely roadside stands and roadhouses, in his territory. Incidentally, speaking for West Central Michigan, Wills reports a good potato crop, which should mean good patronage of machines by the farming communities in this predominantly rural area of the State.

Ed Matthews, of Oscoda, Mich., combines phonograph operation with the unique operation of a large commercial fishery on Lake Huron. He has been in the business for several years and was found still very active in reports of recent business done.

Max Marston, of the Wolverine Music and Specialties Co., returned Monday from a three-week tour of Michigan in the interests of the company. He covered practically every city of importance in the lower peninsula and returned full of enthusiasm at business prospects thruout the State. "Business conditions look as the this should be a good season for Wurlitzer operators in Michigan," he stated.

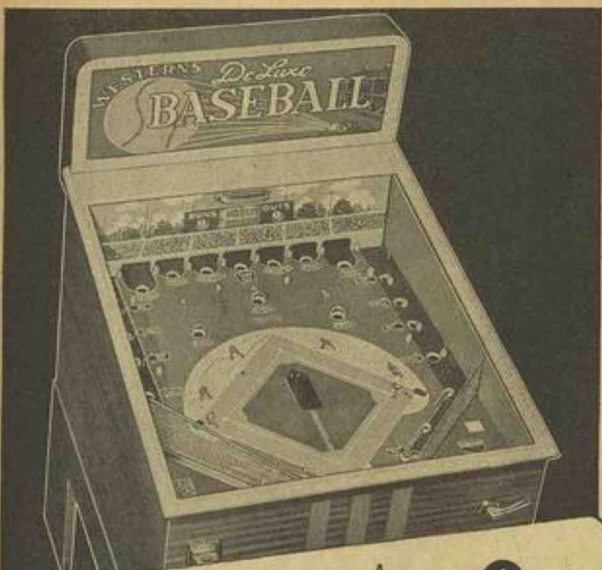
C. C. Myers, of the Myers Novelty Co., Sturgis, Mich., who specializes in phonograph operation, is busy these fall days building a number of cottages on Croton Lake, near Sturgis, in an important summer resort region.

Modern Distributing Co., representative of Norris peanut vending machines, is finding business good in that line, according to Clarence J. Godhardt.

H. E. Comer, of Dowagiac, Mich., near the northwestern corner of Michigan, reports notable business improvement in that section despite closing of the numerous resort locations for fall. Generally improved business is the major reason, with the fruit belt of Michigan



**EMMITT YEARY**, president of the Tri-State Phonograph Operators' Association, to whom goes the duty of maintaining the slogan, "For the Betterment of Music Merchants," which the association has adopted. Yeary's members cover four States, Virginia, Kentucky, West Virginia and Tennessee.



HERE'S WESTERN'S NEW

# Deluxe BASEBALL

THE SUPREME ACHIEVEMENT IN  
COIN OPERATED EQUIPMENT!

**Appeal-Tested — Location-Proven** during two years of production and highly profitable operation! Western's coin-operated version of the national game now comes to you with added new features to make it an even more powerful legal-game money-maker than before! Simple and easy to understand by players, Western's New Deluxe Baseball brings them the thrills of the diamond plus the fascination of real competitive play! To you, the operator, Baseball gives a long-awaited permanent source of revenue from all your locations!

**LEGAL WITH A PLUS!**

Western's NEW DELUXE BASEBALL is 100% skill—no legal entanglements. Yet powerful earnings assured . . . two years operating have proven this fact!

## TIME PAYMENT PLAN

Responsible operators are invited to inquire about the new Time Payment Plan for Western's De Luxe Baseball.

Direct all inquiries to

WESTERN PRODUCTS INC. 925 W. NORTH AVE., CHICAGO, ILL.



Amazing earnings are reported daily from Metal Typewriter Name Plate Machines.

For Full Details Request New Illustrated Circular MT107.

**GROETCHEN  
TOOL COMPANY**

130 N. UNION, CHICAGO.

### BEST BUYS of BEST GAMES

Alport, F.P. \$43.50	Books . . . . . \$22.50
Ocean Park . . . 42.50	Miami . . . . . 18.50
Up & Up, F.P. . . 40.00	Speedy . . . . . 17.50
Higlight, F.P. . . 39.00	Box Score . . . . 17.50
Wang . . . . . 38.50	Chubbies . . . . . 17.50
Cheerful, F.P. . . 37.50	Major . . . . . 17.50
Spotless, F.P. . . 37.50	Royal . . . . . 15.00
Ringlet . . . . . 37.50	St. Mary . . . . . 12.50
Higlight . . . . . 35.00	Step & Go . . . . 12.50
Spotless . . . . . 32.50	Peppy . . . . . 10.00
Cherish . . . . . 29.00	Queen Elizabeth . . 9.00
Contact . . . . . 28.50	Jitterbug . . . . . 9.00
Fifth inning . . . 25.00	Old Ball Bat . . . . 8.00
Chief . . . . . 21.50	Parade . . . . . 8.00

Daily Reserve, Bulls Eye, Daily Dose, Florida, Flash, Handicap, Hi Lo, Jungle, Resalta, Snappy, Swing, Ski, Hi, Zephyr, Zip (Genco), Great Guns

\$7.00 ea.

Alport, Basin Up, Big Moo, Caron, Equate, Naps, Power Play, Review, Ricochet, Rose Bowl, Running Wild, Sequence, Scoreboard, Top, Top King, Track Star

\$5.00 ea.

1/2 Cash Deposit, Under \$10.00 Full Cash For Export, Cabinet "COINMACHINE," N. Y. MARC MUNYER, INC. 535 West 157th St., N. Y. N. Y.

## WANT

An experienced, first-class Mechanic for pay-out tables, coinsets and slots. Give full details as to references, age, experience and salary desired. Address BOX D-25, care The Billboard, Cincinnati, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



...◆...  
**STILL THE LEADER**



**NAVY JONES**

Still at the top in novelty popularity — 2 exciting and fascinating ways to win.....

COMBINATION NOVELTY AND FREE PLAY  
priced at only  
**STONER CORP. \$89.50**  
Aurora, Illinois

**GRAND OPENING SPECIALS!**

1/3 Deposit, Balance C. O. D.

Seaburg 1938 Record	\$175.00
Wurlitzer 1938	150.00
Rock-Ola 1938 Windup	135.00
Seaburg 1938 Gem	135.00
Seaburg 1937 Royal	135.00
Seaburg 1937 Rex	110.00
Rock-Ola 1937, Imp. 20	70.50
Rock-Ola 1937 Rhythm Master	65.50
Seaburg K-15	55.50
Rock-Ola Revolver	27.50
Seaburg Model A	27.50
Mills De Be Wm	27.50
Mills Selig King	27.50
Mills Delicate Dance-master	15.50
Mills Dance-master	14.50

RECORDS—all usable—100 at \$3.00.  
GRILLS Installed—\$10.00 Add'l.  
**MILWAUKEE COIN MACHINE CO.**  
1405 W. Fond du Lac Ave., Milwaukee, Wis.

**SPECIAL**

MILLS 1-2-3, Equipped With Elephant Reels and Baby Payroll Unit	\$35.00 EACH
SIZE KICKS, F.P.	\$27.50
CRIBS, F.P.	25.00
STOP AND GO, F.P.	25.00
DOUBLE FEATURES, F.P.	35.00
PARAMOUNTS	9.00
SK-NIGH	7.00
VITTEBUG	9.00
SUSPENSE	9.00
BUTTONS	9.00
THUNDERBOLT	9.00

1/3 Deposit, Balance C. O. D.  
**LAKE CITY NOVELTY CO.**  
908 PAYNE AVE., CLEVELAND, OHIO

THE NEW BLACKSTONE COIN PACKER  
Count and wrap \$12.00 in nickels per minute — new double speed, two barrel double packer. Penny, nickel and dime sizes. Price \$24.00.  
Blackstone Coin Packer Co.  
226 King St. Madison, Wis.

enjoying at least seasonal prosperity, reflected in the play on machines, and in consequent orders for new machines by operators.

Nor-West Coin Machine Co. has moved into new and larger quarters at 2556 West Philadelphia avenue. The new location has the advantage of being more quickly reached from all sections of the city. Robert Maskell, the proprietor, notes a decided increase in business this week, which he attributes largely to the cool weather causing an influx of patrons to indoor entertainment, as well as to the fact that the automobile industries here are busy.

Hugh C. Howes, vice-president of the Howes-Shoemaker Co., was robbed of \$3,287 and his car in one of the most daring daylight robberies Detroit has seen in years. Howes, with M. C. Murphy, service manager of the company, was driving to the bank with the money when his car was forced to the curb by another car and four bandits held up the pair.

Maurice J. Feldman, manager of Central Coin Machine Exchange, gives an encouraging report of business in this field and reports a general pick-up in business.

Harry Sherman, who handles the coin machine lock division of the Independent Lock Co. here, reports rearrangement of the company's territory so that Chicago is now handled direct instead of from Detroit.

Morry Nelson, of the Nelson Amusement Co., is following a policy of buying a few of each new model of games as they come out. Nelson's objective is a diversified operating route that will have a variety of types of machines, following the old adage of "not putting all his eggs in one basket."

Henry Nelson, brother of Morry Nelson and Rock-Ola up-State distributor, was in Chicago for a visit recently.

Russell Anger, head of the American Dispensing Co., reports plans for increased activity for his company starting this month. The company is manufacturing an industrial hand soap dispenser.

The recently formed Home Music and Novelty Co. is becoming a constant visitor in coin machine row. Proprietors Herman Dudek and Joe Giaglio were again in the market making purchase of phonographs.

Penny King System, headed by C. Ray Lester, is concentrating its activities in the operating line at this time. Lester reports considerable pick-up in the nut vending line.

George Parks, who operates in the North Central Michigan territory around Bay City, is withdrawing his music machines from his many summer-resort locations and, paradoxically, also buying new Wurlitzers at the same time. Settling down to steady operation of his regular winter locations, Parks is finding opportunity to place new machines on location profitably and is going right ahead with his orders.

Parks and Operator Dusco, who is likewise interested in the operation of Wagonah Beach Park near Bay City, are joining their routes for operating purposes, altho not in a formal partnership.

Tony Giffel, who operates around Bay City territory, is disclosed as a prominent leader in Moose activities. He is leaving this week for a visit to Mooseheart, the national home of the Order.

Mills Automatic Sales Co. is concentrating its activities on scales and cigar vendors and is enjoying a good business, according to Archie Brown.

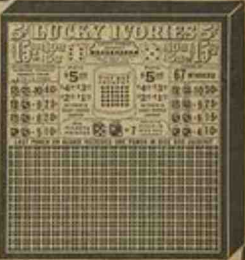
A. N. Gaspard, Detroit West Side operator, recently added several new pin game machines to his routes.

**War To Boost Coin Game Prices?**

CHICAGO, Oct. 7.—Says Leo J. Kelly, official of the Exhibit Supply Co.: "No one would suppose that the thin steel used on the new type Exhibit bumpers would cost \$13,000 per ton, but according

Chicago Coin's  
**LUCKY**  
With Operators Who Know  
*its Two to One!*  
CONVERTIBLE \$94.50  
PLUG IN FOR FREE GAME OR NOVELTY  
**CHICAGO COIN MACHINE MFG. CO.**  
1725 W. DIVERSEY • CHICAGO

A "NATURAL" FOR BIG PROFITS-  
**LUCKY IVORIES**  
Has All the Features That Bring Steady Play and Fast Action  
No. 11228 1056 HOLES  
Takes in ..... \$52.80  
Average Payout ..... 23.30  
Average Gross Profit. . . . \$29.50  
PRICE \$3.96 EACH  
Send for New Catalog Showing Hundreds of Other Profit Makers.  
**HARLICH MANUFACTURING COMPANY**  
1413 W. Jackson Blvd. Chicago, Illinois.



to Exhibit's purchasing department, that's the price paid for the high-grade Swedish steel that goes into their water-tight bumper disks:  
"With the war in Europe causing prices to skyrocket, the best advice to operators seems to be—buy now—before prices on all pin games advance."

**Irving Ovitz Headed for Altar**  
CHICAGO, Oct. 7.—Announcement preceded by rumors bring the news that Irving Ovitz, member of the Chicago staff of the Atlas Novelty Co., will lay down the cloak of bachelorhood to march to the altar in the near future.  
Ovitz is well known to columnists visiting Chicago and particularly the Atlas offices. He is one of the Chicago staff members who fills the places of the Ginsberg brothers while they are on periodic trips to their various offices.  
**1940 REBOUND**  
See Your Distributor  
**EXHIBIT SUPPLY CO.**  
4222 W. LAKE ST. CHICAGO  
End your correspondence to advertisers by mentioning The Billboard.



**AT LAST!**  
A REALLY NEW AND  
TOTALLY DIFFERENT  
5-BALL NOVELTY GAME!

# FOLLOW-UP

PRICE: FREE PLAY **\$99<sup>50</sup>**

NOT JUST ANOTHER GAME, BUT A RADI-  
CALLY DIFFERENT SUPER-HIGH-SCORE  
GAME WHICH AN INSPIRED INVENTOR  
IS ABLE TO GIVE YOU ONLY ONCE IN A  
BLUE MOON!

PLAYERS GO WILD OVER THE SENSA-  
TIONALLY NEW "WILD-BUMPER-AND-  
BUTTON" SCORING ACTION AND THE  
PROGRESSIVE 9 DIFFERENT VALUES ON  
ALL BUMPERS!

BUMPERS SCORE ALL THE WAY FROM  
200 TO 8000 EACH!

A POSSIBLE WINNER WITH EVERY BALL!

**DAVAL MFG. CO.**  
CHICAGO

FOLLOW-UP IS AN APPROVED "MILLION-PLAY-TEST" GAME—  
GUARANTEED MECHANICALLY AND ELECTRICALLY PERFECT!

## FOR REAL PROFITS! WORLD OF SPORTS

Most sensational Board ever put out by any manu-  
facturer. Board filled with colored symbol tickets,  
representing all sports. Has all the features that  
bring steady play and fast action. Winning combina-  
tions repeat from 12 to 192 times. 337 winners in  
all.

Board Takes in 2,600 Holes @ \$c. \$130.00  
Pays Out, Average ..... 79.76

Average Profit ..... \$ 50.24  
Thick Board, Essels Attached, Celluloid Protector  
Over Jack Pots.

LIST PRICE, \$9.64 EACH.

### AJAX MANUFACTURING CORP.

119-125 N. 4th Street, Philadelphia, Pa.  
Write for 1939 Catalogue.

## CROWDED FOR SPACE

CONSOLES		RAY'S TRACKS		SLOT'S CHAMPS	
1938 Track Times	\$87.50	Tuff Special	\$32.00	Amber	\$32.50
1938 Kentucky Clubs	55.00	Baratoga	30.00	Amber	27.50
1938 Longhorns	55.00	Rosemont	20.00	Breakers	18.00
Gallop and Demolish	49.50	Smalls, like new	10.00	Across the Board	29.00
Red Cab. Track Times	35.00	1 Mysterious Eye	15.00	SLOTS	
Jan. Derby Days (Hats)	25.00	Buckley Comb-Packs	5.00	Jenn. Chiefs, 5c, 10c, 25c	
Jan. Derby Days (Clubs)	30.00	No. 33 N. W. Pa. Wash.	4.50	Jenn. 120,000 serials	\$32.50
Tanforans	25.00	Deluxe Northwesters	12.00	Jenn. 50c Console Chief	49.50
Shoot The Moon	25.00	ONE-BALL AUTOMATIC		Mills Sc. Blue Fronts	29.50
Mills Flashers	35.00	Mantoria	\$77.50	Waiting Blue Seal Sc.	22.50
Kenny Dark Horses	25.00	Thittodowns	77.50	Green Front 1c, 5c, 10c, 25c	25.00
Bally Tappers	18.00	Fargrounds	25.00	Jennings Disk Ball Sc.	29.50
Bally Saddle Clubs	35.00	Derby Times (J.P.)	55.00	10c Waiting Rotators	23.00
Jersey Clubs	30.50	Quintellas	23.00	Jennings 1c. Diabols	10.00
Paces Races (black)	50.00	Big Races	27.50	Weighted Slot Islands	9.00
				Double 2-Door Safe Cab.	18.00
				Folding Stands	2.00

WIRE US YOUR REQUIREMENTS ON LATE NOVELTY TABLES, FREE PLAY AND REGULAR, ALSO ARCADE EQUIPMENT.  
DON'T FORGET—WE TAKE TRADES.

**CLEVELAND COIN MACHINE EXCHANGE** 2021-S Prospect Ave., CLEVELAND, OHIO.

## QUALITY SPEAKS FOR ITSELF

Special Attention to Our	European Trade, Cable Address	MARCOY-CLEVELAND.
Chiefs, F.P.	Request	Paramounts
Tappers, F.P.	Chief	Bubbles
Alports, F.P.	Request	Blitz, like new
Gun Clubs, F.P.	Chief	Bubbles
Haglines, F.P.	Request	Mercury
Bank Races, F.P.	Chief	Rugby
Stop & Go, F.P.	Request	Reasta
Doublets, F.P.	Chief	Keyfile
Hockey, F.P.	Request	Follow-Up
Tap, F.P.	Chief	Games

**MODERN AUTOMATIC EXCHANGE, INC.**  
2016 CARNEGIE AVE., CLEVELAND, OHIO

## London

LONDON, Sept. 20 (Delayed by cen-  
sor)—Credit for first amusement ma-  
chine here with topical war touch goes  
to British American Novelty Co., whose  
prexy, Bill Green, is chairman of British  
Automatic Machine Operators' Society.  
For some time the firm has produced  
successful pistol shooting machines, lat-  
est of two years ago having teeth in a  
clown's head for target. On new ma-  
chine clown's head is replaced by that  
of the head of a warring nation.

With three weeks of the war gone  
there is less pessimism in the trade.  
Business remains quiet but there are  
indications of a livening up. Dave  
Buckman, of Auto Machines, has trans-  
ferred his business from London to a  
South Coast resort, but other dealers  
are standing firm in the capital. A  
number of operators have trokked across  
to Ireland.

War shipping restrictions prevent im-  
portation of machines from America or  
any place overseas, so operators will have  
to rest content with bumper games al-

ready in stock here. It is predicted that  
spares for these will soon be at a  
premium.

## Aug. Coin Machine Exports Are Higher

WASHINGTON, Oct. 7.—According to  
the Specialties Division of the Bureau  
of Foreign and Domestic Commerce, coin  
machine shipments to foreign countries  
in August, 1939, were higher than in the  
comparable period, August, 1938.

"Despite unsettled conditions in world  
markets and increasing foreign interest  
in armament materials and war needs,"  
said the report, "the United States ex-  
ports of specialties (including coin ma-  
chines) were larger in August than in  
the comparable period of last year."

## Moloney, Cleveland, Reports

CLEVELAND, Oct. 7.—Earl Moloney, of  
Lake City Novelty, reports that orders  
are coming in strong for Vogue and  
White Sails, current Bally models. "Op-  
erators have found both to be good  
money-makers," says Moloney.



"PAT DAY ON HIS WAY" is the slogan of O & M Distributing Co., Okla-  
homa City, according to Charlie Higginer. This is their trailer in which Sales-  
man Day travels and exhibits the Mills Throne of Music phonograph.



# 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)

## SPECIAL CLEARANCE OF DELUXE CONSOLES

	Reg. Price	Closeout Price		Reg. Price	Closeout Price
1 Bally Four Horsemen	\$19.50	\$9.50	1 Mills 25c Dice Game	\$69.50	\$39.50
2 Bally Factory Rollers	7.50	39.50	2 Evans Galloping Dominoes	84.00	72.50
1 Exhibit Loto Champs	6.50	39.50	(new style cabinet with old style coin head)	89.00	22.50
1 Evans 1937 Hot Rods	7.50	39.50	1 Jenni Flat-Top Derby Day	89.50	65.00
1 Jennings Padstock Club	7.50	39.50	1 Kenney 1937 Track Time	89.50	74.50
2 Bally Multiple Rovers	7.50	39.50	1 Pace Marathon	138.00	74.50
2 Brown Cabinet Pass Races	8.50	89.50			
4 Genoa ever 4400					

### NOVELTY GAMES

11 Bally Paramounts	\$9.00
2 Bally Palm Springs	
20 Bally Reserves	Each
1 Chilton Snappy	\$14.00
3 David Side Kicks	
1 David Spinners	\$19.00
1 Exhibit Request	
1 Chilton Trochey	\$24.00
1 David Trio	
1 Exhibit Chief	Each
1 Chilton St. Moritz	
1 Genoa Stop & Go	Each
1 Genoa Bubbles	
1 Genoa Big Top	Each
1 Genoa Rink	

### 1-BALL AUTOMATICS

1 Bally Caron	\$12.50
1 Bally Multiple	12.50
1 Bally Derby	12.50
2 Bally Affluents	27.50
4 Bally Fairgrounds	35.50
1 Bally Fleetwood	35.50
4 Bally Klondike	37.50
1 Bally Headache	37.50
10 Mills Hi-Boys, Single	\$49.50; 5 Lots
4 Mills New Style 1-2-3s	79.50

### RECONDITIONED AND GUARANTEED SLOTS

12 Mills 5c Blue Fronts	\$59.50
2 Mills 5c Grey Front Golden Balls	39.50
3 Mills 5c Ext. Venders	45.00
1 Bally 1c War Eagle Bells, 80 Stop	
Reels	35.00
1 Mills 5c Ext. Front Vender	37.50
10 Mills 5c Blue Fronts	65.00
1 Waiting 10c Hot-A-Top, Mystery Bell, (Like New)	35.00

### FREE PLAY GAMES

4 Bally Cheaters	\$52.50
12 Bally Fifth Innings	
12 Bally Spotties	Each
11 Bally Double Feature	Or Three
9 Exhibit Hosts	For
2 Bally Connectors	\$135.00
4 Genoa Fair	\$45.00
1 David Liberty	
1 Genoa Stop & Go	Each
5 David Trio	Or Three
1 David Box Score	For
2 Genoa Rink	\$110.00
4 Bally Paramounts	\$25.00
11 David Gema	
2 Kenney Hit	Each
	Or Five for
	For
	\$100.00

### COUNTER GAMES

3 A.B.T. Model F Targets	\$17.50
1 Acme Electric Shocker	6.75
1 Aiker	17.50
4 David Joker Wild	9.00
4 Kenney Spinners Winners	42.50
9 Mills Ticketless	3.00

### DON'T OVERLOOK THESE

47 MILLS VEST POCKET BELLS	
Conservative Reels, Single	\$ 37.50
Three for	100.00

**NOTE:** If you are in need of machines or games other than those offered here, write for our complete bargain sheet.

**205-15 FRANKLIN ST. FAYETTEVILLE, N.C.**  
Cable Address: **COINSLOTS**

## Ponser Opens Albany Offices

NEW YORK, Oct. 7.—George Ponser has announced the opening of his Albany, N. Y., offices at 754 Broadway under the management of John Geel Jr. This is the first move in the expansion program of the firm. The next offices will be opened in Syracuse, N. Y., it was advised.

George Ponser reported in regard to the opening of the firm's new Albany offices. John Geel Jr. has been engaged in the automatic music machine business for the past 20 years. He is well acquainted with the mechanics of every type of musical instrument. He operated the old-time pianos and the famous Mills Violano Virtuoso.

"John is opening a direct sales office for all Western New York offices and will cover all the surrounding territory. Due to the demand that we have been enjoying in the Albany area we felt that offices which would give the operators their

direct service would be of tremendous benefit to everyone concerned.

"In regard to the next office which the firm contemplates," George reports, "next week we shall be able to announce our Syracuse, N. Y., offices, which will be in charge of Mac Cohen. He is in Syracuse now seeking the proper location for his showrooms, warehouse and offices.

"We feel that these two offices will be able to give the finest service to the entire up-State area. We also believe that Mills Throne of Music is going to be the No. 1 phonograph in New York State and these offices will insure service for every one of the Throne of Music operators."

### Art Cabinet Sales Okeh

CLEVELAND, Oct. 7.—Leo Greenberg, of Art Cabinet Sales, has just returned from a trip thru the South and Middle West—and reports that the reception given the new model cabinets was highly satisfactory. "Distributors thruout the Middle West predict a large volume of business and operators are enthusiastic," declares Greenberg.

## Coming Events

- Indiana State Operators' Assn., Green Room, Terre Haute House, Terre Haute, Ind., Sunday, October 15 at 2:30 p.m.
- International Assn. of Ice Cream Mfrs., 39th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.
- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- National Apple Week, October 15 to October 21.
- Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.

EVANS' FLAT TOP "SLOT" SENSATION

# LUCKY LUCRE

5 "BELLS" IN ONE!  
OUT EARNS ORDINARY "SLOTS" 5 To 1!

OPERATORS IN THE KNOW praise it as the greatest money-maker ever conceived! Earns 5 times the profit of a single machine! Up to 5 persons may play at one time! Has numbered slot and pay-out cup for each! Better odds, 3-1 to 18-1 and guaranteed jackpot of \$2.00 or more in nickels for each player! Built with famous Galloping Dominoes silent, shielded mechanism, absolutely dependable and tamper-proof; Evans' new gyp-proof 5 coin head, engineered to accept the new Jefferson nickel, and dozens of other Evans sure-fire features. Available with Fruit Bell or Sports Symbols!



### ACCEPT NO OTHER

Its sensational record has encouraged unscrupulous imitations . . . counterfeiters designed to cheat you! Don't be fooled! Insist upon Evans' Lucky Lucre — the proven profit sensation!

### OTHER EVANS HITS

Bang Tails — Lucky Star — Galloping Dominoes — Rollette Sr. (ideal for Clubs, etc.)

AT YOUR JOBBOR OR WRITE, WIRE OR PHONE HAYMARKET 7630

For Amusement Devices, See Our Ad in Carnival Section

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## EXCLUSIVE NEW JERSEY DISTRIBUTORS

NOW ON DISPLAY

# TEN STRIKE

WRITE—WIRE CALL TODAY

## ROYAL DISTRIBUTORS, INC.

409 NO. BROAD ST., ELIZABETH, N. J. (Tel.: Elizabeth 3-7887)

## SUPERIOR'S SPECIAL FOOTBALL BOARDS



**ACTION! PROFITS!**  
**JUST OUT!**

A new line of novelty salesboards with the old college thrill! New original symbols that will be as popular as our famous GOLD BELL. Tickets easy to read, easy to check—favorites of operators everywhere.

Write for your free FALL CATALOGUE just off the press. Contains our new line of fall numbers. Also write for Scoops, exclusive salesboard trade paper.

**SUPERIOR PRODUCTS**  
"World's Largest Salesboard Factory"  
14 North Peoria Chicago, Ill.

### Avon Likes Davey Jones

CLEVELAND, Oct. 7.—Avon Novelty Sales Co. reports that the highly successful game, Stoner's Davey Jones, is still going strong among operators who find it a money-maker. Says Avon, "Indications point to an even greater volume of business on this popular game."

### Phonograph Operators

Hold good locations with fully illuminated top, aluminum grille and top covers on Wurlitzer Dixie's **\$129.50**  
**AUTOMATIC MUSIC SERVICE**  
1210 North Ave. ELIZABETH, N. J.



# GOLD CUP

## FREE PLAY MULTIPLE ONE-SHOT



● Collections actually equal peak pay-table profits—thanks to "bell-appear" of line-up score-system! **THREE WAYS TO WIN**—by bumpers—by pockets—or \$25 TOP GOLD AWARD! For biggest profits in one-shot history—and **HIGHEST RE-SALE** value, order **GOLD CUP** now!

SEE YOUR JOBBER  
OR WRITE TODAY  
FOR PRICES

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO

# Bally SCOOP

## FUTURITY AWARDS . . . PLUS HI-SCORE NEW SUPER-SENSITIVE BELL-SHAPE SPIRAL BUMPERS

● Operators bidding premium prices for used Variety games now hail **SCOOP** as the answer to their prayers! Because Bally's brilliant new Scoop features the famous Variety Futurity Awards—PLUS **HIGH-SCORE**—and appeals to all types of players! If you thought Variety was a hum-dinger, wait till you dig into a **SCOOP** cash-box!

### TWO WAYS TO WIN!

**SCOOP** features the popular money-making Futurity Awards, whereby player builds award by skill . . . but is never sure of a winner until final split-second of play. As an added feature, **SCOOP** awards on **HIGH-SCORE**. Player can **WIN EITHER WAY** . . . or win total awards qualified by skill. Alive with action—thanks to new sensitive spiral bumpers! Packed with "come-ons" come on, insuring **REPEAT PLAY!** For profits by the scoopful, order **SCOOP** today!

**BIG FOLDER  
DESCRIBING  
THE COMPLETE  
BALLY LINE**  
Write!



**\$99.50**  
FREE PLAY  
OR NOVELTY



## 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.

"The Largest Board and Card House in the World"  
**CHAS. A. BREWER & SONS**  
6320-32 HARVARD AVE., CHICAGO, ILL.

You can **ALWAYS** depend on **JOE ASH**—**ALL WAYS**  
ON HAND FOR IMMEDIATE DELIVERY . . .  
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE  
COUNTRY'S LEADING MANUFACTURERS  
WRITE, WIRE OR PHONE FOR PRICE LIST!

**ACTIVE AMUSEMENT MACHINES CORP.**

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



**Just Off the Press!**  
A NEW CATALOG OF  
**SALESBOARDS AND  
"RED HOT" MERCHANDISE DEALS**  
AT FACTORY PRICES!

SEND FOR FREE CATALOG No. 52

Salesboard Operators and Jobbers! If you want to enjoy profits—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at Factory Prices! Write Today!

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

## Atlas Finds Business Okeh

CHICAGO, Oct. 7.—"Not since the grand old days of Madcap, Turf Champ and Bumper has there been such activity around the shipping dock of the Atlas Novelty Co.," declare officials.

"Activity was so intense during the past two weeks it was necessary to employ the assistance of the office help in loading waiting trucks. With the enlargement program completed the firm is in a better position to render prompt service to customers.

"Operators who come into Chicago to pick up their equipment from Atlas will be able to depart sooner because of our modernized shipping facilities and our large stock of equipment. All operators are cordially invited to inspect the new additions at the Atlas Novelty Co."

Announcement was also forthcoming that M. J. Patterson had left the employ of the Atlas Automatic Music Co.

## East Enthuses Over New Twinkle

CHICAGO, Oct. 7.—"They're hot for Twinkle," is the report that Harry Hoppe, vice-president of Baker Novelty Co., Inc., sends back from the East. "Wherever I go I receive a big hand of welcome and expressions of great enthusiasm over the game. Everybody wants rush delivery."

Hoppe left Chicago for Pittsburgh last week to attend the grand opening of Banner Specialty's new headquarters, which he pronounced a great event. While there he observed first-hand the success that Banner has been having with Twinkle, he reports.

"It's great to see actual verification and acclaim that this is one of the greatest thrill-packed novelty hits in years," he added. "Twinkle has won the instant acceptance and indorsement of the entire trade here, and they can't praise it enough." Meanwhile the factory reports orders and phone calls flowing in from all over the country, and orders so heavy "that production must be kept at its peak to supply the demand."

## ONE PRICE ONLY

8 Grandstands	\$70.00
5 Hawthornes	72.00
8 Wining Tickets	72.00
10 Derby Clocks, 545 J.P.	59.00
10 Derby Kings, 545 J.P.	48.00
30 Fair Grounds, Locom Packs	27.00
30 Flashwoods	27.00
2 Stoner Zippers	27.00
2 Kenney Pot Shots	65.00
3 Mills Fishers, Fruit	50.00
1 Derby Time, 6-Coin, M.	35.00
1 Bally Scabbie	27.00
1 Bally Entry	27.00
3 Mills 12-6, Large Packs	27.00
15 Proaknes, Large Packs	19.00
15 Mills Blue Fronts, 5-J.P.	43.00
15 Mills Blue Fronts, 0-J.P.	39.00

Cash for Free-Play Novelty Games.  
With 1/3 Deposit.  
All Machines 4-1 Condition, Well Packed.  
**Stewart Novelty Co.**  
138 E. End St. Ill. Salt Lake City, Utah

**1940**

# REBOUND

See Your Distributor

**EXHIBIT SUPPLY CO.**  
4222 W. LAKE ST. CHICAGO

**WANTED FOR CASH**  
MUTOSCOPE PHOTOMATICS  
PLEASE STATE QUANTITY  
AND CONDITION! WRITE QUICK!  
**JACK SEMEL** 651 Albany Ave.  
BROOKLYN, N. Y.





**NEWEST!**

Mills Throne of Music is the newest and the most captivating of phonographs!

MILLS NOVELTY COMPANY  
4100 FULLERTON AVE., CHICAGO



**BERT LANE Says:**

Boy, oh Boy, oh Boy!!  
**9 WEEKS OF MR. CHIPS**  
... and still going like a firecracker!!!

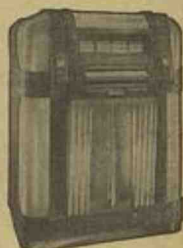
**SEABOARD SALES, INC.**  
619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

**MILLS Throne of Music**

... is the fastest selling phonograph in Virginia, No. Carolina and So. Carolina! Learn Why! Write Joe Calcutt Today!!!

**THE VENDING MACHINE COMPANY, FAYETTEVILLE, N. C.**

Penna., New Jersey, Maryland, Delaware Operators  
**WE HAVE THEM**



**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntington Sts., Philadelphia, Pa.

**EMPIRE 1-PLAY CIGARETTE MACHINE**

Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.


**\$17.50**

1/2 Deposit. BALL GUM 15c a Box (100 Pieces)


CASE (100 Boxes) \$12.00.

**SICKING, Inc.** 1922 Freeman, Cincinnati, O.

**HOW MUCH DOES IT COST A BONA FIDE OPERATOR?**



Not a dime! In fact, not a single penny—to learn whether Mills Throne of Music is THE phonograph for YOU! The smash success being enjoyed by those operators who were first to hop on the Throne of Music bandwagon convinced us we could best gain your confidence and enthusiasm for the Throne of Music by HELPING YOU to arrange YOUR OWN TESTS ON YOUR OWN LOCATION—WITHOUT COST TO YOU! YOU CAN'T LOSE!! We actually give you the machine, let you locate it and watch it. Watch it OUTSHINE, OUT-PLAY AND OUTEARN ANY PHONOGRAPH YOU HAVE EVER HEARD OF! You make no investment! It doesn't cost you a cent! AND WE'LL WORK WITH YOU 100% on a deal to suit YOU so that you can get started RIGHT with this "RICHEST AND RAREST OF PHONOGRAPHS"! Take advantage of this marvelous offer TODAY—WRITE NOW!



**GEORGE PONSER**  
519 WEST 47TH ST., NEW YORK

**Wurlitzer Phonographs**  
Guaranteed A-1 Condition

Wurlitzer	412, with grille	\$67.50
P-10	400	68.50
P-10, ref.	416	84.50
P-12	418	84.50
P-12, with grille	416, 400 & front	120.50
412	grille	120.50

Terms: One-third cash, balance C. O. D.  
**AMERICAN NOVELTY CO.**  
3168 GRAND RIVER AVE., DETROIT, MICH.

**WHILE THEY LAST**

Major, F.P.	\$32.50	Box Score, F.P.	\$50.00
Top, F.P.	32.50	Midway	22.50
Contract, F.P.	30.00	Palm Springs	8.50
Head Tight, F.P.	32.50	Arlington	9.50
Sky Rocket, F.P.	32.50		

173 Dimebit, Balance C. O. D.  
**MARYLAND COIN MACHINE CO.**  
2510 Marich Ave., Baltimore, Md.  
Hamilton 4998.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



# W. Phillips



## 9TH WEEK OF DAY AND NIGHT PRODUCTION

PLAIN MODEL \$94.50 • FREE GAME \$99.50

**GENCO, Inc.**

2621 N. ASHLAND AVE., CHICAGO

### SAVOY'S WEEKLY SPECIALS

RECONDITIONED and GUARANTEED

<b>NOVELTIES</b> Smokes, F.P. \$55.00 Buckaroo, F.P. 49.50 Toppers, F.P. 49.50 Conflicts, F.P. 32.50 Majors, F.P. 22.50 Ragtime, F.P. 25.00 Odd Ball Res. 12.50 Rob. Hood Res. 12.50	<b>CONSOLES</b> Tel. Entry \$145.00 N. S. Ball 250 75.00 Skill Times, J. 37 Redhead 89.50 J. Multi Races 59.50 Gall. Dominoes 39.50 Banquets 39.50 Mills Ris 25.00	<b>J. Flash, Thru &amp; Stand, \$25.00</b> Stoney's Zip 19.50 Bally's Teaser 15.00	<b>SLOTS</b> J. Silv. Chief \$49.50 J. Silv. D. M. 45.00 Bells 50 45.00 J. Silv. Chief 39.50 J. Crack Front Chief 250 35.00 J. Crack Front Chief 50 25.00 J. Blue Chiefs 19.50 N. Mill. Ballade 45.00	<b>Mills Smoker \$40.00</b> Bell, new 40.00 M. Vest. Pock. 35.00 M. Blue Frts. 50 d.J.P., G.A. 25.00 Mills Q. T. Se 25.00 Mill/War Eagles 50, same as Blue Frnts 25.00 W. Rotating 50 19.50 Pace Court 50 17.50
--	---	--	---	--

**SAVOY VENDING CO.** 306-B W. FRANKLIN ST. BALTIMORE, MD.

### WE HAVE THEM

<b>GRAND STANDS</b> .. \$97.50	<b>THISTLEDOWN</b> .. \$89.50	<b>SPORT PAGE</b> .. \$92.50
Hawthornes .. 29.50	Pat. Shot .. 52.50	Fairgrounds .. 29.50
Flutewood .. 29.50	Prokness .. 16.50	Golden Wheel .. 14.50
Caron .. 12.50	High Card .. 10.00	Arlington .. 14.50
Bottom F.P. .. 44.50	Major F.P. .. 44.50	Pat. Pockets .. 27.50
Rolla Score .. 37.50	Eureka .. 87.50	Crocker .. 12.50

Terms: 1/3 Certified Deposit With Order.  
We have a large stock of good Novelty Games and Paytables at \$6.50 each. Write for our complete list of Reconditioned Equipment at prices that will interest you.  
**GRAND NATIONAL SALES CO.** 2304-06-08 Armitage Ave. Ph: ARMitage 4570, Chicago.

### SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

<b>FREE PLAY</b> UP & UP ..... \$45.00 ALPS ..... 27.50 FAIR ..... 22.50 COWBOY ..... 35.00 MAJORS ..... 42.50	<b>NOVELTIES</b> MAJORS ..... \$21.50 BOX SCORE ..... 21.50 BATTING CHAMP ..... 32.50 CHURCHIE ..... 21.50 ODD BALL ..... 10.00	<b>450 ASSORTED NOVELTY GAMES ALL GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE. WRITE QUICK FOR SPECIAL PRICE LIST!!</b>
---	--	---

1/3 With Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.  
**SAVOY VENDING COMPANY, INC.** 651 ATLANTIC AVE., BROOKLYN, N. Y. Cable "BUDSPINC". (Tel: NEVins 8-3183)

### Here Are America's Finest "Better Machine Buys"!

<b>FREE PLAY NOVELTIES</b> Sportland Continents Ricks Majors Box Score Fifth Bowling Gun Clubs Sprocket Dart Game Taps Chubbies	<b>AUTOMATIC PAYOUTS</b> Arlington ..... \$19.50 Turf Course ..... 15.00 London ..... 17.50 Mills 1-2-3 ..... 19.50 Fairgrounds ..... 19.50 Prairie ..... 19.50 Bally Entries ..... 25.00 Daily Champ ..... 25.00 May Days ..... 35.00 Kiddies ..... 35.00 Dart Times (S) ..... 35.00 Dart Times (M) ..... 49.50 Dart Kings ..... 54.50 Turf Demise ..... 59.50 Dart Club ..... 62.50 Winning Tickets ..... 62.50	<b>CONSOLES</b> Triple Entries ..... \$145.00 Brown Paces Race ..... 89.50 Black Paces Race ..... 49.50 1937 8x11 Times ..... 45.00 Lengchow ..... 39.50 Jenn. Liberty Bell ..... 21.50
--	---	---

1/3 Deposit, Balance C.O.D., F.O.B. Baltimore, Md.  
WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!  
**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

5 Paces Race, Brown Cabinet, in perfect condition, @ \$92.50	2 Hawthornes @ \$74.50
5 Paces Race, Black Cabinet, repainted, @ 55.00	1 Winning Parlay Race @ 47.50
1 1039 Galloping Domino @ 120.00	3 Mills Blue Fronts, 5c Play @ 49.50
2 1938 Galloping Domino @ 99.50	2 Jennie Ball, 5c Play @ 62.50
5 Skill Times, 1938 Models @ 112.50	5 Bally Grandstands, Live Now, @ 95.00
1 1-2-3, Late Model, like new @ 55.00	<b>MUSIC MACHINES</b>
3 Pace Makers @ 120.00	2 7-12 Phonographs @ \$ 45.00
	2 4-12 Phonographs @ 50.00

TERMS: 1/3 Deposit, Balance C. O. D.  
**SOUTHERN VENDING MACHINE CO.** 124 MARKET STREET, DANVILLE, VA.

**I. I. MITCHELL & CO**

**GET OUR PRICE LIST!**

ALL OUR USED PIN GAMES ARE PERFECT. FROM **\$5.00** UP

Cable Address: "MITCHELL, N. Y." 1070 Broadway, BROOKLYN, N. Y.

**NATIONAL'S USED GAMES ARE RECONDITIONED — REPAINTED WHEN NECESSARY!**

<b>NOVELTIES</b>	<b>\$7.45 each, 3 for \$21.00</b>	<b>5% OFF</b>
------------------	-----------------------------------	---------------

On Used Games When You Send For Us! Cash With Order.

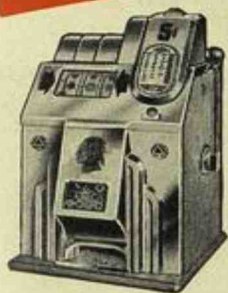
**NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.**

Save Money Write for Our Sensational New Price List and Illustrated Catalog Today!  
**EXPORT**  
"We Cover the World."  
Cable Address: "NATNOVCO," Merrick, N. Y.



# JENNINGS OFFERS MORE

to the operators of  
Jack Pot Machines, Consoles  
and Penny Venders



## SUPER CHIEF

With Slug Rejector

1c — 5c — 10c — 25c Play

Unquestionably the finest jack pot machine made — The sparkling chromium finish gives it beauty beyond compare. The slug proof rejector guarantees profitable operation — the long life dependable mechanism assures years and years of trouble free operation. Super Chief is truly the answer to the operator's demand for a smart looking, slug proof and trouble free machine.



## SILVER CHIEF

With Full Vision Coin Escalator

Popular with hundreds of operators for its unusual beauty and many outstanding features. Equipped with full vision escalator, non-bouncing reels, life time clock and one unit mechanism.

Treat yourself to some really profitable and trouble free operating with Silver Chief

O. D. JENNINGS & COMPANY · 4309 W. LAKE ST. · CHICAGO, ILLINOIS

## GOOD LUCK

With Roto-Dial Spinner

For you operators of consoles — Good Luck offers features found in no other machine. Roto-dial spinner — three electric spinning dials with the same action and thrills that have popularized the mechanical reel machine. Symbols function in orderly sequence and may be timed to operate a given number of seconds. While Good Luck equipped with Roto-Dial is slightly higher than the standard model, you'll gladly pay the difference for this fascinating profit stimulator.

Good Luck is furnished in a beautiful marble-finished cabinet with glamorous light-up feature. Requires the smallest floor space, 14" x 16" and only 45" high — Can be furnished with either "Good Luck" color symbols or the familiar fruit symbols — 1c or 5c play. Also equipped with slug rejector, eliminating 99% of all slugs.



## IN-A-BAG

The First Really Sanitary Vender

Here's a smart tip to you operators of penny machines — Be sure to see Jennings In-A-Bag. It's the machine that introduces the revolutionary new sanitary feature — the vending of nuts and bulk confections in sanitary glassine bags. Hundreds of operators now using In-A-Bag report trouble free performance, and earnings 4 to 5 times that of the conventional vender. In-A-Bag is one vender you can really operate at a nice profit — There are a number of models to choose from.



J. H. WINFIELD CO.  
1022 Main St. BUFFALO, N. Y.

## BUFFALO'S

distributor of

Wurlitzer Phonographs  
and Coin Operating Amusement Machines  
of Leading Manufacturers.

A good display of new and reconditioned  
Novelty and Free Play Machines on hand  
at all times.



RED HOT  
PRICES  
ON  
JAR DEALS  
OF ALL KINDS

The most sensational Jar  
Deals of the year! Offered  
in "Slices" and "Takes"  
Go meet our operator's  
needs — at Rock Bottom  
Prices!

WRITE FOR CATALOG  
AND PRICES TODAY!

J. H. & H. NOVELTY SALES

5 HAMM BLDG., ST. PAUL, MINN.

SALESBOARD OPERATORS

Read  
"DEALS"

columns about new salesboard ideas, deals  
and personalities. In the

Wholesale Merchandise  
Department

THIS WEEK AND EVERY WEEK

10 MINUTES TO INSTALL!

NEW 1940  
**DOMES**

ONLY 2 SCREWS FOR INSTALLATION  
Only at **G & G** \$8.95

For Wurlitzer 616-616A Only—Illuminated  
3 Sides — Finest Workmanship — Money-  
Back Guarantee!

1940 **Changeover GRILLE**

For Wurlitzer 412-616-616A-716 and Rock-Ola  
Imperial 20.

\$13.66 COMPLETE

Choice of Aluminum  
Grille and 2 columns of  
plastic or 3 columns of  
plastic with side louver  
and top panel.

**G & G WON'T BE UNDERSOLD!**

**GERBER & GLASS** 914 DIVERSEY  
CHICAGO, ILL.



NEW MONEY-MAKING  
SENSATION!

## PICK-A-PACK

COUNTER CIGARETTE VENDOR  
PRODUCING \$60 TO \$120 CLEAR  
PROFITS PER MACHINE PER MONTH!

PENNY PLAY

Beautiful appearance!  
Sturdy, long-life con-  
struction!

\$18.75

F. O. B.  
Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not  
satisfied, purchase price will be refunded!

**BAKER NOVELTY CO.**  
2944-46 W. Lake St., CHICAGO

## WANT TO SELL BETTER GUARANTEED MACHINES

All These Machines Are in Clean, Perfect Shape. Write, Wire for Your Order. These Machines  
Are the Very Latest Models.

GUARANTEED SLOTS		CONSOLES WITH CHECK SEPARATORS	
100 Mills 5c Major Belts	\$55.00	10 Galopizing Dominos, Serial 1743	\$45.00
25 Mills 10c Major Belts	67.50	5 Bang Tails	45.00
20 Mills 25c Major Belts	80.00	10 Paces Races, Black Cabinet	50.00
15 Mills 5c Cherry Belts	55.00	2 Paces Races, Brown Cabinet	60.00
10 Mills 10c Cherry Belts	57.50	5 Mills Rio	30.00
5 Mills 25c Cherry Belts	60.00	3 Jennings Paddle Wheels	25.00
125 Mills 5-10-25c Blue Front, Red Front	45.00	2 Mills Brand-New Square Belts	75.00
5 Mills 1c Brand-New Q. T's	37.50	3 Folding Stands	1.50
2 Quiltes, 5c, Brand-New	55.00	Box Stands, New	5.00
50 Chiefs, 5c-10c-25c, All Prices		10,000 Mints, Still in Cases, \$4.50 per 1,000	
2 50c Machines	50.00		

**LIBERTY VENDING CO.**

923 1/2 New York Ave., N. W. Tel.: Met. 1355. WASHINGTON, D. C.

**TEXAS**  
OPERATORS SWAP WITH WILKY  
**Rock-Ola-Bally-Groetchen**

Phone C-1421  
**UNITED AMUSEMENT CO.**  
310 SO. ALAMO, SAN ANTONIO, TEXAS



# "THE EXTRA INCOME IS ALL VELVET"

*Says Charles R. Foote, Jamaica Plains, Mass.*



"By putting Wurlitzer's latest Models 500 and 600 in my best locations and moving newer and more attractive phonographs right down the line into all of my other locations, I was able to show a substantial increase in my profits," says Charles R. Foote, Jamaica Plains, Mass.

"Because every spot had a better and more attractive phonograph than it did before, every location from the best to the poorest is taking in more money.

"I have had no increase in my overhead except for a little extra depreciation. Consequently, the increased earnings are practically all velvet. After paying all expenses, I now have a lot more money than I ever had before."

You too, can make more money by getting rid of your oldest phonographs—modernizing your business—making every location pay you bigger profits. Write for full particulars on Wurlitzer's Liberal Trade-In Allowance Plan. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

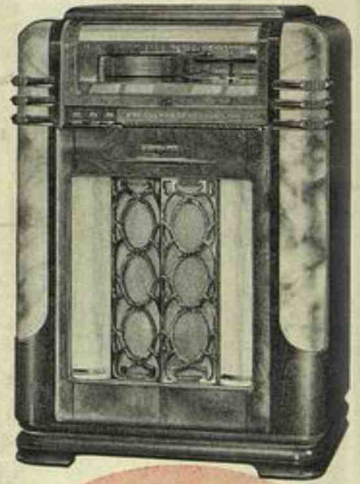
*A Name Famous in Music for over Two Hundred Years*

STEP UP YOUR PROFITS WITH

# WURLITZER'S

STEP BY STEP MODERNIZATION PLAN

SOLD ONLY TO MUSIC MERCHANTS  
MODEL 500



*Only*  
**WURLITZER**  
MODELS 500 and 600 GIVE YOU  
**ALL the Big Money Making Features**

- 
- 24 RECORDS** TO GET MORE NICKELS
- 
- VISIBLE RECORD CHANGER**  
THAT ATTRACTS THE CROWD
- 
- BRILLIANT PLASTIC ILLUMINATION**