

The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 11, 1939

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Vol. 51. No. 45



**EDDY
DUCHIN**

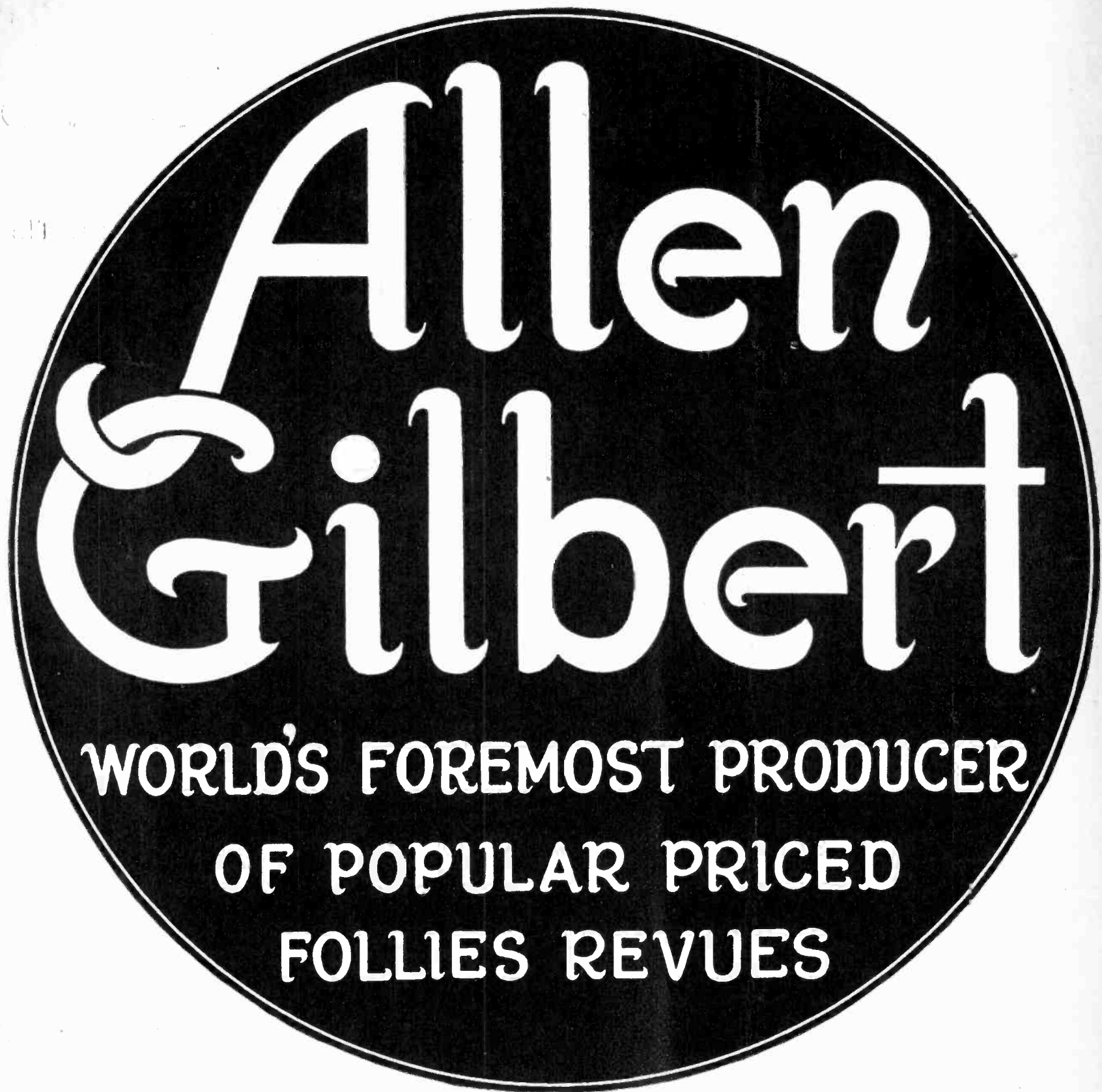
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The Billboard

Vol. 51
No. 45

November 11,
1939

The World's Foremost Amusement Weekly

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THE FACTS ON FLUSHING

Hub Rodeo Garners 4,800 at Opening; Parade Is Feature

BOSTON, Nov. 4.—Boston Garden's 10-day Eighth Annual Rodeo opened Wednesday night to 4,800 after a street parade which traversed a large part of the downtown section. Ideal weather prevailed after a real "Nor-easter" the day before. Town was well billed with 24 and 28 sheets, to say nothing of the billing done in subways, on elevateds and thruout the business section by the garden crew, headed by Harry Collier. Local papers were cold to the rodeo until three days before its appearance, but then broke with splendid stories and gave event plenty of space on the first two days. Excellent publicity job was done by Les Stout, of the garden.

Larry Finley won the first night's bareback bronk riding contest with an almost perfect ride on Black Bird. Vivian White won the girl's riding contest on Calcutta. Cowboys' Calf Roping contest was won by Hoyt Hefner, who subdued his calf in 19 seconds.

A new feature here is the basket ball game between teams of five mounted men. It proved a mixture of football, basket ball and wrestling, with the Oklahoma team winning the initial setto. Horseshoe pitching and the usual brahma bull riding and cow-milking contests and fancy roping kept the crowd entertained.

Event was marred a bit by a bad "break" the first day when one of the cowboys accidentally killed a Boston & Maine Railway employee in a cocktail bar. Manager Walter Brown was confident that enthusiasm shown on opening night would result in many new rodeo fans and that business for the 10 days would be satisfactory. Rodeo is one of the most exciting and best programmed seen here.

Jones' Expo Awarded Southeastern Fair; Change in Quarters

MACON, Ga., Nov. 4.—Owner E. Lawrence Phillips announced here today that the Johnny J. Jones Exposition had been awarded the contract to furnish the midway and concessions at 1940 Southeastern Fair, Atlanta. Arrangements were completed when Mike Benton, president and general manager, and J. N. Armour, vice-president of the fair, visited the Jones organization while showing at Georgia State Exposition here this week-end.

Phillips also said that because of indications of increased favorable bookings, together with engagements already contracted the show would establish winter quarters at Volusia County Fairgrounds, De Land, Fla., immediately after the close of Jacksonville (Fla.) Fair, November 26. For several years show has quartered in Augusta, Ga.

Phillips stated the decision to change was reached in order to avail the organization the opportunity De Land affords for longer working conditions dur-

Philadelphia Fauna

PHILADELPHIA, Nov. 4.—Zoological inspiration brought an abundance of animal life to three local houses simultaneously last week. At Fay's were Rosita Royce and her doves; at the Shubert were Zorita and her snakes, and at the Troc were Elayne and her kittens.

"Censors" Grab Off \$3 Tickets; New Gag?

SPOKANE, Wash., Nov. 4.—What might be called a new racket—the censor racket—cropped up at the recent engagement here of A. B. Marcus' *A Night at the Moulin Rouge*.

The show managers were amazed when eight women wearing badges bearing the words, "Spokane Censor," showed up at the opening with eight male escorts and said they were sent by the city commissioner of public safety. Each and all refused to pay the State and Federal admission tax, which totaled 45 cents per ticket. Unable to contact the city commissioner, the management admitted all 16 to seats.

The management was even more flabbergasted when two more showed up the second and last night. They were denied admission.

The "censors" found nothing to censor.

ing the winter. This is necessary, Phillips added, to expedite the extensive program of building and improvement that will be inaugurated January 1.

Fight on Legit Agent Commissions Starts

NEW YORK, Nov. 4.—A wide difference of opinion between Actors' Equity execs and members of the committee looking into the agency licensing policy became apparent yesterday when Paul Dullzell, executive secretary, confirmed report that there were many on the committee disposed toward idea of increasing agents' commissions to 10 per cent minimum.

"If the committee recommends that solution to the Council and a majority of the Council adopts the increase," Dullzell said, "there is nothing to stop me from taking it to the membership. When the members learn that Council has voted to raise the commissions they may tear the roofs down. I know the membership will agree with me."

In the last analysis, Dullzell opined, the agency regulations were designed to protect the lesser-known actors—who are the very ones who can't afford the increased commissions.

Equity Counters on Code, Passing Buck to the League

Wants managers to assume all enforcement duties, or else no code — would leave industry again open to changed working conditions any time—League to confer

NEW YORK, Nov. 4.—Not satisfied completely with the proposals made by the League of New York Theaters for revision of the theater ticket code, Actors' Equity yesterday made counterproposals which, if accepted by the League at its membership and board meetings Wednesday (8), will assure continuation of the code and basic agreement at least for the season. Equity's proposals are reported as forcing the League to strengthen its control over its membership, so that Equity would not have to bear responsibility of pulling out casts in order to discipline managers. Meeting of League next week will also consider report from League Grievance Committee, which heard charges of code violations against two managers and 15 ticket brokers.

Equity reported that some of the League's recommendations were entirely acceptable, but that League had not gone far enough to put teeth into code. Among its counterproposals Equity offered the idea of an impartial griev-

Expo Played to Moneyed Classes; Price Factor Had Vital Effect

New Yorkers stayed away until fee was cut—word-of-mouth led gazettes—Aquacade, Parachute Jump and General Motors' Futurama dominated acreage

NEW YORK, Nov. 4.—A substantial part of the planning by the New York World's Fair for its second issue in 1940 is expected to be influenced by results of a three months' semi-independent survey made by Market Analysts, Inc., of which Sanford Griffith is president. Company, which has had wide experience in analyzing radio listener habits and program testing and has done consumer research for the milk, oil, publishing and photographic industries, dug into August, September and October and interviewed approximately 1,000 on the main part of the grounds in each of the three months. Each survey was based on personal interviews over seven-day periods, and numerous tables and charts were made for close study by the expo, which commissioned Market Analysts to perform the work.

The *Billboard* has been granted permission to summarize the findings, especially in relation to attendance, admission prices and the Amusement Area, before the surveys are released generally. High points of the survey for August follow:

About three-fourths of those interviewed were in the active-productive years, 20 to 44. The fair attracted proportionally more middle and upper income people. One-third were professional or white collar. Educational level compared with the United States as a whole shows the expo visitor much more educated than the average. Five-sevenths gave family incomes at \$2,000 and over. About one-fourth of the visitors were from New York City, or about one-half of "what could reasonably be expected."

More than one-third made only one visit, and only 22 per cent made more than two. No income level difference was found among those who made one to four visits. Twenty-nine per cent did not intend to come again. About 10 per cent of visitors living in New York City said they would not come again, about half said they would make two to four more visits and a third declared they would come again eight or more times.

Nearly 57 per cent found the gate fee satisfactory, 40 per cent regarded the fee (See *FACTS ON FLUSHING* on page 60)

Oomph-Glamour Unit Set; There Will Be Others

NEW YORK, Nov. 4.—Unit bookers are cashing in on the current popularity of "oomph" and "glamour" and are going to feed it to the patrons in heavy doses this season.

First of the accent-on-oomph series is the new *Hollywood Glamour and Oomph All-Girl Revue*, being produced and booked by Charlie Yates, of CRA Artists, Ltd. Starts November 17 with a week at the Fox Theater, St. Louis. Flesh layout includes Faith Bacon, Toby Wing, Marie Wilson, Fifi D'Orsay, Rita Rio's femme orchestra and Sylvia and Clemence. Will also have two more acts.

A Blaze of Glory

And then there's the agent who said he couldn't make appointments for auditions the next day, seeing as how he was expecting a fire.

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ance committee, composed of outsiders, which would try all charges of violation. Representatives of both Equity and League would sit in as observers only, and verdict of this committee would be final. Punishments to be meted out would be set up in revised section of the code, depending upon the offense. The managers are considering the idea. (See *EQUITY COUNTERS* on page 60)

5-MONTH ICE TOUR



For Auds, Parks And Arenas; No Niteries, Vaude

NEW YORK, Nov. 4.—An elaborate ice unit, *Ice Vanities of 1940*, will tour the United States and Canada, starting November 8 and winding up April 1. The unit, produced by Gustave Lussi, famed in ice-skating circles in Switzerland and organizer of the Midsummer Skating Classic at Lake Placid, N. Y., will have

EDDY DUCHIN
(This Week's Cover Subject)

EDDY DUCHIN was born in Cambridge, Mass., with a pharmacy career his intended life's work. His father owned a chain of drug stores and Eddy studied at Boston's Pharmacy College, but began to weaken in favor of music when he organized a three-piece band at a boys' camp. The year before he graduated from school Duchin played piano with Leo Reisman's Ork at the old Waldorf-Astoria Hotel, New York, returned to school to graduate as president of his class, finally dropped pharmacy for good and rejoined Reisman at New York's erstwhile Central Park Casino. He made such a personal hit with the town's smart set that when Reisman left the spot the management asked Eddy to remain and form his own band. He did, and the rest is practically history, especially to those devotees of velvety, smart dance music.

From the Casino Duchin started in on a string of appearances that took him into practically every fashionable rendezvous in the country. Included among his stands have been the Waldorf-Astoria, New York; the Coconut Grove, Los Angeles; the Palmer House, Chicago, and the Persian Room of the Hotel Plaza, New York, a spot that must seem like home to him. At present he is playing his sixth consecutive season there. The past summer Duchin broke records at both world's fairs, in New York and San Francisco, and his musical adaptability is such that his success in theaters and one-nighters equals his society engagements.

The Duchin Ork has been featured on several radio commercials, including Junis, Texaco, Cadillac, Elizabeth Arden and Fall Mall. It is also one of the stand-bys of the Columbia Record label.

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an all-name cast of skaters, plus a line of 24 skating chorus girls.

Cast includes Guy Owen, Vera Hruba, Vivi-Anne Hutter, Lois Dworshak, Caley Sisters and Ann Taylor, Robert Dench and Rosemary Stewart, plus comedian Alfred Trenkler. Talent lined up thru Cy Manes, of General Amusement Corp., and tour booked by Bill O'Brien, of World Wide Sports. The *Vanities* will not play theaters or night clubs but will concentrate on auditoriums, arenas and parks.

Unit tees off November 8 with four days at the Philadelphia Arena, Philly, and a week at the Duquesne Gardens, Pittsburgh, November 13. Then the New Haven Arena, New Haven, Conn., for five days, and for three days at the Providence Auditorium, Providence, beginning November 27.

Other dates include: Boston Gardens, Boston, November 30, four days; Maple Leaf Gardens, Montreal, December 4, two days, and two days each in Quebec and Ottawa; Ontario Forum, Niagara Falls, Ont., December 11, four days; Arena, Galt, Ont., December 15, two days; Fair Grounds, Syracuse, N. Y., December 17, one week; Washington, January 1, one week; Carlin's Rink, Baltimore, January 10, four days.

Cities in which the rest of the tour have been booked are not definitely set on dates, but they will include a good portion of New England. Exploitation value of the unit is that most of the name skaters with the show have appeared at one time or another as equals on the same bills with Sonja Henie and have competed with her in Olympic Games and that angle will be played up in promotion.

Paris Opera and Legit May Near Normal; Vaude Is Hit

Dinner club started for unemployed actors—international agencies closed, tho some bookers expect short war—foresee influx of Yank acts when peace comes

PARIS, Oct. 28.—Despite the war, signs are multiplying that Parisians will enjoy this winter an operatic and theatrical season almost as varied and brilliant as in times of peace. Following the example of the Opera-Comique, which is at present staging Verdi's *La Traviata*, and the Comedie-Francaise, where the performance of Moliere's *Le Misanthrope* attracted a turn-away crowd, the Theatre de l'Odeon is making preparations to reopen and several other Paris houses are arranging interesting programs. Among for its hilarious farces, and the Theatre de Paris, which will reopen with Jean Cocteau's *Parents Terribles*. The Palais Royal will present a new comedy by Pierre Veber, entitled *Venus de l'Ilot*. It is also reported that Mme. Ludmilla Pitoeff, who is now on tour in Switzerland, will continue her late husband's work at the Theatre des Mathurins.

The resumption of performances in Paris theaters is permitted by the authorities, who have extended the closing hour from 10 to 11 p.m. on condition that houses are able to provide for the security of their audiences in the event of an air raid. The Opera-Comique is particularly well equipped in this respect, for its cellars will accommodate from 2,000 to 2,500 persons.

For vaudeville, the future does not appear bright. In the legit field the older actors are available to replace those who have been mobilized, whereas vaudeville is essentially composed of a generation that can not, with a few

Oldest Trained Seal Dead

NEW YORK, Nov. 4.—One of the oldest seal acts ended recently with the death of Charley, the seal.

Charley and his master, Ray Huling, had been making the rounds for 18 years. They played their last date in Los Angeles three weeks before the seal's death, which was attributed to old age and chronic bronchial ailment. Burial at Kingston, N. Y.

Bank Night Brings Arrest

MOBILE, Ala., Nov. 4.—Ricardo Montell, manager of the Saenger Theater here, defied police orders Thursday night and conducted Bank Night from his stage. Montell, who was warned by police two weeks ago against staging the giveaway, was arrested and released on bond. He told his audience that he would conduct Bank Night again next Thursday. If Montell is found guilty he is liable to fine and imprisonment. Cash giveaways were staged weekly here until about a year ago, when a court decision outlawed them.

Dinner Club Reopens

NEW YORK, Nov. 4.—Stagecrafters, benevolent organization, reopened its dinner club Wednesday. Last year they served 50,000 dinners, of which 30,000 were free.

exceptions, be replaced by the artist of yesterday. The few former famous names and headliners who might be recalled from their retirement would not warrant the reopening of any houses.

If the same conditions later prevail as followed in the wake of the last war, however, American talent will be in big demand for music hall work. At that time many Yankee artists took on sweet paying jobs and remained as headliners for 8 or 10 years, or until another generation of French talent had received proper training. American names are especially desirable following a war, as they attract American tourist trade.

To aid the many stage artists without work because of the closing of so many Paris theaters, l'Union des Artistes has organized for their benefit a restaurant in the Bal Tabarin, where on presentation of his union card the artist is well fed and dined for one franc (2 cents). The only rule regulating the service is that all be present by 12:30. On the first day the lunch was to be served an air raid alert was sounded at the time to sit. When they returned from the shelter in which they had sought safety an aperitive was offered as compensation by a benevolent member.

The owners of the Bal Tabarin, Sandrini and Dubout, accepted the entire cost of transforming the famous music hall into a dining room seating 300, and have said it will stay open until (See *PARIS OPERA, LEGIT* on page 60)

"Possibilities" and "The Broadway Beat" will be found this week on page 17.

SEVERAL years ago the Rockefeller family completed the first unit of what was later to become known as Rockefeller Center. The sparkling jewel of this midtown development was Radio City Music Hall. The wise guys of show business could not successfully pretend that they knew enough about realty and architecture to enable them to put the needles in for the Center generally, so they stuck to their knitting and, with the enthusiastic aid of local scribes, concentrated their fire on the Music Hall. They picked apart the Rockefeller contribution to popular entertainment so rapaciously and so greedily that few would dare at the time to predict that the Music Hall would remain standing long after their jibes and taunts would be forgotten and that it would by wise management, adherence to a standard of ethics unknown to many of its detractors and for various other reasons that are by now well known to all and sundry evolve as one of the outstanding theaters of the country.

S. L. Rothafel, who gave his name to the theater that is now engaged in friendly competition with the Music Hall, offered his life as a sacrifice to the sadistic cruelty of those who delighted in attacking the least consequential imperfections of his creation. It was truly so because the bricksbats were no longer obscuring the sun's rays after he departed. Now Roxy is dead. Most of those who hurled their chinchy assaults against the Rockefeller theater would vigorously deny today that they greeted its birth with lively hissing. The Music Hall is carrying on a mellowing tradition of presenting the best available in song, dance, light, color and in the cinema. The Music Hall has become an institution of which the Rockefellers can well be proud; an institution that New York with its reputation for being blasé can point to as the brightest spot of its theatrical firmament. New Yorkers may on occasion take the Music Hall too much for granted, as it does with many of its man-made wonders, but to the visiting firemen the Music Hall is still and will continue to be more and more as time goes on a preferred item on their calling list.

There is good reason to believe that a good percentage of our Broadway readers may smile indulgently at these lines, probably forgiving us if they are kind for going berserk after too liberal doses of Music Hall heroics in size, lavishness and preciseness back and front of the house. This would probably be the case if we had not before witnessed similar patterns, somewhat smaller but very much the same, in other institutions thruout the country. It doesn't happen to be the case because the point we wish to make it that the Music Hall inspires our reverence because of the very human qualities linked to its operation; human qualities that persist, it must be emphasized, not because of the Music Hall's bigness, lavishness and breathtaking beauty—but despite these.

The Music Hall is a great institution, we have good reason to believe, because the Rockefellers have given carte blanche to a white-haired, unostentatious little man who calls himself W. G. Van Schmus. We have never seen it to fail in an organization of any kind that the beneficence, wisdom and humanness or the antonymic categories of these trickle down from the fountainhead of the leader into every crevice of the organization. In the case of the Music Hall one finds manifestations of Van Schmus's excellent qualities as a man and genius as an organizer in every department and in every wing of the structure. Courtesy and consideration seem to be the keystone and from these branch out good taste, refinement, dignity and various other positive manifestations of a laudatory character.

When what were then called de luxe theaters first opened their doors a little less than 20 years ago the public was somewhat thrilled by the novelty of it all. It flocked to the theaters because they were garish, because they were heavily exploited and because they were favored with product and shows. But the public never reached the point where it looked with any degree of reverence at the de luxe policy of management. Its executives were lampooned as well as its ushers and other uniformed em- (See *SUGAR'S DOMINO* on page 60)

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N. Y. BASEBALL REVAMP DUE

Home and Away Games To Go On; P. & G., ESSO Reported Quitting

NEW YORK, Nov. 4.—A revamping of the method of broadcasting New York baseball games is reported for the 1940 season on the part of the New York Giants and the World's Champion Yankees, of the National and American leagues, respectively. While managements of both teams are understood to be pleasantly satisfied with the \$100,000 or so the radio rights bring in, they are not satisfied with the manner in which the games were broadcast. It is not quite certain that the next season's games will go on the air, at least not for the same sponsors who had them this year. Advertisers were General Mills, Procter & Gamble and Esso gas and oils. The Dodger games, however, are said to be in the bag for General Mills.

Because the commercial sales talks were rotated among the three accounts, P. & G. and Esso, it is reported, have informed GM they will not participate next year. General Mills originally obtained the rights and then sold participation to the other two companies. The three-day breaks in the commercials resulted in a diffusion of sales effort, it is claimed, thus lowering the advertising returns on the investments. As the situation stands now, insiders say that, in effect, General Mills is on the spot as to continuation of the Yankee and Giant games.

The dissatisfaction attributed to the baseball managements is said to have been occasioned by a somewhat similar diffusion, but resulting from a different

cause. This was that only home games were broadcast for the Yanks and Giants. Numerous baseball writers on the New York dailies commented during the season that this seemed to be a reverse of what should be done; they claimed that if anything, to sustain interest, the away games should have been aired. Claim now is that the Yanks and Giants want all their games put on the air, which means that instead of having all the games on WABC, another New York station (in addition to WOR, which has the Dodger games) would get either the Yanks or Giants. This involves the additional problem of more money for the rights. Trade believes that General Mills will certainly not hike its expenditures in this direction.

Also said that a change in announcer on the New York teams is likely. Red Barber will either take over one of the Manhattan teams or continue on the Dodgers.

Ft. Worth Clubs In Slump Due to Liquor, Game Law

FORT WORTH, Tex., Nov. 4.—The continued ban on mixed drinks in this State and the enforcement of gambling laws have hurt local spots. This fall only two spots are operating—the Coo-Coo Club, formerly the Ringside, and the Den, in the Texas Hotel. The Coo-Coo is only one with floor shows, and it is being operated by Ernie Palmquist, who has his band in here. The Den features MCA orks, currently Gene Beecher's.

Of the other spots, the Casino Ballroom is open Saturday nights and will probably continue until the first of the year. The Show Boat, night spot, closed Labor Day after a spotty season and because of the illness of owner Bob Carnahan. The Venetian Room of the Blackstone Hotel, which formerly brought in name orchestras, isn't opening this season.

The Winter Garden, pop-priced ballroom, has been improved and enlarged and reopened as the Danceteria. Sully Montgomery, 11 years at the Casino Ballroom, the Showboat and the Coo-Coo Club, is managing this spot for owner C. W. Freeman. This is the only pop-priced local ballroom to keep going thru the years. Danceteria now has either 5 cents per dance charge, or \$1.10 couple charge for the evening. Art Hilton's Orchestra plays here.

Still on the increase are the taverns, where dancing is allowed to nickel machines. Some of these taverns have prospered until they now are fixed up with chromium fixtures and neon lighting.

Three of the downtown cocktail rooms are still going and awaiting the uncertain return of mixed drinks to the State. Two of these spots, the Clever and the Crown, have local musicians, mostly girls.

Sally Rand Packs 'Em In; 1st Date Since Bankruptcy

SEATTLE, Nov. 4.—Boosting business for Seattle's new Show Box Club is Sally Rand this week. She is packing 'em in, especially at the new 3 o'clock Champagne Cocktail Matinees. This is her first engagement after recent filing of her voluntary petition in bankruptcy showing \$54,631 she stated she cannot pay.

Miss Rand and her girls do four a day, at 3, 8, 10 and midnight. Her advertising ideas have the town by the ears.

Her new revue, with beautiful gals and dynamic acts, is built on modern lines and embodies a dog and fashion parade, with Scotch and Hawaiian diversions. Show has 25 girls, comedians, specialty acts and a baggage car of costumes.

B-M Files Papers With S & E Comish

WASHINGTON, Nov. 4.—Broadcast Music, Inc., a newly formed corporation created by the broadcasters to fight the American Society of Composers, Authors and Publishers, filed its first registration papers with the Securities and Exchange Commission here Friday. The new organization intends to license performing rights in musical material to broadcasters, acquiring by purchase copy-rights and in some instances writing its own music. Eighty thousand shares of \$1 par stock will be offered to broad-

casters at \$5 per share for the purpose of raising \$400,000. Another \$1,600,000 will be obtained from licenses, which will be no more than 40 per cent of fees paid to ASCAP during 1937.

President of Broadcast Music is Neville Miller, while Walter J. Damm (WTMJ); John Elmer, former NAB president; Edward Klauber (CBS), Lenox R. Lohr (NBC), Samuel R. Rosenbaum (WFIL), and John Shepard III (Yankee) are directors, and Everett E. Revercomb, treasurer NAB, will be secretary-treasurer for new company also. If sufficient funds are not raised thru sale of securities to broadcasters by February 1, 1940, registration indicates that plan will collapse and money will be returned to subscriber.



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Much Skepticism Expressed As Trade Debates New Chain, Waits for List of Stations

CHICAGO, Nov. 4.—That Mutual will strenuously oppose any action on the part of Elliott Roosevelt, of Blackett-Sample-Hummert Advertising Agency, whereby Roosevelt Texas State Network will sell time at less than 85 per cent of card rate was made known here this week. Fred Weber, general manager of MBS, summoned here suddenly when the Transcontinental Network started simmering, advised Roosevelt and B-S-H that the contract between MBS and TSN provides that the Texas chain will not take business from any source for less than card rate minus advertising agency discount. This is standard Mutual practice, except when Mutual charges its selling commission and differs from other network policies which pay considerably less than the 85 per cent, deals varying between network and station.

Weber informed Roosevelt and the advertising agency that Mutual will clear time on its network for the Blackett-Sample-Hummert business and that if WGN and WOR cannot handle the business Mutual and these two stations are willing to let competitive New York and Chicago stations take the shows. No other concessions will be made, Weber asserted, and not only will Mutual enforce its contract with Roosevelt, but "there will be no taking over of Mutual by anybody."

CHICAGO, Nov. 4.—Principal topic of conversation in radio circles this week was the announcement of the formation of the Transcontinental Network, with Elliott Roosevelt one of the seven members of the board. Much of the talk has been in connection with behind-the-scenes activity involving Roosevelt, Hill Blackett, of Blackett-Sample-Hummert, and the Mutual Broadcasting System. Trade opinion locally and reaching here from New York indicates that the possibilities of a new national network are regarded with considerable skepticism in view of past experiences.

Network proposition, except for the case of Mutual, which has now had recognition for some years and is still fighting CBS and NBC tooth and nail for stations and business, recalls the new network talk of about two years ago, which centered around Floyd Odlum, president of the Atlas Corp., and Richard Patterson, former NBC vice-president. Authoritative comment is that Odlum and his group, which control practically unlimited financial resources, were desirous of investing in radio. Patterson studied the possibilities of another network for a year and then the project was dropped. Principal reasons are supposed to have been a lack of new business; difficulty of getting stations, and the prohibitive cost of lines. A Coast-to-Coast line costs from \$500,000 to \$750,000, according to network experience. Installation takes a year or more.

Roosevelt is the principal organizer of the new chain, it is claimed, altho the original press release announcing its formation contained a statement in which he deprecated his own importance. Germ of the idea started because of the desire on the part of Blackett-Sample-Hummert to get two hours of night network for some of their daytime serials. Agency recently bought two hours five nights a week on WMCA, New York, to broadcast serials heard the same day on other network stations in New York, price supposed to be \$125,000. WMCA is mentioned as the New York outlet for Transcontinental; WLS and WCFL are variously reported as the Chicago possibilities.

Fred Weber, general manager for Mutual, has been endeavoring to clear the required evening time, but while Mutual says it can clear the time—with the important exceptions of WOR and WGN—it was believed to be marking time a bit, according to report, waiting to learn what stations would be wanted and, if new lines were needed, who would pay for the lines. There was considerable talk in the trade that Mutual had been given a raw deal in this situation, in view, partly of the affiliation of Roosevelt Texas State

Network with Mutual, contract on which still has 18 months to go. Emerson Radio, which sponsors Roosevelt's news commentary on Mutual, has canceled at the end of the present 13-week run.

Trade has been impatiently waiting for the list of "100 stations" which Transcontinental said it would announce. Opinion is that it is not so much the number of stations signed, but their location and transmitter power. In other words, if Transcontinental has mostly 100-watters, it indicates that the latter, without network affiliation, had nothing to lose in agreeing to go in with the new chain. However, the cost of lines and getting business still remain major problems. Last will be helped considerably by the Blackett-Sample-Hummert placement. Reported, also, that Father Coughlin, whom Elliott Roosevelt severely criticized recently on a Mutual broadcast, may bring his business to the new chain. Roosevelt's Texas network quit the NAB because of its recently promulgated Code of Ethics, which bans sale of time to Father Coughlin. B-S-H, Father Coughlin and other political considerations are the differences between the Transcontinental and Odlum network proposals.

Washington Cool

WASHINGTON, Nov. 4.—Only polite interest was aroused in the Capital this week by announcement that Elliott Roosevelt is starting a fourth Coast-to-Coast radio chain. "The tune is familiar," said one official who didn't want to be quoted, "and only the words are new." In this brief statement there was reference to the many previous attempts to found radio networks, and it seemed to reflect the general impression in this city.

There appeared to be some belief that the financial sinew for such a venture could come only from time sold to Father Coughlin and others who do not appeal to broadcasters in general. According to reports reaching this city, Elliott Roosevelt made one trip to Detroit, shortly after the first Chicago meeting of the newly formed Transcontinental Broadcasting System, and it is believed that he went to the Auto City to discuss time clearances with the priest. At any rate, his trip is being connected with a recent statement by him from Windsor, Ont., in which he said that he would willingly sell time to the Catholic orator.

One experienced radio man here declared that it may be possible for young Roosevelt to arrange a Coast-to-Coast hook-up for certain radio programs at various times, but that it would be

Leading Comics Meet Hurdles On This Season's Rating Race

NEW YORK, Nov. 4.—Present radio season has been marked by difficulties in the leading comedy shows and some of them are still in trouble. Pack is led by Robert Benchley, who seemed to be unable really to get going on the air and whose series for Old Gold fades after the November 14 broadcast. CBS may try to sell Benchley on another show. Another comic who has been having considerable script trouble is Walter O'Keefe, with his material failing to come to a high level since his series for Lever Brothers started a month or so ago.

Jack Benny, for some seasons now, seems to require three or four shows under his belt before he gets into the groove. Same thing was true this year, partly, perhaps, because he has a new tenor on the program and the problem of establishing the new character slowed up proceedings. Ken Murray, for Texaco, has been an in-and-out-er on the show, with the gags running hot one week and strictly polar bear the next.

There is some talk that the Charlie McCarthy draw has been fading some-

He's Still Running

NEW YORK, Nov. 4.—Alan Reed (formerly Teddy Bergman), plays two parts on *One of the Finest*. In one role he's cast as a gangster; the other role has him as the cop who's out to get the gangster.

Last line on one show recently had Reed (the cop) saying to his superior, "Chief, if it's the last thing I do, I'll get that guy," the guy being Reed (the gangster).

After the broadcast Reed chased himself all the way to Eighth street.

Music Quiz Suit

CHICAGO, Nov. 4.—Attorneys for Walter Windsor, who filed suit in United States District Court last week against H. W. Kastor agency; Clef, Inc.; Rockford Broadcasting Co., and Ted Weems, band leader, on basis that a music quiz show is an infringement of a program worked out by Windsor, are asking \$200,000 damages and a permanent injunction. According to Leonard Zissu, Windsor's attorney, Windsor registered his detailed program idea with the copyright office in 1937. Attorney claims it had been submitted to Kastor, whose client, it is alleged, subsequently used it. Clef, Inc., represents National Tea Stores and Kroger Stores, sponsors of program over WGN, Chicago; WMBD, Peoria, and WROK, Rockford, Ill.

impossible for him to establish a full-fledged chain in anything short of many years. He pointed out that Roosevelt has not made such a startling success of the Texas State Network, citing deficit operations by that regional chain. Altho not attempting to be critical, the radio man merely tried to explain his reasons for doubting, until such time that the new chain is a proven success. He said that Roosevelt, in order to claim network status, will have to supply sustaining hours to his affiliates, and the facts in the Texas chain indicated that heavy reliance had been placed upon Mutual for TSN's supply of sustaining programs.

It is conceded here that, if Transcontinental goes beyond the talking stage, it will have its most devastating effect upon Mutual's organization, but would also make slight dents in NBC and CBS. However, the satisfaction of the more powerful stations, clear channels and regionals, with their relations in existing chains, are expected to bar the newer web from the better markets.

Elliott Roosevelt is attempting to sign affiliates upon an exclusive basis, and the Transcontinental contract is said to contain optional clauses for evening hours, according to reports here. In this respect it would differ from Mutual affiliation deals and would contain the objectionable feature which Roosevelt criticized when he appeared before the FCC hearings on network broadcasting and possible monopoly. Heretofore the Texas radio man has been believed an opponent of exclusive contracts and time options to network organizations.

what and that this caused Edgar Bergen and the producers of the Chase & Sanborn show to shunt Charlie off on a mythical carnival tour, allowing Bergen to introduce his other dummy character, the hillbilly Mortimer Snerd.

For the first time since he has been under contract to Bristol-Myers, Fred Allen has had sponsor trouble, company wanting him to change his formula. When his present series started Allen found a number of spots he had been using for some time were out, on sponsor's order, but with the new formula failing to click Allen has reinstated practically all the features he had been told to drop. Only changes remaining are the switch in title from *Town Hall Tonight* to *Fred Allen Show* and the Portland Hoffa (Mrs. Allen) spot, which is likely to resume soon. Miss Hoffa now works thruout the script and on an audience quiz spot, one of the few new sponsor features to remain.

Another comedian, Eddie Cantor, is really in hot water. He has no sponsor so far this season.

Talking Shop

By JERRY FRANKEN

On Parole

It may be a slow take, I'll admit, but it seems to me that the FCC was acting with what amounts to nerve in its disposition of the WMCA case. As I see it, the gentlemen sort of produced a decision which admitted that WMCA wasn't guilty, but at the same time didn't lower the FCC's flag in defeat. This was accomplished by stating that the station's license should not be withdrawn, but that the case must be remembered in future dealings with the station. In other words, WMCA was put on a sort of parole or a sort of suspended sentence. Outside of the self-justification attitude of the commission, which is quite apparent on a reading of the hearing, it is a petty way of administering an industry. It's a reflection not only on the FCC but on broadcasting generally.

Miscellany

NBC really got a scorching blast recently. Seems one of the daytime serials had an 11-year-old boy on trial for a murder, and the lady who was squawking had a son of the same age. She said the broadcast had upset her home terribly and she harangued NBC for 45 minutes or so. What's a matter lady, your radio she no turn off on a dial, hah? . . . Marie Green and her vocal group on the Al Pearce show are a really corking act, the gal giving out with coloratura stuff that makes, but makes. Act should go places. Art Rush, formerly with CBS Artist Bureau on the Coast, handles. . . Gertrude Berg, who celebrates 10 years of airing her *Goldbergs* on November 13, has written a new series starring Zasu Pitts, which Herschell Hart is selling. It's called *Enchanted Acres*. . . WSJS, Winston-Salem, sent out "hands" of tobacco as a promotion stunt. Jack Johnstone, who produces the dramatic spots on the Philip Morris shows, and myself were among those who tried smoking the stuff. That explains this column, mebbe. Johnstone just managed to get over the lethal effects of the stuff in time to get to his Friday show last week. I'm just waiting until Norris O'Neil, manager of WSJS, comes to town. Boy, fetch me a double extra mickey. . . The new CBS elevators are made of rubber, no fooling. And NBC has changed the "up" lights on its elevators from white to a sort of tired blue, probably a plug for the network. At any rate, read this column for all the latest news of radio's elevators. Wow!

Three Chains Gain In October Revenue

NEW YORK, Nov. 4.—Three major networks report important gross gains for the month of October, 1939, as well as improvement over the 10-month total for this year as against 1938. CBS hiked 41 per cent over October of last year, with a sock \$3,366,654, compared to \$2,387,395. This year CBS has grossed \$27,532,088 so far, compared to \$22,362,927.

Mutual bounced up 23.1 per cent this past October, partly due to World Series revenue, registering \$428,221. Last year the score was \$347,771, and the 10-month 1938 tally was \$2,222,026. This year Mutual has entered \$2,685,038 on its books.

NBC's Blue take for October was \$898,125. The Red had \$3,321,128. NBC's total revenue so far this year is \$36,729,622, with 1938 bringing in \$33,676,688. October, 1939, gained 11.8 over the same month last year.

Television Review

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

Two-thirds of NBC's television show Thursday was unadulterated oatmeal, but the last part, presenting Remo Bufano in a talk and exposition of the puppeteers' art, reached high entertainment levels. Bufano, who immediately clicked as a sock television personality, spoke briefly on the different types of puppets and marionettes and illustrated the use of each variety, including Chinese, Sicilian, English, etc. The performance was not only skillful but had novelty, charm and an undeniable education. (See TELEVISION REVIEW on page 8)

Recorders Involved In Arrangement Suit

NEW YORK, Nov. 4.—Whatever gains the record companies have made in the direction of licensing disks for radio use may be very much diminished in the event the case of Harms, Inc., versus RCA-Victor is decided in favor of the publisher. Case, which went to Federal Court in July, will establish whether a recording company can make its own arrangement of a copyrighted tune.

Importance of this has come into sharp relief now in view of the record tangle and MPPA's negotiations with NAPA. Should pubs get the nod, MPPA, according to legal opinion, will then be in a position to dictate to record companies.

It has been customary to make special arrangements when recording a copyrighted song. Harms suit, however, takes issue with this, pub claiming that recorder must use stock arrangement under existing law. Particular song involved is *Rendezvous in Patee*, which was copyrighted with a piano arrangement. Victor made an orchestral arrangement record. According to Maurice J. Speiser, copyright attorney, problem is to decide whether custom or strict letter of law shall be followed.

James J. Walker, former mayor of New York, last week was selected president of National Association of Performing Artists, org aiming at protecting the property rights of artists in their interpretations.

Petrillo Nixes Air Ork Remote Plugs

CHICAGO, Nov. 4.—New ruling set down this week by local musker chief Jimmy Petrillo puts the taboo sign on a radio station selling spot announcements between two remote band pick-ups. Move came after Petrillo decided that local outlets were cashing in too heavily on the ork remotes and selling these spots on the strength of having a Tommy Dorsey or Abe Lyman preceding or following an announcement on Korn-Kraks or something.

Petrillo sent a memo to each station on this subject and all have agreed to abide, except where there are contracts which have to run out first. Petrillo claims that this practice would inevitably lead into the elimination of many studio orks, should it be permitted to grow. Most of the stations have been refraining from this practice anyway, but a recent spurge of this type of spot spiel was responsible for Petrillo's action. WBBM-CBS has given orders to its local salesmen to lay off on soliciting this biz as a result of Petrillo's note.

Material.

Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

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He's Hoping

NEW YORK, Nov. 4.—Mort Lewis, comedy writer who conducts *Fun With the Famous* on NBC, got a fan letter this week in which the writer, a woman, said, "I enjoy your program very much and have been listening for some time. I use your sponsor's product regularly."
Show is a sustainer.

New NBC Appointments

NEW YORK, Nov. 4.—J. M. Greene was named circulation manager and H. M. Beville Jr. research manager of National Broadcasting Co. this week. Greene will handle net and station circulation measurements and their application to net sales. NBC claims the post is the first of its kind to be established by a net, and may ultimately lead to a sort of "ABC of radio."

Beville will supervise sales research and statistical activities for NBC. E. P. H. James continues as NBC advertising manager.

Radio Talent

New York By JERRY LESSER

ALAN BUNCE is the father of an 8½-pound baby girl. That makes two boys and a girl. Alan's wife is the former RUTH NUGENT. . . . CBS announcer KENNY ROBERTS was presented with a son, and actors LAWSON ZERBE and LIUS VAN ROOTEN will be papas in the near future. . . . PETER DONALD'S *Light Up and Listen Club* series, which comes up for its 10th renewal this week, is in danger because of the falling rate of exchange between Canada and the United States. . . . DON MACLAUGHLIN is the new Gilbert MacCauley on *Thunder Over Paradise*, replacing DICK JANEVER, who had to relinquish the role because of conflict with another show. . . . MARY LEE TAYLOR has been renewed for the 10th consecutive year on the *Pet Milk* show. The only addition this year is BOB TROUT with *World War News*.

Had a letter from Jay Clark, of Lennen & Mitchell's Coast office, stating that many of his friends are writing him in the East thinking he is back here. Wants you all to know that he hasn't forgotten any of you who have worked for him here, and that if and when he does come back you'll hear from him. . . . Another rumor making the rounds is to the effect that the Tom Mix show is coming east. According to Chick Martini, who ought to know, there is no truth to the rumor. "Dody" Yates, of Benton & Bowles, gets her first directorial assignment with "Woman of Courage." Cast includes Joan Tetzel, Albert Hayes, Billy Quinn, Cliff Carpenter, Selena Royle and Horace Braham. Dody is the first and, if reports are true, the only

Chicago By HAROLD HUMPHREY

CARLTON GUY, the "Hoosier Philosopher," returns to the air Monday on WAAF after two years away from the studios. Morris B. Sachs, the clothier, is sponsoring the new shot five times weekly. . . . PAT O'MALLEY, guest on this Monday's *Alec Templeton Time* stint, will remain on the show for another five weeks. . . . TODD HUNTER has added the Chicago, Milwaukee, St. Paul and Pacific to his repertoire of sponsored WBBM news shows, making the fifth to date. . . . FIBBER MCGEE and MOLLY are set to make a "Hardy" sort of series of pictures on the Coast soon and HARLOW WILCOX will be a supporter. . . . DEL KING, speler on *Avalon Time*, has been made assistant radio director of the Russel M. Seeds agency, which handles the show for Brown & Williamson. . . . CORNELIA OSGOOD was chosen as one of the starters on NBC's *Trouble With Marriage*. . . . NAN MCFARLAND and HENRY SAXE have been added to the *Ma Perkins* cast.

Hope for Solidified Industry Revived After New AFM Demands

NEW YORK, Nov. 4.—The American Federation of Musicians execs would say nothing definite today regarding increased demands upon the network affiliate stations, radio industry is growing increasingly apprehensive. Feeling in some quarters is that an AFM move toward upping the budget would more than ever before solidify the National Association of Broadcasters.

Exec board members, queried as to whether a \$2,000,000 increase in the stations' expenditure for musicians would be asked, stated that it would be premature to discuss such a point at this early stage. One board member said the \$2,000,000 figure was just a rumor, whereas another said the outlook was definitely favorable towards an increase. Meanwhile, AFM and the IRNA committee are expected to wind up this particular session Monday and reconvene on November 20 or shortly thereafter.

At this second meeting the IRNA

committee is to voice the views of the stations. Both sides, AFM and IRNA, will air grievances at this meeting. According to one union exec, stations' grievances are similar to those advanced in other fields covered by the AFM. Squawks involve alleged inability to obtain good musickers, etc. Some of this beefing was already begun by the IRNA, but the AFM claims that the squawks were very vague—the station people refusing to be explicit about stations and names.

Should the Federation exert pressure for increased expenditure in the new contract, it is felt the NAB will finally become united against the different factors now cutting into the industry's freedom of operation. These factors are the American Society of Composers, Authors and Publishers, the American Federation of Radio Artists and the AFM.

When NAB and ASCAP embarked on their last fracas re a new music contract—with subsequent formation by NAB of Broadcast Music, Inc.—feeling was the broadcasters would finally put up a united front. But whether the ASCAP bogey solidified the NAB is doubtful, fear being expressed that the networks were not anti-ASCAP after all. The AFM negotiations now may supply the needed incentive.

Regarding reported \$2,000,000 increase, analysts of this means a 50 per cent jump. Net affiliates would therefore spend \$3,000,000 with the net key stations, spending more than \$1,000,000, as against the present \$500,000.

WASHINGTON, Nov. 4.—NAB consideration of musician demands for more money from broadcasting stations centered in Chicago this week when the association board of directors convened to consider various problems involving the code. Altho no NAB officials had returned to Washington this week-end it was generally understood that the trade association would adopt a noncommittal attitude toward this new problem created by the American Federation of Musicians. Musicians strategy is refusal to deal with the industry as a whole, preferring to bargain with sections of the industry piecemeal. Because of this view it is believed that NAB will remain excluded from negotiations beginning November 20. The \$1,500,000 price hike asked by the musicians is considered to be only a talking point, with many observers declaring that usual union procedure is to set extremely high demand which is later shaved in negotiation.

Coughlin Gets Time Under NAB Code

CHICAGO, Nov. 4.—John Shepard III, prez of the Yankee and Colonial networks, will continue airing the Rev. Charles Coughlin on the 18 stations used by the radio priest on the Colonial web, but the time will be on a free sustaining basis rather than the commercial contract held by Shepard on Coughlin until its expiration October 29. Decision was sustained here Friday during the NAB board of directors meeting, when it backed up the findings of the NAB code committee on contracts bearing on controversial subjects which extended past the October 1 date of adoption of the code.

Board decided that stations holding contracts, which could not be voided before their expiration date and which extended past the October 1 deadline, would be allowed to operate altho they were in conflict with the code. All other points of the code also were passed upon by the board.

Just Be Patient

NEW YORK, Nov. 4.—Harlem Amateur Hour, emceed by Don Kerr at the Apollo Theater, Harlem, and broadcast over WMCA for five years, has finally landed a sponsor, Lady Lynn Wine. Contract inked for 13 weeks. Program aired Wednesday, 11 to 12 p.m.



TED STEELE

Musical Director for ROGER WHITE PRODUCTIONS
Now Playing "SOCIETY GIRL"
CBS Daily 3:15-3:30, Mon.-Fri. Inclusive

Tony Wons has added another craft to his fiddle-making hobby and is now turning out model houses by order. . . . Smilin' Ed McConnell has added another sponsored shot, this one on *NBC-Blue*, thus putting the "Smiler" on three major nets. . . . Mark Love, bass-baritone of the *Chicago City Opera*, and Dale Evans, thrush featured at the *Blackstone hotel*, have been set on WBBM's "Motorcade of Music" sponsored by local Dodge dealers. . . . H. W. Kastor agency tossed a press binge for Irene Rich during her short stopover. . . . Fran Allison hopped up to *Benton Harbor, Mich.*, for a theater p. a. Sunday. . . . Eddie Cantor can't make the local AFRA hop Friday after all. Following his week at the *Chicago Theater*, the comedian has to leave immediately Thursday night for another date. . . . Ed Prentiss has a lead on *Chase & Sandborn's* new transcribed show, "Springtime and Harvest."

Program Reviews

Advertisers, Agencies, Stations

By PAUL ACKERMAN

EDST Unless Otherwise Indicated

"Show of the Week"

Reviewed Sunday, 6:30-7 p.m. Style—Variety. Sponsor—Co-Operative. Agency—Redfield-Johnstone. Station WOR (MBS network).

This program has been one of the more successful co-operative productions, using a different name band each week as its basis. This year Budd Hulick is emcee, and the program caught had Al Goodman and his orchestra and Phil Silvers, both of whom are now playing in the Broadway musical, *Yokel Boy*. Additionally, there is a news spot on the show, now being handled by Dave Driscoll.

Goodman gave his customarily all-around performance, playing, of course, several tunes from the show. Silvers' comedy portion was weak, and the combination of the two served to invoke an overdose of plugs for the show. Vocal was a weakie. Hulick, of course, is an amiable and genial emcee.

Driscoll has a punchy style on delivery, but the stuff he had to read was old hat, having been in the Sunday papers that same morning. It would be worth while to have him do an inside news chore if nothing hot is breaking.

There's too much talk on the show, judging from the one reviewed. Plugs are far too numerous. The device by which they are introduced, announcing that "This is the Show of the Week," tends to destroy continuity and is rather silly. By the third time it happens listeners ought to know what show they're hearing.

Howard Clothes is the local sponsor. Franken.

Jack Benny

Reviewed Sunday, 7-7:30 p.m. Style—Variety. Sponsor—General Foods. Agency—Young & Rubicam. Station—WEAF (NBC-Red network).

Jack Benny's third show had the comic nearly in his groove, resulting in a laugh-filled session that really got along. All the old stand-bys are back, Mary Livingston (Sayde Benny), Phil Harris and his swell orchestra and announcer Don Wilson. New to the show is Denis Day, tenor replacement for Kenny Baker.

Needless to say, the successful format hasn't been changed. Day is being built up cleverly and indicated in his solo that he can easily handle the assignment. His lines are being held to a minimum, while the part of his mother, a bossy lady, is being used as the device to help in the build-up. The mother stuff, from the standpoint of her horsing Benny around, is entirely overdone and is frequently annoying.

Same smart commercials, too. Franken.

"Listen, America"

Reviewed Sunday, 6-6:30 p.m. Style—Varied. Sponsor—Co-Operative. Station—WOR (MBS network).

Listen, America, Mutual's newest co-operatively sponsored program, precedes *Show of the Week*, another MBS co-oper and one of the most, if not the most, successful shows of the type. (See review elsewhere in this issue.) Comparison of the two shows producing this kind of program is no cinch, for while *Listen, America* has the ingredients of a successful program, its first and second offerings were wobbly and poorly knit affairs. Co-ops were started by Rocke Productions, now producing *Show of the Week*.

Listen, America has Drew Pearson and Robert S. Allen, Washington inside newspaper columnists; Erno Rapee's Orchestra, the Tune Twisters, Gracie Barrie, and Arthur Hale, as announcer-emcee. Certainly here is enough talent and front-page interest to insure an audience, but Jerry-built productions served to interrupt what should be a smooth-flowing procedure. Hale, for

instance, is assigned a chit-chat sort of emcee role, preceding introductions by delivering informative tidbits along the believe-it-or-not line. They were apparently intended to give a different slant to a master of ceremonies role, but actually only seemed absurd. What with the delay and excess chatter these trifles of smorgasbord involved and the fading in and out for the local commercials and the Pearson-Allen pick-ups from Washington (preceded by much hurrah in the way of introductions), the whole thing sounded like a transcription with the needle sticking in spots.

Pearson and Allen have anything but radiogenic voices, and it might even be worth while to consider using actors in their stead, reading the stuff they write. If that's not done at least the attitude that everything they say is world-shattering should be cut down considerably. Script has them constantly trying to outdo one another with news and predictions, in an almost Alphonse-Gaston sort of way. Their stuff has proven its worth and can stand on its own feet without attempted 24-sheet treatment.

Musically, show is solid, with Gracie Barrie doing very nice tonsilling and the Tune Twisters clicking, altho straining occasionally on their arrangements. Rapee's Orchestra seems held down.

Pontiac is the local sponsor.

Franken.

"Dr. Christian"

Reviewed Wednesday, 10-10:30 p.m. Style—Dramatic. Agency—McCann-Erickson. Sponsor—Chesebrough Mfg. Co. Station—WABC (New York).

Dr. Christian series last year proved to be one of the better dramatic serial programs on the air. Opener this year was not particularly strong, owing to a plot which seemed to stretch the long arm of coincidence much too much.

Jean Hersholt—as *Dr. Christian*—wanders around the town of River's End, poking his nose into a few houses and solving terrific domestic problems. This has been the general tenor of other programs of the series caught by this reviewer, but in the main the script writers have held to plausible plot development. Premier program, however, bordered too much on the improbable in order to effect a happy solution of troubles confronting different families in River's End. Series, tho, cannot be judged on one performance which varies from the norm, and it is likely that the scripters will work into a better groove.

Jean Hersholt is just the man for the role he portrays. He is supported by Rosemary De Kamp, Dorothy Lovett, Gloria Holden and Maude Eburne, capable actors.

Program opened with a brief speech by Hersholt, who, without being in the least offensive, plugged a picture in which he is to appear soon.

Commercial copy is good.

Ackerman.

Paul Sullivan

Reviewed Tuesday, 11-11:15 p.m. Style—News. Sponsor—Brown & Williamson. Agency—B. B. D. & O. Station—WABC (CBS network).

Over a year ago, while Paul Sullivan was newscasting for WLW, Cincinnati, his potency as a drawing card was brought out in one of *The Billboard's* Radio Program Surveys. Since then he has been put under contract by Brown & Williamson (Raleigh, Kool cigarettes) and is now on CBS, broadcasting from WHAS, Louisville.

Sullivan is a newscaster, not a news analyst. His delivery is crisp and punchy and clearly enunciated, the only flaw being that he occasionally lets his voice fall too much at the end of sentences, producing a slightly sing-songy effect. He does the plugs himself.

Franken.

TELEVISION REVIEW

(Continued from page 6)

ational value. Bufano talked and performed without affectation, in a manner befitting a man who is a master of his craft.

Program opened with a fashion show, with Peggy Reed and Joan Hobart doing the talking, showing influences of past styles on today's fashions. Models trekked back and forth over the screen, some of them showing—for some reason

NEW YORK:

COCA-COLA machine has been removed from NBC's fourth floor and in its place the boys have affixed a petulant note saying that such machines are now on the fifth and sixth floors, where are located the offices of the execs. Note adds that the sixth floor can afford champagne, but the fourth can't even afford Coca-Cola. The third floor "can't afford nothin'." . . . Jack Van Nostrand, of Young & Rubicam, will probably produce *The Aldrich Family* when it goes to Hollywood for a two-month stay so that Ezra Stone can make a movie. Entire cast will likely take the trek, and first broadcast will be November 14. . . . Conrad Nagel is now in New York lining up talent for the New York broadcast of the Gulf Screen Guild program November 19. . . . John Baxter, formerly of NBC Artists' Bureau, in town.

NBC will try to sell Ed East's new WJZ morning program, "Breakfast in Bedlam," in 15-minute portions. Program began Thursday. East's Blue net sustainer, "Name It and Take It," has been revamped for adults. . . . NBC Artists' Bureau hopes it has a good thing in Josef Marais, who sings South African hillbilly tunes. Reported a couple of Tin Pan Alley pubs are angling to make swing versions of his ballads. . . . FCC has granted to WQXR an increase in power to 5,000 watts. The fivefold increase and new transmitter, according to the station, will give WQXR more power than any non-net station.

PETER DOELGER BREWING CORP. has contracted for 12 quarter hours weekly on WHN. Placed by Atherton & Currier, contract calls for sponsorship of Dick Fishell. UP News and Barrel of

Music programs. . . . Beverly and Jack Smith, singers with Johnny Green's Band on the Philip Morris program, are recording with him on the Royale label. . . . Tom Harrington and Louis V. Brockway, of Young & Rubicam, on the Coast. . . . Lowell Thomas and Hedda Hopper will sub for Kate Smith November 8 and 9, respectively, while Kate gets in some California fishing. She arrives in New York Friday (10). . . . Attorney working on the muddled record situation involving WNEW, NAPA, Paul Whiteman, RCA-Victor, etc., says the problem is now so difficult that the lawyers themselves don't know what they are gassing about. . . . Artie Shaw will guest on the Fitch Bandwagon show December 10. . . . Florence Marks back in the NBC press department. . . . Lois Ravel, singer, off to the Coast.

CHICAGO:

AUTO SHOW, which opened Saturday, has caused plenty of headaches to net stations here. Few weeks ago boys got together and decided to eliminate dishing out free plugs for the show, but on the eve of its opening a flock of local auto dealers started making dire threats about pulling their sponsored shots if they were not treated differently, so stations are "compromising" by devoting a couple of time periods to reps from various motor manufacturers, but without direct mention of the current show. . . . Dorothy Miller, gal Friday at the WOR office here, has tendered her resignation and is going to take a job on a dude ranch in Arizona. . . . It's reported now that Wrigley's Gateway to Hollywood show will fold December 31. . . . Jack Mathae, producer of Sears-Roebuck's *Grandma Travels* show, is in St. Francis Hospital recuperating from an appendectomy. H. H.

From All Around

TO PROMOTE WCKY, Cincinnati, station has arranged with local Hotel Gibson to place red cards in 1,000 rooms. Cards invite guests to visit station studios in the hotel and list feature broadcasts. . . . Willie Hartzell, of KFEL, Denver, arranged a show recently including a group of Denver boys who debuted over the station and subsequently attained national fame. Reunion included Harry Barris, one of the original Rhythm Boys; Arthur (Skeets) Hurlfurf, now with Tommy Dorsey's Orchestra, and Rock Hillman, of Jimmy Dorsey's Ork. Harold Jovien, formerly of *Radio Guide*

—evident distaste for the work. Stuff may have had some appeal for femme audience.

Fashion program was followed by as boring a piece of business as it has been this reviewer's misfortune to watch. This misguided attempt showed Crosby Gaige, in the role of cookery expert, throwing together some fodder for a bunch of guests. Mr. Gaige, an eminent producer, no doubt still is an eminent producer despite his unfortunate television appearance. He wore an apron, spoke briefly of men as cooks and then with the aid of various attendants prepared a mess of stomach lining. General effect was as big a flop in a small way as was Mr. Gaige's *Eternal Road* in a big way. Interesting point, however, was that liquor was mentioned during the preparation of a cocktail—something not permitted on radio.

Technically, this program was not outstanding work in either the fashion revue or the Gaige folderol. In photographing Remo Bufano's puppet and marionette exposition, however, the camera boys earned themselves an orchid.

Ackerman.

Erin Goes Blah

NEW YORK, Nov. 4.—Dublin office of J. Walter Thompson agency has announced that the Irish radio station, Eirreann, transmitting from Athlone, has inaugurated commercial programs. Currently there are one half-hour and two quarter-hour programs Sundays, between 1:30 and 2:30 p.m. Quarter-hour shots are sponsored by Rowntree's Cocoa and Black Magic Chocolates, and the half-hour by Lever Brothers on behalf of Rinso.

and radio editor of *Down Beat* and a number of Chicago community weeklies, has taken over radio editorial duties for the Associated Negro Press. . . . Ronald Dawson has been appointed promotion manager of WFVA, Fredericksburg, Va.

WAPI (Birmingham, Ala.) Notes: H. H. Holtshouser has returned after a sales trip to Atlanta, Ga. The Delmore Brothers were featured recently at the Barn Dance Jamboree in Birmingham's City Auditorium. . . . Barry Blake, formerly with WFBZ, Baltimore, has been added to the production staff of WJSV, Washington. . . . Five KSL (Salt Lake City) staffers took to the wilds upon the opening of the deer season and each bagged one. Party included Shirl Thayne, F. B. McLatchy, Gene Pack, Lee Taylor and Ted Kimball. . . . Rod Heath, of KSL, Salt Lake City, is new assistant dramatic manager of the University of Utah Players.

DIXIE DABBLES: WWL, New Orleans, sent a 20-cent check to listener after complaint that pot of beans was destroyed when *Dawnbusters'* program was too interesting and dinner on stove was forgotten. . . . J. Howard Lumpkin appointed radio production manager of University of Texas, Waco. . . . Beverly Brown, WWL's production manager, renews *Little Red Schoolhouse* series, using local talent. . . . Ralph Gram, former announcer for Ringling Bros. Circus, joins announcer and continuity staff of WWNC, Asheville. . . . Joe Ford, chief announcer for WSGN, Birmingham, brings back full-hour Sunday feature of last fall from stage of Lyric Theater in the Magic City. Broadcast won last year's poll as most popular in that city. Ford emceed, with Bob McRaney, WSGN program director, in charge of production and auditions. . . . Loretta Lee, NBC torcher and native of New Orleans, due for march up center aisle to Irwin Dousan, nonpro, in November in East. . . . John R. Pepper, Greenville, Miss., formally opens new station, WJPR, in that city. Paul Thomson is manager and Charles Mathis, chief engineer. . . . Herb Gilland, WSGN, joins staff of WTOL, Toledo, as announcer. . . . Bob Pigue, of WMC, Memphis, doing a four-minute sport spot on new Dr. Pepper House Party.

Ralph H. Jones Co., advertising agency, of Cincinnati and New York, has added William J. Williamson to its sales staff. Williamson was formerly sales manager of WKRC, Cincinnati.

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
Barclay 7-5371.

WAX WAGES ON THE CARPET

AFM Revokes UOS License

Union mum on action—agency largest in Philly—misunderstanding claimed

PHILADELPHIA, Nov. 4.—United Orchestra Service, one of the largest agencies in town devoted exclusively to the booking of bands, has had its license suspended by the AFM. Bill Smith, agency head, admitted that his license had been revoked but declined to elaborate his statement. He added that the revocation is the result of a misunderstanding and that he has forwarded new evidence to the AFM and believes that his permit will be restored.

The alleged violation is said to have occurred in the jurisdiction of another local. No information was available from the local musicians' union except for the fact that musicians had been instructed to refuse any work from that agency.

NEW YORK, Nov. 4.—Bert Henderson, in charge of booking licenses at the Federation offices here, declined to elaborate on the revocation of Bill Smith's booking license other than that action against United Orchestra Service was on a complaint filed by the Philadelphia local.

Oberstein Seeks Shaw Accounting

NEW YORK, Nov. 4.—In his suit against Artie Shaw for an accounting of 10 per cent of Shaw's earnings since 1938 Eli Oberstein, United States Record head, asserts that his pact with the leader, amounting to a personal management agreement, was not signed by Shaw under duress, as latter claims. Batoneer maintains that he was threatened with the loss of his RCA-Victor recording contract unless he signed with Oberstein, at that time recording manager for Victor.

Oberstein claims that Shaw and his attorney, Andrew D. Weinberger, first came to him with a request to handle the Shaw Band and that it was only at his insistence that Victor officials would consent to sign Shaw for the Bluebird label. He adds also that Shaw demanded to be on the Victor 75-cent label, but he prevailed upon him to build himself on the 35-cent Bluebirds.

New MCA Plan for Indie Pix Scoring

HOLLYWOOD, Nov. 4.—As an initial step in what may turn out to be the realization of a plan it has considered for some time, Music Corp. of America has worked out a new system whereby indie pic producers who do not film enough productions a year to make worth while the maintenance of their own music departments will be able to attain the benefits of this part of pic making. MCA has had it in mind to go into the music publishing business and the new plan, worked out with Abe Meyer, head of MCA songwriting department, may be the first move in that direction.

Booking office has top-flight composers such as Victor Young, Aaron Copland, Harry Sosnick, Georgie Stoll, Irvin Talbot, Lud Gluskin and Hans Salter available for writing and scoring films and has already assigned Young to the scoring of Sam Goldwyn's *Raffles* and Copland to Hal Roach's *Of Mice and Men* under the new set-up. System is a boon to studios like Goldwyn's, Roach's, Edward Small's and Sol Lesser's, among others, who make only about half a dozen films a year, not enough to warrant expensive music departments for each outfit.

JEAN JANIS, vocalist, has joined Layton Bailey's Ork. She was formerly with Jimmie Whitley, and replaces Anne Barrett, who moved over to Vincent Lopez for the song singing.

Shoot the Biscuits To Me, Rover Boy!

REGINA, Sask., Nov. 4.—The hep-cats will have to look to their laurels! Regina's boasting of a hep-dog.

The canine, a yellow hound named George, has a young master who is quite a 'gator—every day he takes time out to lock himself in his room and lick his chops over his collection of hot records. The dog goes along, too, and in no time at all he's banging his tail on the floor in perfect time to the music. As the rhythms get hotter the pooch gets wackier and sometimes he even rolls about the floor.

Longhairs are wondering if they should call in the SPCA. Maybe the jive makes the dog's stomach ache, they say.

Freeman Upped To G. M. at CRA

NEW YORK, Nov. 4.—Charles Freeman, vaude agent and booker, was this week appointed general manager of the New York office of Consolidated Radio Artists, just a few months after his joining the band-booking agency's act department.

Freeman's appointment is the first general management of CRA since Stan Zucker left to go with MCA and eventually into an agency of his own. Charles Green is still active as prez of the agency. Freeman previously was with Billy Rose as an act booker and before that with the Paramount Circuit. Is also exclusive booker for the Interstate Circuit in Texas. In his new duties Freeman will also have charge of personnel in the New York office.

A new addition to the office is Gordon Kibbler, one-time band leader, who booked independently for the past few years, as road salesman working out of the local office. Irving Yates, who joined the organization when the Charles Yates Agency combined with CRA, left for Hollywood this week to head CRA's West Coast activity under the banner of the Everett Crosby office, which represents the agency there.

At the same time, Johnny Greenhut leaves CRA to enter the personal management field on his own, spotting his desk at the Walter Reade office here. Handles DeLoyd McKaye and Lee Wiley, singers, and Duke Daly's Band. Reade is the owner of a Northern New Jersey theater circuit and the Casino at Asbury Park, N. J.

New Chi Ballroom Policy

CHICAGO, Nov. 4.—White City Ballroom, operated by Howard Fox, initiated a new policy today of "a band a week" playing the dancant. Tweet Hogan teed off, to be followed by Charles Vagabond, Roy Stuart and Hal Moore. Manager Jack Belasco says he will repeat the process in December if it pans out at the b. o.

Nitery Op Sues ASCAP for 50G On Illegal Monopoly Charges

PHILADELPHIA, Nov. 4.—Action to force ASCAP to face an open court test on its right to collect performance license fees was instituted here today (4) by Arthur Padula in the Federal District Court. Suit charges ASCAP with being an illegal monopoly and causing a restraint of trade in violation of the Sherman Anti-Trust Act.

Padula, operator of the Anchorage Inn here, filed a \$50,000 claim against the Society because of its refusal to license his spot. According to Padula, his difficulties with ASCAP go back to the closing of the Arcadia International Restaurant here, of which he was prez. ASCAP held him personally responsible for back payment of royalties accruing at the Arcadia. He contends that he cannot be responsible for the default, since the Arcadia was run by a corporation of which he was the head. His present spot,

New York Local To Give E. T. Disk Pay-Offs the Once-Over

Jack Rosenberg and Max Arons conduct investigation—leaders to be interrogated for contract examination—failure to pay promptly the biggest abuse

NEW YORK, Nov. 4.—With possible underscaling an immediate factor and failure to pay the musicians promptly being an abuse of equal concern, Jack Rosenberg and Max Arons, union prez and trial board chairman, respectively, of the local musicians' union, are preparing to probe with a fine comb the recording industry—both phonograph records and electrical transcriptions. Move against the waxworks comes as a result of the findings of a special board, membering Rosenberg and Arons, which was set up several months ago to investigate conditions in every phase of the industry. Save for the film sound tracks, bulk of all musical recording work is done here in New York.

Acts and Agents Aid Philly Musicians To Stop N. Y. Bookers

PHILADELPHIA, Nov. 4.—Entertainment Managers' Association is siding with the musicians' union in its brawl with the large booking agencies, particularly MCA, in an attempt to get all booking contracts made by the agency voided. According to Florence Bernard, head of the EMA, org will throw the weight of its resources in with those of the AFM local, claiming many of the licensed agents who are EMA members have lost many spots to the outsiders, who have no State license to book in Pennsylvania.

Meeting of Rex Riccardi, musicians' union secretary, with Lewis G. Hines, State Secretary of Labor, scheduled for last Wednesday, was postponed. Riccardi being busy with other negotiations with the University of Pennsylvania. Riccardi is attempting to have the State booking law, which makes it necessary for a booker to have a license in the State, enforced to the letter. Claims that enforcement of this law will automatically void the contracts MCA has made with most of the Class A hotels here.

Thomas E. Kelly, head of the independent actors' union, the United Entertainers' Association, also promised to support Riccardi on this issue.

Howard, Decee, Resumes Negro Name Band Policy

NEW YORK, Nov. 4.—Charles Yates, prez of CRA Artists, Ltd., adds another theater to his booking roster with the addition of the Howard, Washington, a Negro house.

Howard is operating under a colored name band policy, with Blanche Calloway as the current attraction and Don Redman set to follow for a week beginning November 10. Those following include Jimmy Lunceford, November 17; Fats Waller, November 24, and Roy Eldridge, booked for December 1.

International Music Crisis in New York

NEW YORK, Nov. 4.—Brain trust of Local 802, AFM, this week took steps to unravel its own little international crisis, viz., a clean-up of the Greek band business. Leading Greek band leaders were called before the trial board, where Max Arons, chairman, warned them of under-bidding and chiseling on the union's scale in their efforts to corner business.

Maestri interrogated included N. Hagimikalis, Peter Karampas, A. Sakelarios, E. Macroyeani, E. Vasi Lotas, Pericles Voultos, Nicholas Milton, Don Avlonitis, Nick Arhakos and Gus Gadinis. Despite unfamiliarity of the trade with this alphabetical juxtaposition, above names constitute a Who's Who of the Greek dance field and handle most of the trade.

Greek band biz is quite extensive in New York, there being several hundred private parties each year, varying from small weddings to swank affairs at Hotel Astor. In addition to warning the men, Local 802 will have stewards supervise the work.

Shoot, Herbert

NEW YORK, Nov. 4.—Why the music biz produces gray hair in one easy lesson. Tommy Dorsey wrote a tune called *Shoot the Sherbet to Me, Herbert*, then tied it in with a prominent radio fan publication and finally published it himself thru his new Sun Music Co. Now, after all that, he can't play the thing on the air. The networks have banned it.

No date has been set for the hearing.

Orchestra Notes

By M. H. ORODENKER

Gotham Cab

AL DONAHUE really getting down to earth when he takes to a location in January . . . instead of his customary return to Rainbow Room, he's going to follow LARRY CLINTON into the near-by Meadowbrook Country Club at Cedar Grove, N. J. . . . Rainbow roost for the new year goes to HUGO MARIANI . . . Clinton, incidentally, when he opens at Meadowbrook next month, will have a new gal on deck for the ditty singing . . . and it may be DINAH SHORE, NBC thrush . . . DON BESTOR is back in the CRA camp; JOHNNY HAMP rejoined the Consolidated stable, and TITO and his Swingtette make for a new addition to the office's band family . . . TERRY SHAND hopping over from MCA to the GAC band fold . . . VINCENT TRAVERS nosed out GEORGE HALL for the Paradise Restaurant, which doesn't cement Hall's relations with MCA . . . Leon and Eddie's continues its band parade with JOE VENUTI following Ramona on the 16th for a fortnight, and LENNIE HAYTON on after November 30 for four weeks. . . . EDGAR SAMPSON, sax-director-arranger for ELLA FITZGERALD, leaves the band, with guitarist JOHN TRUEHART taking over the directing duties . . . KORN KOBBLERS, ex-Schnickelfritzers, added to the U. S. Record label . . . JOHNNY RINGER joins his band with the ORIGINAL DIXIELAND JAZZ BAND, the new combo making for a band within a band . . . IDA COX, old-time blues singer, makes her bow Tuesday (7) at Cafe Society, BILLIE HOLIDAY bowing out . . . a contemporary of the late Bessie Smith, she will wax her blues chanting for the Columbia wax factory under the supervision of JOHN HAMMOND, who rediscovered her . . . JOE SULLIVAN and the Boogie Woogie Boys remain at the Society spot, JOE MARSALA out . . . his first test platters making the grade, Bluebird signs MUGGSY SPANIER to a regular recording contract . . . Muggsy is making some changes in the band during his current run at Nick's, Don Carter replacing Marty Greenburg on drums and Joe Buskin returning to the piano bench—providing, of course, deal falls flat for Buskin to join BENNY GOODMAN . . . Ralph Hawkins, ex-Harry James drummer boy, took his traps to the ARTIE SHAW stand.

Chicago Chat

JIMMY DORSEY first of the GAC bands into Panther Room of Hotel Sherman, opening December 27 for a six-week stretch . . . Jimmy's first two weeks are brother Tommy's last two weeks at the Palmer House . . . and what's this about songbird JACK LEONARD leaving Tommy Dorsey? . . . ORRIN TUCKER has been given January 4 as his definite return date to the Palmer . . . JUAN PINEDA returns this week to Monte Cristo . . . CLYDE LUCAS goes to work for Andrew Karzas end of months at the Aragon Ballroom . . . TED WEEMS takes over December 23 for six weeks at Edgewater Beach Hotel, account returning to the MCA books at that time . . . JIM ROBERTS, local booker, taking increased office space and adding to his selling staff.

On a Western Wing

RED NICHOLS into Hotel Muehlebach, Kansas City, Mo., December 13 for a fortnight . . . Pla-Mor Ballroom, Cedar Rapids, Ia., gets RALPH WEBSTER on Thursday (9) for three weeks . . . same night finds JOE SUDY starting a monther at Book-Cadillac Hotel, Detroit . . . DICK JURGENS Decembers at Chase Hotel, St. Louis . . . and in the same city, NICK PISANI, new WM band, makes its bow at Hotel Coronado on the 17th . . . Nick played the spot recently as Vincent Lopez's fiddler . . . was with Lopez for about 10 years after playing in the Paramount Theater pit in New York under Paul Ash's baton at the same time GLENN MILLER tooted his trombone in that theater trench . . . SONNY JAMES takes in these two weeks at Aragon Ballroom, Cleveland, and for the 23d week takes to rest at NuElms Ballroom, Youngstown, O. . . . EDDIE YOUNG, Denver combo, adds to the FBMC roster . . . FREDDIE FISHER and his Schnickelfritzers return to Old Vienna Restaurant, Cincinnati, on the 17th for

three weeks . . . 23d brings BOB CHERTER to Minneapolis for four weeks at Nicollet Hotel.

Culled From the Coast

GENE AUSTIN ORK, with Candy and Coco, at Sardi's, Hollywood, where the floor has been waxed for dancing for the first time . . . KING SISTERS, lending their harmonizing to Alvino Ray's Band in Glendale, Calif., added to the Bluebird record label . . . with nine months already tucked away, BOB HAMILTON continues indef at Majestic Ballroom, Long Beach, Calif. . . . winding up a six-month stay this week at Florentine Gardens, Los Angeles, BILL ROBERTS jumps to Denver for a stand at Cosmopolitan Hotel . . . BILLY McDONALD is the Florentine follow.

Cocktail Combos

FOUR SENATORS into Onondago Hotel, Syracuse, N. Y., for four weeks and then break their strolling for a Florida jump, set to open December 10 for the full season at Palm Beach's Pelican Club . . . JACK DRUMMOND's strolling trio alternating with Willie Farmer's Ork at the Goblet, new Albany, N. Y., roadhouse . . . Hotel Ten Eyck, Albany, N. Y., has THE MEN OF NOTE for its Palm Lounge . . . Hotel Taft, New York, added entertainment to its Tap Room for the first time since opening the bar seven years ago . . . first in is CHARLEY DREW, solo stroller with his accordion and songs . . . PLINER AND EARLE set by Tommy Smythe, of the Chicago-William Morris office, for these next six weeks at Broadmoor Hotel, Colorado Springs, Colo.

On an Eastern Wing

JULES ENDLER transformed his Merry-Go-Round, Newark, N. J., into a swanky Shalimar supper club . . . preview on Sunday (5) has EDDY DUCHIN that night in for the unveiling, with LEO REISMAN taking over on Wednesday (8) for the regular rhythmpations . . . Ocean View Ballroom at Revere Beach, Mass., has SONNY BURKE coming in Saturday (11) on a binder that runs to next April 26 . . . RED NORVO at Ben Franklin Hotel, Philadelphia, on the 15th, set for four weeks, his third return trip to the spot this year . . . BENNY GOODMAN in Buffalo on Sunday (5) as guest soloist, with the Buffalo Philharmonic Orchestra playing the Mozart Concerto for Clarinet . . . last time in town, seven weeks ago, he was dishing out the swingeroos at Shea's Theater . . . it's almost even money now that MILDRED BAILEY, warbling the air show only, will become a permanent member of the Goodman gang.

Notes Off the Cuff

VAL ERNIE set for the season at The Patio, Palm Beach, Fla., starting Christmas time . . . AL KAVELIN into Texas Hotel, Fort Worth, on the 24th for four weeks, and then goes to Toledo for four more at Commodore Perry Hotel, starting December 23 . . . Baker Hotel, Dallas, gets DICK STABILE December 15 for a monther . . . HARRY JAMES takes his tootling to the California Coast, locating Thursday (9) at Victor Hugo's, Beverly Hills, until BENNY GOODMAN returns with the new year . . . LEE SHELLEY clicking handsomely in his two weeks at Arcadia Ballroom, New York, holds over for two more . . . BOB STRONG, maestro on the Avalon ciggie airshow, nabbed by MCA . . . HOWARD CHRISTENSEN lined up nice hotel dates for his bands, all of which still fly the MCA banner . . . has JIMMY JOY holding until December 1 at Jefferson, St. Louis; NICK STUART landing at the Claridge, Memphis, and BOB MILLAR returning to Cleveland's Hollenden December 18, following his current run at Neil House, Columbus, O. . . . closing a successful five monther at Elms Hotel, Excelsior Springs, Mo., GENE MILLER returns for a second season at Gladstone Hotel . . . LOU GRAVEL doubling between the Cambria Theater and Voirie Club, Quebec, for the winter months . . . Decca to show-case JOAN EDWARDS, Paul Whiteman's thrush, in a record album of *Very Warm for May* songs, the new Jerome Kern musical . . . and so we send our cuffs to the cleaners.

Swank Philly Blues

NEW YORK, Nov. 4.—As if Philadelphia hasn't been memorialized by the blues (Blue Laws from 1794 to 1934, inclusive), Will Osborne now comes along to record a blues number for U. S. Record Corp. that is designed to put Philadelphia up into the torch class of St. Louis. Osborne is recording a new rag, *Between 18th and 19th and Chestnut Streets*, which are in Philly's center city. Precedent for this is cited in *Basin Street Blues*, *Twelfth Street Rag* and *Beal Street Blues*. Only hitch, tho, it isn't known how bluesy the record can be, is that all officially sponsored affairs will have union tootlers and the students promised to arrange matters so that their representatives will get the needed authority to ink a contract by Wednesday (8). Rex Riccardi, secretary of the local, expects that the contract will be signed on that date. Agreement provides for the exclusive use of union musicians at all student affairs. Students and the unionization committee, headed by Ralph Kirsch, are currently engaged in setting prices. Scholars claim that while the larger fraternities will be able to pay union scale prices, many of the smaller houses are in no position to shell out that kind of coin. It is expected that a sliding scale will be worked out to accommodate all types of houses.

Penn Campus To Ink Union Music Binder

PHILADELPHIA, Nov. 4.—Temporary agreement between the musicians' union and the University of Pennsylvania permitted Glenn Miller to play for the Junior Prom of the school last night (3). University authorities agreed that all officially sponsored affairs will have union tootlers and the students promised to arrange matters so that their representatives will get the needed authority to ink a contract by Wednesday (8). Rex Riccardi, secretary of the local, expects that the contract will be signed on that date. Agreement provides for the exclusive use of union musicians at all student affairs. Students and the unionization committee, headed by Ralph Kirsch, are currently engaged in setting prices. Scholars claim that while the larger fraternities will be able to pay union scale prices, many of the smaller houses are in no position to shell out that kind of coin. It is expected that a sliding scale will be worked out to accommodate all types of houses.

U. S. Record Factory Boosts Production

SCRANTON, Pa., Nov. 4.—A dozen more employees were added today by the Scranton Record Mfg. Co., which began waxing here three months ago. Production has now reached 15,000 per day, with a force of nearly 100 men. The output is expected to be boosted to 40,000 as soon as the company has its electro-plating plant enlarged. Work on this already is under way, an official said today, adding that more matrixes are needed badly to meet the big orders already on the books. Under the former management, when the American Record Co. had the plant, as high as 100,000 waxes were made daily. General manager of the new company is Louis Sylvester. The output is being shipped to New York for the U. S. Record labels—Royale and Varsity.

WATCH FOR

Christmas Number of
The Billboard dated
December 2

SPECIAL ARTICLES
SPECIAL FEATURES
SPECIAL INTEREST

including

The Trianon-Aragon Ballroom
Cavalcade, by Andrew Karzas
(operator of the nation's leading ballrooms in Chicago).
The Songs of the Islands, by
Abc Olman (General Manager
of Robbins, Feist and Miller
music companies).
A Music Publisher Opens Shop,
by Lou Levy (head of Leeds
Music Co.).
So You Want To Write a Song!
by Milton Berle (who won't
even take his ASCAP seriously).

Time Trucks On

WILKES-BARRE, Pa., Nov. 4.—Modern times caught up with an old-time Irish tenor in near-by Larksville when Thomas Fogarty, of that borough, announced the opening of a Jitterbug Palace. Fogarty is well known for his singing and entertainment with jigs and reels.

New Dance License Law for Wis. Spots

MADISON, Wis., Nov. 4.—Effective this week, all public dance halls within the city limits will have to pay a license fee, based on the amount of square feet available for dancing. Spots with floors up to 250 square feet will pay \$10 per month, fee graduated so that halls with more than 400 square feet will pay \$25 per month. Special licenses for a single dance, good for only 24 hours, are available for \$5 per dance. New ordinance provides that license be secured for dancing tho such dancing may be only incidental to the business. It also hits spots using automatic music machines, ordinance calling for a \$10 annual license fee for operation of each phono. Ordinance further bars dance hall door to persons under 16 and sets 1 a.m. for the closing hour. In the country tavern ops will present to the next meeting of the Dane County Board a new dance hall ordinance providing for fees from \$5 to \$8 monthly for all taverns where small orks of four men or less are employed. Proposed measure also provides for a \$10 yearly license on automatic music machines.

Measure intended only for the smaller spots and not for the larger halls. Present ordinance draws no distinction of size and calls for a \$4 nightly fee to pay for an inspector and an additional 50-cent fee to the county.

BARRON, WIS., Nov. 4.—A new ordinance covering dance spots is being drafted by District Attorney E. L. Youngman. Existing ordinance requires a \$100 license for dine-and-dance places and \$20 for dance halls. New measure would license all places that have room for dancing, even tho music is furnished by a radio or mechanical device. Each such spot would be assessed an annual license fee of \$25.

Under the present set-up complaints have been made that there are too many spots in Barron County that permit dancing but that do not come under control of the county.

PANCHITO

and His Rhumba Orchestra

2nd Year

VERSAILLES, N. Y.

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54th Week

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Mutual Network twice weekly

DIR: MUSIC CORP. OF AMERICA

THE SPIS TRUCKS ON DOWN

Music Items

Publishers and People

MOSE GUMBLE recalled to New York by Music Publishers Holding Co. after representing Remick on the Coast for the past year. Frank Machado is the new Shapiro, Bernstein booster in Boston. Irving Caesar, SPA prexy, is on the Coast for confabs with L. Wolfe Gilbert, org's v.-p., and the SPA steering committee on the remaining pubs who haven't yet signed the SPA agreement. Caesar went to Hollywood from Tacoma, Wash., where he testified for ASCAP in its Washington suit.

Abe Frankl's and Frank Kelton's Melody Lane, Inc., new Hollywood firm, starts off with *Sand* and *A Swan Song to a Dying Duck*. Crawford Music has the Ralph Rainger-Leo Robin score from Lawrence Schwab's new musical, *Nice Goin'*.

Nell Lawrence, contractor for Joe Davis, Inc., is the first colored employee for a white music firm. Clarence Williams is currently on a good-will tour of key cities for his music house.

Johnny Mercer and Hoagy Carmichael are immersed in lyrics and melodies for the Shuberts' *Three After Three*, the Simone Simon-Mary Brian-Mitzl Green musical. Mercer's new firm, Mercer and Morris, Inc., naturally will publish the score.

William (Bill) Wiemann, for many years general sales manager for Edward B. Marks Music Corp., leaves the firm for an executive position with the Warner music group. Wiemann's decision to leave Marks was reached because his new post will afford him the opportunity to settle permanently in New York. Carl Zoehms, formerly with Berlin and other firms, succeeds him as Marks sales head, with the responsibility of covering jobbers and dealers divided between him and Paul Klepper, Marks foreign and classical department head.

Songs and Such

GLADYS SHELLEY, legit actress, put words to Morton Gould's *Paranne*, from his *American Symphonette* No. 2, Mills releasing it as a pop melody.

A curiosity-arousing ditty is a new one that Leonard Joy, Victor recording chief, plans to wax. He calls it a "Greek rumba." It's titled *Acropolis* No. 3 and it was penned by (you guessed it) a tray totter in a Greek restaurant.

Santly-Joy>Select has another novelty potentiality in *Parade of the Little White Mice*. Spud Murphy, currently on the band stand at Blue Meadow Inn, Armonk, N. Y., also comes up with a novel idea, *Dance of the Doinks*, but refuses to say what a doink is.

After I've Spent My Best Years On You is a new Joe Davis, Inc., publication, by Davis and Andy Razaf. To complete the cycle of a.m. and p.m. serenade tunes, Enoch Light and Massard Kur-Zhene add *Twilight Serenade to Sunrise and Moonlight*.

The injunction asked of Joe Davis, Inc., by Monty Siegel, songwriter, in regard to his "Who's Got All the Dough?" was denied in Supreme Court, New York County, this week, and trial was set for November 15. Siegel claims Davis misrepresented his plugging facilities and brought out his song in an unsalable form, altho the contract allegedly called for its publication along usual lines. Davis' answer, backed by affidavits from prominent music men, asserts he published the song in customary, saleable form.

More Anent Melodies

BOBBY GREGORY has two new novelties being released by American Music Publishing Co., *When Big Chief Wah Hoo Lets Loose With a Wah Hoo* and *The Lion on the Merry-Go-Round*.

Modern Music, Bert Shefter's new publishing enterprise, also adds some novelties to its catalog, *Tic Toc, Haydn-Seek, Lament for a Tin Soldier* and *The Cat Slaps the Dog House*.

Quartet of hillbilly tunes augments Bell Music Co.'s catalog. Chi firm took *Good Ole Arkansas, I'll Get a Pardon in Heaven*, *Since the Angels Took My Mother Far Away and Marinita*, D. R.

Sheet Music Leaders

(Week Ending November 4)

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

Position Last Wk.	This Wk.	Title
1	1	South of the Border
2	2	Over the Rainbow
4	3	Scatterbrain
3	4	The Man With the Mandolin
5	5	Blue Orchids
6	6	An Apple for the Teacher
11	8	My Prayer
9	9	In an 18th Century Drawing Room
8	7	Beer Barrel Polka
7	10	Day In, Day Out
10	11	What's New?
14	12	Are You Havin' Any Fun?
—	13	Last Night
15	14	Cinderella, Stay in My Arms
—	15	A Man and His Dream

Newspaper Promotes Sadie Hawkins Ball

PHILADELPHIA, Nov. 4.—One of the largest and most unusual dance promotions ever held in Philadelphia will be sponsored by *The Philadelphia Record* November 16 at Convention Hall. Affair, being balled heavily, is tabbed as a Sadie Hawkins Ball and attendance in hillbilly costume is encouraged.

Promotion is named after the Sadie Hawkins Day in the comic strip "Li'l Abner," on which day a mountain man, if caught by a gal who fancies him, must be married to her. Larry Clinton, Al Donahue and localite Jeno Donath will supply the music. Newspaper and radio plugging the affair heavily. Salvation Army and Health Council Christmas Seal Campaign will be the beneficiaries, with *The Record* cashing in as a circulation promoter.

Songs With Most Radio Plugs

"Border" Annexes Top Rung To Lead "New" and "Night"

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, November 3. 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 Last Wk.	This Wk.	Title	Publisher	Plugs	
				Net	Indie
3	1	South of the Border	Shapiro, Bernstein	40	19
2	2	What's New?	Witmark	33	23
9	3	Last Night	Felst	30	17
8	4	My Prayer	Skidmore	25	18
1	5	Blue Orchids	Famous	24	16
6	6	Lilacs in the Rain	Robbins	24	8
8	7	Day In, Day Out	Bregman, V. & C.	22	18
2	8	Are You Having Any Fun?	Crawford	22	11
10	9	Scatterbrain	Bregman, V. & C.	20	11
7	10	Man With the Mandolin	Santly, J. & S.	20	8
4	11	My Last Good-Bye	Berlin	20	7
10	12	I Didn't Know What Time It Was (M)	Chappell	18	11
7	13	Over the Rainbow (F)	Felst	18	8
5	14	Good Morning (F)	Chappell	18	6
2	15	El Rancho Grande	Marks	17	11
13	16	Ding, Dong, the Witch Is Dead (F)	Felst	16	6
13	17	Many Dreams Ago	Harms	16	4
13	18	Good-Bye	Olman	15	8
—	19	Melancholy Mood	Harms	14	6
11	20	It's a Hundred to One	Miller	13	14
13	21	Little Man Who Wasn't There	Robbins	12	14
—	22	Table in the Corner	Robbins	12	10
11	23	Can I Help It?	Remick	12	10
—	24	Stop, It's Wonderful (M)	Spier	12	3
12	25	Baby Me	ABC	11	9
1	26	In an 18th Century Drawing Room	Circle	11	8
—	27	I Must Have One More Kiss	Santly, J. & S.	11	3
12	28	Goodnight, My Beautiful (M)	Crawford	10	9
—	29	Moonlight Serenade	Robbins	10	10
—	30	Ciribiribi	Paramount	10	8
—	31	After All	Sun	10	4

Musicians Now Adding Buskin To Sock as Swing Goes Legit

Tootlers are cast for speaking roles in Broadway shows—Goodman and Armstrong head list—plenty of work also for tunesmiths in revived musicomedey

NEW YORK, Nov. 4.—It was probably inevitable that with the increasing importance of band leaders to star gazing Johnny Q. Public there would follow a bull market for the services of the stick-waving gentry in fields a little outside the pale of one-nighters and hotel stands. The first step was letting the hero-worshippers get a load of their idols via the familiar movie route, with Benny Goodman and Gene Krupa in films released some time ago and Artie Shaw and Kay Kyser coming up in a couple of celluloid epics, not to mention the numerous shorts made by the batoneers. A new angle, however, is the demand for top musicians to take over important roles, acting and otherwise, in legitimate Broadway stage productions. While stage musicals at one time used to carry bands along with them—George Olsen in a couple of Florenz Ziegfeld musicals was a prime example—the new phase has the tootlers attempting to do some legitimate histrionics, complete to speaking lines and character casting.

Foremost among the musiker-turned-theatrical is Benny Goodman, who will don the mantle of Booth in a musical by no less author than William Shakespeare, *A Midsummer Night's Dream*, which, in a slightly altered form, is slated for the Center Theater here this month under the also slightly altered title of *Swingin' the Dream*. To get the Bard's grave revolving in a gutbucket groove is the cast addition of Louis Armstrong, who is to get equal billing with Goodman, and also the John Kirby Band. This footlight fling will necessitate Satchmo' doubling from the Cotton Club and Benny from the Waldorf-Astoria's Empire Room. The Goodman sextet will assist the master in his legit debut.

Armstrong's latent dramatic ability is apparently plenty potent, for he was also sought for a role in the drama-

tization of Dorothy Baker's *Young Man With a Horn*, which comes to Broadway soon with Burgess Meredith in the lead part, based on the career of Bix Beiderbecke. Tho' Louie won't be in the show, another of swingdom's idols will deliver some of the script's lines, Eddie Condon, guitarist now with Bud Freeman's Ork, is set for a nice part in the Baker opus.

Soon due to make his bow upon the local legit boards is Matty Malneck, ex-Whiteman fiddling ace, successful composer and now head man of a small swing combo. After a sojourn in pictures, Malneck debuts on the Broadway scene in one of the speaking parts in the new Jerome Kern-Oscar Hammerstein musical, *Very Warm for May*. In case he finds the going a little tough opening night, he'll have his band to back him up, the script calling for some choice jive from the Malneck tootlers.

Another possibility for theatrical immortality is Cab Calloway. Altho there is nothing set definitely as yet, the king of hi-de-ho has been talked to about a part in a Negro fantasy, *Little Joe*, for which Vernon Duke and Johnny Mercer would do the score. And as a final indication of the way that the art of the Barrymores has clutched the imagination of the bandsmen is the devout practicing undergone the past season by Rudy Vallee and Richard Himber in summer stock.

Musicians aren't the only ones in the melodic end of show business having a field day on Broadway. Tunesmiths and lyric scribblers are finding plenty of opportunity in the rebirth of the musical comedy. After a dearth of musicals which kept all but about 10 a season from appearing, this season is rapidly turning into a bonanza for the boys who write the words and tunes. Already open and running successfully are *Yokel Boy*, *Streets of Paris*, *Too Many Girls*, *Scandals* and *The Straw Hat Revue*. *Streets* was received so well that the Shuberts, its producers, currently are dickering with Jimmy McHugh, its composer, to write them another score for a new production this winter. *Girls* is the Richard Rodgers-Lorenz Hart opener for the year, with the boys being talked to about another new show for Vera Zorina and possibly an adaptation of a success of several seasons ago, *Three Men on a Horse*.

Due to face opening night tests shortly are the aforementioned Kern-Hammerstein show (their first together in a few years); a new Cole Porter score in *DuBarry Was a Lady*; and a Maxwell Anderson-Kurt Weill collaboration, *Ulysses*. Lew Brown is working on a musical called *Dance, Girls, Dance*, and the Shuberts are readying *Three After Three*. Howard Dietz and Arthur Schwartz, remembered for their scores in *Little Shows*, among others, are working on a musical based upon the current European war. Harold Adamson and Vernon Duke are turning their attention to music and words for a new version of a straight play hit of yesteryear, *Tonight or Night*. And Irving Berlin plans a return from the pic studios to the legit stage with a new musical together with Buddy deSylva.

Others on the list include the Ralph Rainger-Leo Robin *Nice Goin'*, which is now being revised for a December appearance on the Stem; a revival of (See *THESPIS TRUCKS* on page 13)

Cincy's Coney Gravy Registered by Hall, Garber and Berigan

CINCINNATI, Nov. 4.—Jan Garber, drawing 2,754 dancers on a Saturday night at 75 cents a head, was high man on the season for a one-night engagement at Coney Island's Moonlight Ballroom, according to figures released this week by Edward L. Schott, Coney's president and general manager.

Hal Kemp and Sammy Kaye, both playing mid-week one-nighters, ran second and third, respectively. Kemp attracting 2,389 dancers, with Kaye closely behind with 2,365. Henry Busse pulled 1,280 on a one-nighter, but in fairness to Busse it must be mentioned that he played opposite a night baseball game, stern competition at any time in this ballwick.

Bunny Berigan proved the top money-getter of the season, according to Schott, the Berigan toolsters playing to 4,849 paid admissions in a two-night stand.

For a fortnight's engagement George Hall ran slightly ahead of Dick Stabile, George beating it out to 12,792 customers in 12 days, while Dick hung up a total attendance of 12,275 dancers in 13 days. As the result of his 12-day showing, Hall was brought back for the last five weeks of the season, but the results, Schott reports, did not measure up to the initial two-week job.

To illustrate the vagaries of band bookings, Schott pointed out that Harold Austin, an unknown as far as local dancers are concerned, played a one-nighter at Moonlight Gardens early in May and attracted 1,239 patrons and making nearly as much money for the Coney management as any band of the year.

Hall Gets Canton Spot on Upbeat, Tho \$352 Is Light

CANTON, O., Nov. 4.—George Hall, with Dolly Dawn, upped Moonlight Ballroom's Sunday (29) take to \$352 when 640 persons turned in 55 cents each. With high school football on the wane ballroom grosses are expected to improve with the Sunday name attractions, according to Manager Carl Sinclair.

While the spot has been sticking to mid-bracket bands for the past several weeks at a 55 cent gate, plans are to bring in "names" during the holidays, the first being Horace Heidt on Thanksgiving Night. While Sunday grosses have been off for some time, improvement is reported the past two weeks, this being attributed to colder weather, which helps the checking and other concessions.

Crawford Oke in Lincoln; King's Drops Sun. Dancing

LINCOLN, Neb., Nov. 4.—Jack Crawford, standing three days at the Turnpike Casino (27-29), got \$675, which is okeh. Dance tickets ranged from 25 cents to 50 cents per person. After closing here Sunday he opened the Omaha Music Box Thursday (2) for a month at the Harry Taylor dancery. Replaced Lee Dixon.

Harry King, owner of King's Ballroom, has tossed off Sunday night operations, leaving the field clear for the town's other two spots, Turnpike Casino and Pla-Mor. Sundays have been bad for all concerned, in comparison to the other steady nights, but this move seems to have resulted in slightly bettering the position of everybody.

Becker at Ritz Neat \$450

BRIDGEPORT, Conn., Nov. 4.—Another Western band made its initial bow at Ritz Ballroom here last Sunday (29) with Howard Becker in and creating a nice impression among the dancing fans. Approximately 900 persons attended, and with admish at 55 cents for the he-folks and a special inducement to the fair sex at 40 cents, gross came to a neat \$450. Next Sunday (15) Ray Herbeck comes in for a repeat, having played here two weeks ago.

Crosby-Andrews 7G Hot

SCRANTON, Pa., Nov. 4.—Bob Crosby, with the Andrews Sisters extra added, drew a \$7,000 gate for the annual firemen's ball here last Thursday (26). Tickets were \$1 each. Proceeds go to the widows and orphans' fund.

Soon They'll Blow Fuses for Clinkers

DETROIT, Nov. 4.—Hal Berdun, who fronts his own ork and uses the bass clarinet for solo passages, has been bothered with mike trouble for years—chiefly because his somewhat rare instrument has such a low tone that it doesn't go over the microphone satisfactorily. It is difficult to bring the clarybell into proper position close enough to the mike to get the tone originating in two different parts of the instrument.

Now Hal has blossomed out with an Electro-Bass-Clarinet of his own invention. With the aid of a sound engineer he installed two mikes right in the instrument—one above the keys and the other right in the bell. Between the two they can pick up all tones and give adequate volume when hooked up to amplifiers.

Dance Promotion at White Plains, N. Y., As Stage Spectacle

WHITE PLAINS, N. Y., Nov. 4.—Following the pattern that has been so successful at the Arena at New Haven, Conn., the County Center here, formerly the site of standard dance promotions, is putting seats on the dance floor to offer outstanding stage spectacles instead of the usual dancing. Teeing off November 19 on a regular Sunday schedule plan is to present two top name bands plus seven standard vaude acts. Instead of dancing, it'll be a star-studded variety show. Paul Whiteman is first set for the inaugural show, second band and acts to be added.

Herbert Hecht and Les Reis are promoting the shows. Following the preem an afternoon and evening show will be presented on each subsequent Sunday. Admish for the matinees set at 40 cents, with a 55-cent tariff for the evening show. Reserved section commands higher price. Center ballroom will provide 1,700 seats at the general admissions.

Clock-Beater Dance Beats Up Neat \$250 for Wallace

DES MOINES, Nov. 4.—Beat-the-clock nights are beginning to click at Tom Archer's Tromar Ballroom here, with Wally Wallace grossing \$250 on last Sunday (29). Some 900 dancers raced in before the 9:30 deadline on 25 cent tickets, with 100 paying 40 cents later in the evening.

Archer has inaugurated an added feature on beat-the-clock nights which is going over with the dancers. It is called a "Song Fiesta," with the dancers given a chance to exercise their vocal chords. A projector flashes the words over the heads of the dancers and onto a screen erected on the wall.

T. Dorsey a Potent Cover Grabber at Palmer House

CHICAGO, Nov. 4.—In his first two weeks at the Palmer House, ace hotel spot here, Tommy Dorsey jumped into the ranks of the four leading bands holding dinner check records in the spot's Empire Room. Sharing the honors are Guy Lombardo, Eddy Duchin and Wayne King. In the next group are Joe Reichman and Orrin Tucker.

Room is set thru next summer, getting, in succession, Orrin Tucker, early next year, followed by Duchin and Reichman. Dorsey was the first for a swinger here.

New Harlem Hall Clicks

NEW YORK, Nov. 4.—The new Golden Gate Ballroom in Harlem, which opened October 19 with Jay Faggen in the manager's seat, reports 32,747 paid admissions in its first 10 days of operation. Figures include a Sunday matinee in addition to the nightly dances. Box office is scaled at 55 cents on week days and 75 cents on week-ends, with a two-bit bargain scale for the afternoon trot. Andy Kirk and Teddy Wilson do house duty, with at least one ork added each night. Near-by Savoy Ballroom reports biz has been up to par since the opening of the Golden Gate.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Rah Rah

OF SPECIAL interest to hotels and ballrooms catering to collegiate crowds are the promotions being exploited at Manhattan Center, New York, each Wednesday by Abe Ellis, Center operator, and Martin Block, who conducts the "Make Believe Ballroom" recorded feature on local airlines.

Dance night is dubbed "college prom night" and advertised as sponsored by the Intercollegiate Club, a merchandising name for Block's radio audience and Ellis' mailing lists. Tie-up has been made with Georgie Hale to act as the judge in the selection of the most beautiful co-ed now enrolled in any of the metropolitan schools of learning. Co-ed chosen as "Miss Intercollegiate" will be given an opportunity to make an in-person appearance at the International Casino, where Hale produces the girle revue.

To sustain interest in the other "proms," in spite of the fact that the topnotch bands are bought for the dancing, various contests are planned for each Wednesday prom night, including a cheering squad competition; waltz, swing and rumba dance contests; selection of the most handsome football player, and many others along the same line, derived from all branches of collegiate activity.

Carrying the theme to the box office, admission is open to all college and high school students at a reduced rate upon presentation of their Student Organization tickets, with an extra dime tacked on for the non-scholastic dancers.

Jerry Vogel Music Co., New York, takes advantage of the election theme in using a ballot form in pushing several songs in its catalog. Shapes up as an effective piece for booking offices in mailings to promoters at this time of the year. Vogel uses the penny postal and gets his message across with this appeal: "Here are some strong candidates for the approval of every radio fan. Elect them all and you will have a program that is 'Everybody's Choice!'"

Talent Hunts

IN MAKING tie-ups with the recording machine companies, using machines

H'wood Tunemsmiths Working Overtime

HOLLYWOOD, Nov. 4.—Increasing activity in the song marts of the major studios finds a number of new tunes accepted for inclusion in forthcoming pic epics. MGM will use Werner Heymann's latest, *A Rainy Day*, in a new film; George R. Brown and Irving Actman sold their *One Hundred Kisses From Now* to Walter Wanger for *House Across the Bay*, which also has Brown's and Jules Styne's *Chula Chihuahua* and Al Segel's *I'll Be a Fool Again*, and Arthur Freed placed *Our Love* in the Mickey Rooney-Judy Garland *Good News*, which he is producing.

Bob Wright and Chet Forrest have six tunes in Tony Martin's *Passport to Happiness*, including *No Other Love*, *Hearts in the Sky*, *Prelude to Love*, *It's a Blue World*; *Oh, What a Lovely Dream* and *Punchinello*. Titles of the Johnny Burke-Jimmy Monaco songs for Bing Crosby's *Road to Singapore* are *Kaigoon* (with words in Esperanto), *I'm Too Romantic* and *When the Sweet Potato Piper Plays*. Five tunes in Gene Autry's *South of the Border* are *Girl of My Dreams* and *Luna Manana*, by Johnny Marvin; *Goodbye, Little Darling*, by Marvin and Autry; *Come to the Fiesta*, by Art Wenzel, and *Merry-Go-Roundup*.

Wheeling Dantsant Reopens

WHEELING, W. Va., Nov. 4.—Graystone Ballroom here, formerly the darkened Capitol, has unshuttered and will operate park plan Thursdays and social plan Saturday nights thruout the winter. Arden Wilson is first ork in.

THESPIS TRUCKS

(Continued from page 11)
Sam Pokrass' musical version of *Cyrano de Bergerac*, which the Shuberts first tried out about seven years ago; a new edition of Harry Delmar's *Revels*, and a raft of others that are just in the talk stage at present.

that make test records on the spot, both Benny Goodman and Paul Whiteman have hit on what shapes up as a terrific talent hunt idea to stimulate supper room business at the Waldorf-Astoria Hotel and New Yorker Hotel, respectively, both in New York.

At the Waldorf Goodman goes talent hunting with a recording machine among the Empire Room's patronage. At each table at the Waldorf there is a specially prepared six-inch disk covered with an acetate preparation. Goodman invites any guest of the room to come up to the stand and try his or her luck singing with the band.

Adds Benny, "Nearly everyone has a sneaking suspicion he can do one of three things—write a song, write a play or sing a hot tune. We'll give them their chance to sing hot." After the record is made it is played back immediately. Benny then autographs the disk and presents it to the guest.

A more elaborate variation on the same theme is promoted by Whiteman for the Friday night sessions at the New Yorker. Embellishes the amateur contest idea with the use of a recording machine, only this time it's in search of "the campus voice of the week."

Each Friday afternoon Whiteman auditions a group of collegiate hopefuls, both male and female. Auditions, however, are made with the test acetate records. Whiteman selects the most promising voice on the basis of the recordings. Winning voice is presented the following Friday evening to the Terrace Room's supper crowd, at which time he or she makes a record before the audience with the playback immediately played back to the audience.

Besides the natural interest among the general public in recordings, Whiteman's stunt has the further advantage of collegiate good will and publicity. And in order to assure the proper amount of interest in the collegiate papers, college editors in the metropolitan area were invited down to the first audition last Friday (3), the opening session being replete with cocktail party trimmings.

Plan was worked out by Dick Mockler, hotel's energetic idea factory, and tie-up was made with G. Schirmer, local music shop, for use of a Presto recording machine.

Shorts

RCA Victor's Ready Record Rack, a functionally styled rack for storage of phonograph records in the home, won a coveted top award in the Fourth Annual Modern Plastics Competition, sponsored by *Modern Plastics*. . . . Of one-piece construction, rack's rounded ribs provide storage for 40 records. . . . All you drumming maestros can cash in neatly by tying up with a department store or ladies' apparel shop in your locality by drumming up excitement for them to put on a fashion show for your benefit. . . . As the "thumping apostle of the drum" you offer to provide a worthy accompaniment to the "thumping-est fashion show" in the store's history. . . . A "drum daffy" and "clothes crazy" theme is easily knotted together for the store's newspaper advertising and show-window display, all of which spells promotion profits for the drum-master. . . . We like the announcement idea sent out some time ago by maestro Jimmy Loss. . . . Borrowing a note from the police department's "wanted" circulars that grace the post office bulletin boards, Loss' piece screamed "Extra! Extra! Extra! Orchestra Found Guilty! Manager Fixes Sentence," and then proceeded to tell how a one-man jury (the night club manager) decided to compel Jimmy to remain at his club for four more weeks as he was found guilty of drawing unusually large crowds. . . . Appropriately enough, maestro's picture carried the heading: "Convicted." . . . This being the football season, Sammy Kaye will play tribute each Saturday afternoon on his Coast-to-Coast airshots from Hotel Commodore, New York, to the outstanding university and fraternity by featuring their songs in a specially arranged medley.

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Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

DENIS HOEY—veteran legit character actor who has played in many Broadway shows. Recently seen in an NBC television production of *Jane Eyre*, he indicated anew that he could be used to excellent advantage in character roles in pictures.

MARIE GREEN AND HER MERRY MEN—sensational new rhythm group which recently made its debut on the etherized Al Pearce show. They have a sock style, with Miss Green, who is a superb coloratura, taking the vocal lead. One of the act's specialties is its treatment of classics, such as *Hear the Gentle Lark* on the program caught, part of it sung as written and part in swing. In this number Miss Green hits G flat over high C.

For LEGIT MUSICAL

LEE SULLIVAN—emcee at the Hotel Belmont Plaza's Glass Hat. A youngster with handsome appearance, good commercial voice and definite ability to read lines. His delivery could still be made a bit smoother, but he's a lad with a lot of talent. Would be a lively and valuable addition to any musical. Good for radio, too, on both vocals and emceeing chores.

DRAMATIC

PRISCILLA JAMISON—red-headed youngster carrying the lead in *Cure for Matrimony* at the old Provincetown Playhouse, with which a group of kids from Antioch College is trying to crash the stem. Has a mellow voice and smooth enunciation and is tall, with an excellent figure. Has a keen sense of dramatic values and displayed marked ability in both reading and interpretation.

Club Talent

New York:

ADRA COOPER, snake dancer, landed the inside double spread and the front cover of the November 14 issue of *Pic*. Photo layout shows her doing the snake act. Goes into Globe Theater, Boston, November 13. . . . **DEMARY, MOORE AND MARTIN** at the Top Hat, Union City, N. J., for the next couple of weeks. . . . **PETER RANDALL** has returned here after a year out of town, mostly in Canada and up-State New York.

BERNHARDT AND GRAHAM, dancers, are due here this week from Buenos Aires. . . . **THREE PLAYBOYS** (Mills, Starr and Rollo) went into Benny the Bum's, Philadelphia, Wednesday (1). . . . **CARMEY AMEYA** has arrived here after a tour of Argentina, Mexico and Cuba. Is rated high as a Flamenco dancer in Spain. . . . **TED ELDER**, whose kangaroo boxing act is playing clubs in this area, now does mandolin specialties between shows. . . . **LOUISE HOWARD** and Jerome Criswell have produced *And Pleasant Dreams*, a night club act. . . . **JOHNNY JARVIS**, singer, went into the St. George Hotel this week. . . . **IRENE KAYE**, singer, was stricken with appendicitis last week, preventing her opening next week at Maxim's. . . . **VICKI LAUREN**, dancer, opened Monday (6) at the Whirling Top. . . . **THE DE MARCOS** have postponed their opening at the (See CLUB TALENT on page 61)

Milwaukee Clubs Hit New Low, Chi Agents Complain

CHICAGO, Nov. 4.—Chicago agents who have branched out into Milwaukee the last year are back in town, claiming Milwaukee night club conditions have reached a new low. Due to conditions there, most talent is of local origin and paid unusually low salaries.

Sam Pick's Club Madrid closed. It may reopen if a new investor shows interest. Tic Toc Tavern, which used Chicago talent, trimmed its budget, while the Town and Country Club and the Miami Club are concentrating on home guards. Chateau remains open week-ends and is only spot to import talent from Chicago thru Consolidated Radio Artists office.

Milwaukee's Schroeder Hotel, only hostelry using big bands, returns to floor bills Tuesday (7). Booked by MCA, initial bill will have Phil Levant's Ork, Garron and Bennett and Tung Pin Soo.

More London Night Clubs Operating

LONDON, Nov. 4.—More West End night spots are now operating. Harry Roy and band opened Monday (16) at Cafe Anglais and on same night Murray's Club resumed floor show with Clifford Stanton; Newman, Wheeler and Yvonne, and Denise Vane.

Coliseum reopened October 30 with Sandy Powell's opus, *Can You Hear Me, Mother?* Three performances will be given daily.

New Club Near Scranton

SCRANTON, Pa., Nov. 4.—A new night club has been opened at Simpson, the only one in the upper part of Lackawanna County. It is the Eddy Bar and Grill, with Roy Harrington as emcee. Two floor shows nightly, with music furnished by a local ork. Appearing this week are Kay Connors, Elma Coulter and Jean McKay.

Hitz Plans Nation's First Airport Nitery

NEW YORK, Nov. 4.—North Beach Airport, new municipal airport and the largest air terminus in the country, will house the first night club in any airport in this country.

Name of the spot will be the Kitty Hawk Room, but will not be completed for several months.

Kitty Hawk Room will be under the direction of Ralph Hitz and will be modeled after the Glass Hat of the Hotel Belmont-Plaza, featuring a large dance floor and a circular bar. Spot will have an orchestra, while policy on talent hasn't been set, as yet.

"Hollywood" Unit Opening New Cafe In Singapore, SS

SINGAPORE, S. S., Oct. 28.—*Hollywood on Parade* unit, which was brought out from the United States for the new Cathay by Cowan and Bailey, has returned from a successful season in Colombo, Ceylon, and has opened at the Coconut Grove here, operated by Cowan and Bailey.

In the unit are the Taylours, Laurell Gaines, Florence Chappel, Lucille Nicholson and Dolores Dee. Cowan and Bailey appear as emcee and comedians in between. The floor show commences at 9:45 and runs an hour and a half. Admission charge for non-diners is \$1. Good crowds are seen nightly and biz seems to be pretty good.

Cowan and Bailey will open the cafe and roof garden atop the New Cathay Theater Building and the *Hollywood on Parade* unit will be the opening attraction. The unit will present a new program for the new spot.

Houston Club Reopens

HOUSTON, Nov. 4.—The 400 Club opened for the season Saturday with show and house ork. Show comprises Patsy and Ginger, specialty dancers; Junanita Wheeler, singer and dancer; Helen Ratcliffe, acrobat, and others.

Cover charge, 25 cents week nights and 40 cents Saturdays.

The Broadway Beat

By GEORGE SPELVIN

PHIL SILVERS, with a group at Leon and Eddie's the other night, which included Dick Powell, Joan Blondell and Sid Silvers, congratulated Sid on his success in *Yokel Boy*. "I've heard so many good things about your work," commented Phil, "that I now claim you're my brother." . . . *The Journal of Commerce* office in the Sardi Building was forced to put up a sign on the outside which reads, "No Casting Today—This Is a Newspaper Office." . . . We hear there's a burly stripper, Elaine, at the Troc, Philly, who does a kitten dance. Has kittens planted in the pockets of the gown and discards kittens down to the last encore. What next?

ADD unwritten stories: The time a radio station complained to the Board of Health that a swank restaurant in the building was creating too much of an unrefined odor in its cookery. Imagine the time salesmen trying to conclude a deal and being stymied by the aroma of garlic. . . . Mary Ann Mercer, vocalist with Mitchell Ayres' crew, was studying to become—of all things—a doctor. As a pre-med student at the University of Michigan she twisted her ankle during a song-and-dance act and she finished the act just singing—and she's been doing that ever since. . . . Irving Kahn, Larry Clinton's p. a., is now space grabbing for Van Alexander.

AL SIMON, WHN publicist, was toastmaster at a press agents' dinner at the Hotel Belmont Plaza recently and had quite a time trying to keep the boys from plugging their own accounts. Jack Eagen, however, managed to slip under the barbed wire by distributing Tommy Dorsey fan cards. . . . Misha Moser, chef at the Casino Russe, insists upon top billing on the programs—and gets it. . . . The press agent at a New York hotel that featured a big band opening after signing tab after tab for champagne and other items beyond the normal pale got hungry when the kitchen closed and had to go to Bickford's for hamburgers.

ADD Knowing-the-Facts Dept. *Tempo*, Australian swing sheet, takes a blush for this bit of confused reporting. Speaking of hit tunes in America, it says, "A popular hit now being played by Benny Goodman is *Begin the Beguine* by Artie Shaw himself." . . . A policeman, on special duty to guard \$100,000 worth of furs being displayed at a fashion show at Chevalier's last Tuesday, lost his own coat. . . . Conversation in the Palace Building elevator, from one agent to another: ". . . and the girls are very courteous. . . ."

RECORDING artists have their little idiosyncrasies when performing for the studio mike—and oh, if their public could only see them. Glenn Miller, for instance, always stands on a chair for his trombone solos, while Tommy Dorsey resorts to a special platform for the same chores. Hal Kemp always foregoes his flexible baton and conducts with his right hand index finger, while Larry Clinton sets the rhythm by nodding his head. On the vocalist front Bea Wain invariably works in a sun bonnet, in contrast to Dorothy Lamour, who prefers a kerchief wrapped around her head. And then, of course, there's Eddie De Lange, whose ensemble is classic. No one can ever forget the brilliant jerseys, the variegated chapeaux—and the bare feet.

Florida Hotels Booking Many Bands and Acts

NEW YORK, Nov. 4.—Indications of a heavy tourist spending season in Florida this winter and a subsequent bolstering of the talent budgets were prevalent this week as Florida hotel managers arrived in town to book shows and handle local reservations for their hotels.

Edward B. Jouffret, managing director of the Roney-Plaza Hotel, Miami Beach, stated reservations and inquiries for hotel accommodations are more than 50 per cent ahead of last year. Florida is preparing for this heavy traffic, he says, with a building boom that's been going on in the past few years. This year there will be 3,200 more rooms in 40 new apartment houses and hotels.

Jouffret said that while his hotel is not going overboard on spending money for expensive talent, it will spend more for entertainment than in previous years. Scheduled to open the Hawaiian and Viennese Rooms December 23 (hotel opens December 15) are Crawford and Caskey, dance team; John Uppmann and Beverly Kirk, singers, for the first six weeks until the peak season begins. After that date the hotel has signed Georges and Jalna to open in February; Carol Rhodes, singer; Terry La Fraconia, Bob Hall, Medronna and Donna.

Three other hotels in the Roney chain, the Miami Biltmore in Coral Gables, the Whitehall and Palm Beach Biltmore in Palm Beach, have as yet only signed the bands for this winter.

Bands set for Florida hotel spots by the Meyer Davis Office include Michael Zarin for the Roney Plaza; Maxmillian Bergere, Miami Biltmore; Walter Miller, Breakers, Palm Beach; Bill Marshall, Ponce de Leon, St. Augustine; Michael Trini, Don CeSar, Pase-A-Grill, Fla.; Al Davies, Clarendon, Daytona Beach, and Paul Sparr at the Palm Beach Biltmore. Val Ernie will go into the Patio in Palm Beach.

The Chester Hale dancers, recently returned from Europe, will also head for Florida, with a booking at the Royal Palm, Miami, set thru George Wood. Jim Wittered, agent, who came to this country with the troupe, will go along as personal manager.

Oliver Heading New London Revue

LONDON, Nov. 4.—George Black will stage new revue at the Hippodrome, November 13. Title to be *Black Velvet*, and Vic Oliver will be principal comedian. Probables are Frances Day, Stafford and Louise, Manley and Austin and Max Wall.

Americans Stuck As Bombay Goes Dry

BOMBAY, India, Oct. 28.—Prohibition has caused the closing of several night spots in the city. Several of the larger spots have reduced their bands and the smaller spots have entirely dispensed with bands.

Numerous places formerly using artists have cut down on acts and some prefer not to book talent at all. Ted Weatherford, colored band leader of the Taj Mahal Band, has booked his band to Java, Dutch East Indies. The fate of numerous dance bands is unknown, but many musicians are out of employment and among them are several Americans.

Mercur Plans Florida Spot

PITTSBURGH, Nov. 4.—Lew Mercur will not open the downtown Pitt Swing Club, owing to ruling by Pennsylvania Liquor Control Board. Board vetoed granting license on claim that Mercur was not a Pennsylvania resident for four years. Mercur has returned to Florida, where he operated his Nit Club, and is looking for a location.

Chippewa Falls Club Burned

CHIPPEWA FALLS, Wis., Nov. 4.—The Outers Club, nitery on the shores of Lake Wissota, was destroyed by fire October 19. The building was owned by Vern Williams and operated by Claire Sweeney.

Bowman Room, Hotel Biltmore, New York

Worthy successor to Horace Heidt and his show-within-a-band here is George Olsen, whose talented troupe is currently living up to the standards set here by Heidt during the past couple of seasons.

Spot caters to a clientele that is more interested in musical showmanship and straight danceable music than sheer swing and wild get-offs of name swingers. Olsen and his ork fit the requirements beautifully and stand every chance of equaling the business done here in the past by Heidt.

Veteran maestro brings a plethora of talent and his own engaging personality to the band stand here, and to such effect that, during the dinner show caught much closer attention was paid by the diners than is usually found when a patron is more interested in fillet mignon than a lyric soprano. Dinner show, of course, is in a quieter vein than the late hour entertainment, with more emphasis on old musical comedy selections.

Personalities include the three Tanner Sisters and their superior harmonizing; Jean Blair, possessor of a really lovely voice, with looks and charm to match; the Bachelors Quartet, composed of Bobby Berger, Bob Rice, Ronnie Mansfield and Jack Gifford, each of whom

Night Club Reviews

steps out at times for a solo, and Patsy Parker, hotcha singer whose shouting contrasts nicely with Miss Blair's Indian love calling. Olsen has a couple of novelties that also sell the band as a great entertainment unit.

Food is worthy of the reputation enjoyed by the Biltmore, and the service is of the best. Prices are not cheap, but it's worth it. Supper couvert \$1 week nights, \$1.50 Saturdays.

Daniel Richman.

Chatterbox, William Penn Hotel, Pittsburgh

One act and a band do more here to entertain a live crowd than a half dozen acts in some other night spots.

The act isn't strictly of night club vintage either. It's a pair of Arthur Murray dancers who not only present a couple routines but also occasionally give a free lesson by inviting patrons to step into the spotlight. One-time Fordham law student Charles O'Connor and U. of Mississippi grad Margaret Trusty make a clean-cut team that stimulates even aged dodes to get up and dance. Some nights they appear twice, depend-

ing on the people and occasion. Helping make up for lack of a regular show is Eddy Brandt's Orchestra, which takes time out from dansapation to hoke some numbers on the stand.

Reopened several weeks ago after being closed for months, the Chatterbox is a low-ceilinged nitery that draws good crowds.

The patronage is mixed, with the ratio of ages present usually depending largely on the band. Since Brandt's coming the crowd is younger than it was a couple years ago, altho a number of hotel guests and other folks drop in.

Week-night tariff is \$1 minimum; Saturday and holidays, \$1.50.

Morton Frank.

Hi Hat, Chicago

The talent budget in this Falkenstein emporium has its periodic spurts. Located in the most competitive section of Rush street, spot had just about given up for the last several weeks, spending only a few hundred dollars on talent and admitting that the chances of combating such attractions as Joe E. Lewis (Chez Paree) and the DeMarcos or Cross and Dunn (Coloney Club) are small.

Judging by the new layout, the Hi Hat is beginning its fight for existence all over again. Willie Shore, popular local comedian, has been brought back to top a show that includes Gus Van, Alphonse Berg, Mary Lane, Muriel Kretlow line and the Sid Lang and Jimmy Cassidy dance combinations. Looks like a good investment, for the club is alive again, packing customers in to the rafters and giving them value for their money.

Shore is a nondescript nut emsee who has graduated from ballet into comedy. Finding his dancing experience of great help, he embellishes his highly polished soft-shoe routines with hilarious gags and situations. He now employs a couple of stooges and engages in new nonsense with the club line.

The Kretlow Girls, stock group of six girls, open and close with competitive tap and Bavarian polka routines. Alphonse Berg, the model draper, moves his theater turn into these strange environs and finds them suitable. A close eye view of his half-nude models getting a dress workout by the swiftly moving Alphonse is an attention-getting novelty in these intimate surroundings. While he doesn't have as much room as on a stage, this act has its place in clubs nevertheless.

Gus Van scores with character songs in his accustomed manner. Using *Are You Having Any Fun* for a warm up, he goes into his amusing Italian, Yiddish and Negro dialects, matured thru the years before varied audiences.

Mary Lane, nude, is out of place in this particular set-up, even tho her specialties are probably above average, since she has taste in costuming and ideas. In the early show she interpreted a bull-fighter in action.

Sid Lang's musicians supply the show music and supply it well. Also play the longer dance sessions. Intermissions are filled by Jimmy Cassidy's Latin trio, featuring rumbas and tangos.

No cover or minimum and dinner prices (\$1.50 up) are comparatively reasonable.

Sam Honigberg.

The Bowery, Detroit

This unique spot with a popular mock-slumming policy has just been enlarged to seat 1,200 and entirely rebuilt with two specially lighted bars. It has become one of the best known rendezvous in town, a tribute to the genial management of Frank Barbaro.

Show opens with the 12 Boweryettes in a green and gold walking stick number. Size of this chorus is double that of the Bowery before remodeling, and quality is about tops, due to Eve Ross, producer, formerly in the same post at the Fox Theater. The girls tend to be a bit tall, all good lookers, and are well trained and costumed.

Rita Delano, a Junoesque singer, a la Sophie Tucker, has a full deep voice and a manner that puts her enthusiasm over and wins encores at every show. Rogers and Morris are a pair of clowns doing standard stuff, comedy singing and talking, then breaking into utterly outrageous burlesques, such as an Indian snake dancer, Russian singers and Communist soap-box meeting, aided by good mechanical tricks and ad libbing.

Johnny King, a balladic tenor in tails,

rates good hands. Featured *The Lamp Is Low*. His voice is adequate for the spot, and clean-cut presentation is one that appeals especially to the women.

Faith Bacon, in a dramatic dance routine aided by flowing veils and without, plus controlled low lighting, is featured. Gives the customers their money's worth, keeping an always difficult act in the realm of class, partly thru a slow dance style similar to control dancing.

Four LaVernes, three men and a girl, have about the roughest apache routine we've ever seen. They do it with every appearance of earnestness, and the crowd likes it plenty. Eight Larry Sinclair Jitterbugs close the show with wild contortions, but synchronized into the routine of a chorus to give a more pleasing effect.

Charlie Carlisle is emsee and knows how to make everybody feel right at home. He is past master of equivocal innuendo, and that is what the patrons like. Benny Resh and his orchestra function for the show, with some novelties of their own, including a walkaround that even takes in the bull fiddle. Show lasts about an hour, uses 44 people and is evenly built. Bookings by Peter J. Iodice, of Amusement Booking Service. H. F. Reves.

Continental Room, Stevens Hotel, Chicago

For several seasons now the management of the "world's largest hotel" has been trying out just about everything under the entertainment sun to put this room across. Because of sight-distracting posts on the corners of the dance floor spot always lacked a totally informal atmosphere. Acts have been forced to work at a disadvantage and only a limited few could entirely fit this environment. Business as a result hasn't been up to standard.

The latest policy, ushered in recently, features bands. Floor shows have been eliminated altogether and the formerly dull intermissions are now livened up by the alternated appearances of orchestra members. Griff Williams and band are holding up the current band-stand honors and, while his name is not strong enough to compete with the big outfits playing neighboring hotels the commercial stuff dished out by these boys will go a long way toward making these surroundings more intimate.

Williams is familiar to local ballroom followers and radio fans. He has the appearance of a polished but alert member of a dance team. Plays piano and fronts a bouncing, informal group of 11 men, including four reed, three brass, three rhythm and one fiddle. Instrumentation lends itself nicely to danceable tunes, entertaining novelties and sentimental played in smooth, ear-soothing rhythms.

Vocals are assigned to Buddy Moreno and Bob Kirk, two of the musicians, who acquit themselves nobly. Moreno, in particular, has a good voice and a warm delivery.

Band is in for four weeks with options, and it is likely that box-office groups will come in as they are available. WGN-Mutual picks up the ork eight times a week, announced by El Allen. Thursday night is balloon night, champagne being given to holders of the two lucky numbers inclosed in balloons.

Sam Honigberg.

Cinderella Club, New York

The Cinderella, newest Greenwich Village's night club, is outstanding in that section. Under the able direction of

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Miss McKaye is the most outstanding performer on the bill. She plays her own accompaniments and does a job of singing the swing classics that puts her as near to Ella Fitzgerald, Mildred Bailey, etc., as any one we've heard.
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Peter Pinto, who has been operating night clubs for 10 years, the Cinderella is most imposing with its murals by Angelo Castro.

While the club makes no pretense of offering anything sensational, the show is well rounded, fresh and impressive. With Muriel Rogers as emcee, it offers first Kay Kavanaugh, a pretty blond, who does a swell job with *Don't Worry 'Bout Me*. Frances Carroll follows with her dance, *Caravan*, which is most impressive, and later does a Russian dance, also truly professional. Irene Mauseth, tall and attractive, sings *Melancholy Baby* and, on her second appearance, *Comes Love*. Because her voice is more adapted to tear-jerking tunes, she does a terrific job on *Melancholy* but also manages to draw much applause with the tune from *Yokel Boy*. Irene Burke next offers a lively soft shoe dance but does her best in her second offering, a straight rhythm tap. She should have been allowed an encore. Miss Rogers relinquishes her emcee duties to sing *Day In-Day Out* and *Time On My Hands* admirably. Trionita adds an exotic touch by offering two dances, her Moorish numbers being one of the evening's highlights.

While only six people are used, each appears twice, giving about an hour of good entertainment. Russell Dunn's four-piece orchestra plays for dancing and accompanies the show.

Sally Saunders, dean of blond cigaret girls in the Village, is on hand to meet her friends in this new spot.

Three shows offered nightly. Food is a la carte and liquor is pop priced. Al Mernit handles the press.

For those who want uptown entertainment, food and liquor in the atmosphere of Greenwich Village—this is the place. *Sam Abbott.*

La Marquis, New York

A surprise show-stopper is a new singer here, Paloma, who is playing her second local night club date at this intimate, cozy restaurant-night club operated by Tony Vietro.

Paloma is a vivid, comely brunet who sings, shouts, laughs and mimics her way thru Cuban, Argentinian, Mexican and Spanish ditties and also accompanies herself on the piano. She gives each song a cute introduction and then socks it over with an arresting personality that bewitches her audience. Did five numbers, including *The Souse American Way* and *El Rancho Grande*.

Frances Connolly, brunet, ripples thru requests and pops at the piano and also sings in quiet voice. A good entertainer for this type of spot. The Palermo, Dooley and Tommy Trio (piano, violin and guitar) handles music, with Tommy Dooley strumming the guitar and also singing pops in fair tenor voice. When the evening gets gay he switches to more spley stuff. A small floor accommodates those who like to dance.

Dinner is \$1.50 and excellent. Service is fine and the decor emphasizes angular lines, hidden lights and intimacy. Clusters of balloons provide a dash of extra color. Sylvio is the head waiter, Dorothy Kay is the press agent. *Paul Denis.*

Club Mayfair, Yatesville, Pa.

Altho usually putting on a good show, this club hit a lull this time, with chanter Betty Klein and the Dixie Dukes orchestra giving the show the only real rise.

Miss Klein, a local girl, who has been on the road for some time, also acts as emcee, and her renditions of *I Surrender Dear* and *Old Man Mose*, in which she really hits her peak, are sweet on the ears.

The Four Savoy Steppers (Sue Lynch, Florence Mahoney, Mary Page and Toresa Deane) opened the show with a rhythm tap, with Miss Lynch coming out later to give a rhythm buck. Miss Mahoney followed it up with a ballet waltz while Mary Page returned for a rhythm tap solo and Toresa Deane climaxed the dance solos with a Gypsy dance.

The Dixie Dukes, a colored band which started their second week, certainly helped along with their fine music. Business good. James Ferrucci is a genial host. *Milton Miller.*

Casino Comique, New York

This Broadway spot, a failure several times the past two years, is open again. Its owners are attempting to take away the jinx with a presentation of intimate, satirical comedy. It still has the furnishing, trappings and decor of the old

GASTON LAURYSSSEN

Executive Director of the St. Regis Hotel, New York, authors "Entertainment at the St. Regis," analyzing this luxury hotel's band and entertainment policies.

A Feature of the Christmas Number of The Billboard, Dated December 2

Arabian Nights, which last spring lasted only a few weeks.

Unfortunately the spot skirts the busy transient district, and unless the place is given a definite personality it will be a tough fight. In an attempt to do something different, the club has introduced the Nite-Wits. The act is a three-boy three-girl affair, styled after the Revuers, who created such a sensation at the Greenwich Village Vanguard that they were moved into the Rainbow Room.

The Nite-Wits are out of place here; their routine is repetitious on the theme of debutantes, which begins to rub against your patience after a half hour, and their delivery is bad. Notwithstanding all that, however, the group, which includes Dorri Lyons, Sylvia Marks, Sherle Hartt, Arthur Laurents, Kieve Landis and Mervyn Nelson, has its moments of comedy, but not nearly enough to sustain them. The material, written by the group, for the most part lacks the timeliness of the Revuers.

Rest of the show includes Donald and Drina, ballroom team, who still lack the basic elements of grace; Margaret May, Viennese singer, who has a good Continental style and a good voice but would be better suited in Continental atmosphere, and Karin Karina, toe dancer, who pleases with a doll routine. Only novelty act is Marcella, who does a dance with six large-sized balloons strung onto her arms with electric wires. During her act the lights go out and the balloons are lit up, giving the floor a nice phosphorescent glow. A bit of novelty.

Music assignment is in the hands of Billy Arnold. Electrical attachments to some of the band's instruments give the rhythm some zing and danceability.

Production staged by Walter Brooks. Prices are reasonable, with a \$1 dinner and moderate prices for drinks.

Sol Zatt.

Century Room, Hotel Commodore, New York

The Commodore's main salle a manger this season takes unto itself a new name and an altered decor, but it still remains one of the town's coldest and most unattractive dinner and supper rooms. Changing the name from the Palm Room to the Century and terracing the tables at either end of the place makes only a slight difference and the room still suffers from too much length and not enough width. Redecorated style is early nothing, and the tables are still jammed together so that navigating to and from the dance floor takes a master mariner.

Back on the band stand after a winter season here last year is Sammy Kaye doing his usual competent job of swinging and swaying. It's not his fault that his music can be heard better out in the lobby than in certain parts of the room. Stand faces the entrance with the sound carrying across the narrow room and out the doors rather than towards tables at each end.

Spot offers no floor entertainment, Kaye and his featured band members—Tommy Ryan, Clyde Burke, Charlie Wilson and the Three Kayets—being the sole attraction. Sammy's following is quite enough to insure nice business of the sort he drew last year.

Publicity is handled by John Wasserman. *Daniel Richman.*

Ernie's, New York

While Ernie's, named for its proprietor, Ernie Sgroi, was established only five years ago, its reputation is widespread as one of the must places in Greenwich Village.

The show, billed as "Ernie's Three-Ring Circus," is emceed by Bill Hansen, who brings on the 10 girls and one man in an effort to present an attractive show. While the show takes about an

hour, culling out the real talent would allow it to run about 20 minutes.

Rene Costello, tap dancer, is first up, with Ruth Gallagher, soprano, following with *To You*. Jean LeMarr, pretty brunet, pipes *South American Way* and *Day In-Day Out* to make them sellable. Jerry Roberts, fan dancer, offers "The Waltz of the Pampas," but it is merely a walk from one end of the stage to the other and an inartistic waving of fans. Sonny Tucker sings. Laura Booth dances. Frenchie Martin sings *Parce long and loud*. Tangera does a Conga. Peggy Bovard, who puts heart and soul into her number, pipes *Baby Bunfing*. Pat Kane slurs notes and words to *Good-night, My Beautiful*.

Maxie Armstrong, on Ernie's bill for three years, puts into effect some of the steps he learned at the Cotton Club. He delights the audience with *Old Man Mose* and applause brings him back several times for both his singing and dancing. Undoubtedly the best on the bill.

Fats Adkins and his Rhythm Ramblers, playing their fourth year at the spot, do an outstanding job for dancing and for the show. The maestro is tops at the piano, and Mason Hawkins and his electric guitar add materially to the entertainment of those who like good music.

Four shows nightly. Freddy Catalano manages. Minimum \$1 on Saturday. Pop prices prevail. Al Mernit is p. a.

Outside of the band, Armstrong, Jean LeMarr and possibly Peggy Bovard, spot offers very little in solid entertainment. *Sam Abbott.*

Name Bands for Newark

NEWARK, N. J., Nov. 4.—Spot formerly known as the Merry-Go-Round has reopened as the Shalimar, with Leo Reisman Orchestra coming in Wednesday (8). Eddy Duchin does a one-day engagement there tomorrow.

BOB PRICE returned to Chicago to share office space with Bert Peck. Concentrates on cafes and club dates.

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French Revue For Int. Casino But U. S. Acts

NEW YORK, Nov. 4.—International Casino will have its first new production since reopening last May, early in January, produced by Rene Racover, representative of Sandrini & Charles, French producing firm and operators of the Bal Fabarin in Paris.

Clifford Fischer and George Hale have previously been mentioned as possibilities to produce the new show, but Fischer is apparently out of the picture and the status of Georgie Hale is still uncertain.

No talent for the new show has been engaged yet, but plans call for American performers in a French setting. The theater part of the Casino will close about one week before Christmas to prepare for a rebuilding of the stage and rehearsal of the new show. The Terrace Cafe and bar will remain open.

Sandrini & Charles will not be able to actively participate in the production because of the war and Racover will be in complete charge. Present Hale show remains until closing. Tentative name for the new production is *International Revue of 1940*.

HELEN PAMMER

Beauty in Taps

★ 5TH WEEK ★
PARADISE RESTAURANT • N. Y.

Powells Swell At Paramount; Strand Slips

NEW YORK.—The Paramount came to life again last week with a winner in the personal appearance of Dick Powell, backed up by Teddy Powell's Band, the Frazee Sisters, Lane Brothers and Bob Bromley. Grossed a strong \$45,000 for the first week (ended October 31) of the run. Picture is *Disputed Passage*, but a heavy portion of the draw is credited to the stage attraction. First three days of the new week was also good, drawing \$16,000.

Hal Kemp pulled another dud picture in his second week at the Strand (*Dead End Kids' Dress Parade*), accounting for only a poor \$28,000. Kemp's first week drew Zorina's *On Your Toes*, which was yanked after a flop gross of \$26,000. *Parade*, however, holds for another week with Kemp.

The Roxy also served pre-holiday turkey with the picture *20,000 Men a Year* and the stage show headed by Pat Rooney, which was held over for the picture. Gross was \$26,000—decidedly weak. Others on the stage bill included Joe Jackson, Jimmy Shields and Tommy Martin. New show, with picture, *Drums Along the Mohawk*, opened very strong Friday (3).

Mr. Smith Goes to Washington came thru with a second smash week at the Music Hall, grossing \$90,000 after the first week's gross of \$106,000. Going into the third week very strong, too.

Loew's State dipped into below normal last week with a poor \$17,000 for the showing of *Honeymoon in Bali* and stage show consisting of Noble Sissle Band, Stroud Twins, Harriet Hoctor, Marjorie Gainsworth and the Naitto Troupe. Edmund Lowe is the headline attraction at the State this week, with reported strong business at the opening Thursday (2). Film is *The Real Glory*.

The Brandts local Audubon dropped vaude Thursday (2) and the Carlton in Jamaica put up the two weeks' closing notice this week.

Providence Bill Fair

PROVIDENCE, R. I.—Fay's, for week ended October 26, dived to \$4,000, as against house average of \$6,500. Stage bill included Jack Gwynne and Co., Marion Belett and English Brothers, Kirke and Clayton, Goodrich and Nelson, Nelson and Knight. Pic, *Heaven With a Barbed Wire Fence*.

Night Club Ups Salaries 20%

DETROIT, Nov. 4.—With plenty of night spots squawking about poor business, Manager Frank Barbaro of The Bowery is giving his 125 employees, including the band, a raise of 20 per cent.

"Business is all right, so why shouldn't I share it with the staff," Barbaro says. The Bowery, running on a pop-priced policy, has one of the biggest talent budgets in the city.

Charlie Carlisle, emcee, started two years ago at \$30, and is now getting \$120. Benny Resh orchestra started about the same time at \$150, and now get \$300.

Resh, incidentally, hasn't taken as much as one hour out in over two years on the job, not missing a day.

Like Father, Like Son

MILWAUKEE, Nov. 4.—"Like father, like son."

Eddie Welsfeldt, manager of the Riverside Theater here, and his son, Donald, filled the saying to perfection when the former sprained his knee bowling and the latter injured his knee in a bicycle accident on the same day. And it was the right knee in each instance.

Vaudefilm Grosses

Lunceford, Inkspots Complications Hurt Do Okeh in Philly; D. C. Box-Offices Fay's, Carman Fair

PHILADELPHIA.—The Earle, with Jimmy Lunceford Band and the Four Inkspots as the attractions, went a few notches above house par by registering a forte \$21,000. The gross was aided by good weather and a healthy sepla attendance. Negro trade usually supports when a colored band is on. Pic, *Kid Nightingale*.

Fay's biz continued on an even keel with an estimated \$6,600. Muriel Page and Diane Raye headlined, and the surrounding talent included Eddie Kent and George Kaye, Helene Faye, Danny and Drayson and Clare and Sana Sisters. *Unexpected Father* on screen.

The long running time of the Carman film, *The Rains Came*, necessitated the cutting of two acts from the bill. Gregory and Raymond and the Ben Yost New Yorkers were on stage. Most of the \$5,800 comes from the lure of the film.

"Melody" Revue Less Than Average

SPRINGFIELD, Mass.—The *Melody Co-Eds Revue*, which closed October 28 after three days at the Court Square Theater, did only 85 per cent of what the average vaudefilm bill does, according to house manager Don Barhydt. The box-office returns, however, were still looked upon as good.

The show, while well received by the audience, only rated about average in entertainment. Featured was a line of eight girls, trained by George Libby, who is producing four lines for the E. M. Loew theaters in Massachusetts. With them were Evelyn Shelby, Paul Gerson, Tommy and Mary, Four Wheelers, Tilyou and Rogers, Four Harding Brothers and Ray Hughes and Co. Hughes also worked as emcee and kept the show timed to fast action. Bert Green and orchestra, a regular Court Square feature, accompanied the show. Picture, *They Shall Have Music*.

Cincy Likes Raye; Gives Her Dandy 16G

CINCINNATI.—Martha Raye and a supporting line-up comprising Senor Wences, Peggy Taylor Trio, the Four Lazanders and Jack Williams gave the Shubert a terrific \$16,200 for the week ending November 3. On the screen, *The Day the Bookies Wept*, Penner-Grable opus. Gross turned in by the Raye coterie was the second healthiest of the current season.

This week's layout highlights Constance Bennett, with others on the bill including Dean Murphy, Lorraine and Rognan and the Six Debonairs. *Two Bright Boys*, Jackie Cooper-Freddie Bartholomew vehicle, on the screen. The Shubert management will be happy if the current combo turns in an average \$12,000.

Kaye Unit Weak At Pal, Cleveland

CLEVELAND.—RKO Palace did a 12-grand gross, week ended October 26, with stage layout including Sammy Kaye Orchestra, Bob DuPont, Cass Daley, Spencer and Foreman. Pic, *Here I Am a Stranger*.

House average is \$14,000.

Weather Perks Business At Riverside, Milwaukee

MILWAUKEE.—Season's briskest weather helped Riverside Theater connect for a \$10,800 take the week ending November 2, with a show headed by Marie Wilson, Roscoe Ates and Art Jarrett. Others on the bill included Lowe, Hite and Stanley and Allen, Stone and Allen. Gross was \$2,800 better than average. Pic, *A Woman Is the Judge* (Col.).

Cantor 52Gs, Berni Vici Unit Fair in Chicago

CHICAGO.—Eddie Cantor and his radio gang top the gross parade this week (beginning November 3) with an estimated \$52,000 gross at the Chicago. While not a terrific figure considering expense of show and size of name, it still is the best money house has had this year, topping Gene Krupa's record week by four grand. Bad weather opening day held down biz, but picked up at night and held out very nicely Saturday. On screen, Bob Hope in *The Cat and the Canary*, an attraction that is of considerable help.

State-Lake is doing a fair business with Count Berni Vici's new unit, *Lid's Off Revue*. Early estimates were \$14,500, which is an average gross for the house. Boys were expecting some overflow trade from the across-the-street Chicago, but latter house took care of all who came. State-Lake picture has Lana (It) Turner in *These Glamour Girls*. A. B. Marcus' revised unit, week ending November 2, closed with a strong \$16,500.

Oriental week of November 3 is getting by with a four-act house revue and a twin bill (*Two Bright Boys* and *The Adventures of Sherlock Holmes*). Heading for a satisfactory \$14,500. Same gross for week of October 27 with twin bill and vaude combination.

Last week (ending November 2) Chicago scooped up a pretty good \$34,000 with *Roaring Twenties* and flesh bill headed by Sims and Bailey. Palace switched to a straight picture policy Friday (November 3), showing two films at the 75-cent top in effect during its combination days. Business not holding up.

Vaude Fair in K. C.

KANSAS CITY.—Tower, with Carter and Holmes; Allen, Stone and Allen and the Karolls, plus pic, *The Under Pup*, did \$4,200 for week ended October 26. Average is five grand. Tower the previous week grossed \$5,200 with *Rodeo Revelries Revue*.

WASHINGTON.—Competing amusements in the forms of professional football, legitimate theater, symphonic music and Shipstad & Johnson *Ice Follies of 1940* plus rainy, cold weather is expected to have its depressing effect upon the box office at the local theaters. Loew's Capitol, after last week's (ending November 2) smash business with Eddie Cantor, which rang up \$29,000, will slip to \$13,500 for week ending November 9. On vaude bill, featuring Jackie Heller, are Intime Ballet, Four Franks, Radio Ramblers and 20 Rhythm Rockets, and Bob Hope's *Cat and Canary* on screen.

Warner's Earle is expected to draw \$19,000 for week ending November 10, headlining Jack Haley, Mary Carlisle and Jack Teagarden and orchestra on stage. Jimmie Cagney's *Roaring Twenties* on screen, with additional support on stage from Roberts and Martin, Tiny Ann and Tony Small, Howard Nichols and Joe Oakie. Last week (ending 3), second week of *Mr. Smith Goes to Washington*, did \$16,500.

T. Dorsey 3Gs 1 Day Excellent

MADISON, Wis.—Tommy Dorsey and band and revue in his first local appearance drew better than \$3,000 at the Orpheum Theater here October 30. Five stage shows were presented in connection with the one-day stand, and Dorsey furnished sandwiches and milk for five or six ardent fans who sat thru three performances without taking time out for meals.

Business was the best for a single week day in many moons for the house.

Miller 25Gs in Pittsburgh Okeh

PITTSBURGH.—Glenn Miller and orchestra drew \$25,000 for a week at the Stanley, a healthy gross when compared with most of the takes for stage presentations at this Warner house, but under Manager Harry Kaimine's expectations.

On the screen, *They Shall Have Music* (U. A.).

"Follies" Unit 2Gs 3 Days in Spokane

SPOKANE, Wash.—*Follies Gay Paree* connected for \$2,000 at the Post Street October 27, 28 and 29 at 21 to 37 cents admission prices.

This was first road show booked in since weekly three-day vaude went September 1 and topped by \$115 best vaude unit, Manager Bill Evans reports. *Unmarried* and *Street of Missing Men* were p.l.x.

Roscoe Ates Average

MINNEAPOLIS.—Minnesota grossed \$6,100, about \$500 above house average, with Roscoe Ates heading stage bill for week ended October 27. Pic was *Mutiny in the Big House*. Previous week's Minnesota take was the same, with Pat Rooney Jr. and Herman Timberg Jr. House average is six grand.

"Lilacs in the Rain" Strong in Phonographs

NEW YORK, Nov. 4.—*Lilacs in the Rain*, the second melody to be adapted as a pop tune from Peter De Rose's instrumental piano piece of five years ago, *Deep Purple*, by the composer and Mitchell Parish, is starting to be as important an item in automatic phonographs as its predecessor.

The song is appearing in more and more boxes, and for further details on its progress, as well as that of other current phono hits, turn to page 7 in this issue of *The Billboard* for the "Record Buying Guide."



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Names Best in Chicago Houses; Vaude Plus Production Second

CHICAGO, Nov. 4.—Theater managers and bookers agree that the demand for better vaude talent is becoming increasingly dangerous. A sudden realization came this week when the RKO Palace dropped stage bills, the trade claiming weak combo shows could not compete with other Loop attractions. Other symptoms supporting this contention are the poor grosses attracted by ordinary vaude layouts, regardless of the theater housing them.

While attractions—name bands or outstanding units—are holding up best, they must excel the entertainment furnished

in local hotel rooms and night spots. An ordinary cafe act is no longer an asset on a stage bill, and more and more theater managers are curtailing their use. If such talent can be seen in no-cover non-minimum night spots, why should customers go out of their way to see them on the stage? they argue.

Chicago Theater seldom scores with a run-of-the-mill revue unless accompanying picture is outstanding. This year only Gene Krupa's Band and the Bob Hope unit managed to pull in top grosses on their own. The State-Lake Theater, thru a well-managed bargain price policy, had only one losing week in the last six months, an unimaginative vaude set-up bringing in the red. House, while using six to eight acts almost weekly, presents them with up-to-date production ideas. The Oriental Theater follows the same policy and manages to pull thru.

Box-office names are scooped up here as soon as they become available. Current crop of bookings at the Chicago is a good example: Eddie Cantor is in this week, followed by Joe E. Brown, Ted Weems' Orchestra and Dick Powell (latter coming in for a reported \$8,000). State-Lake buys all of the stronger units and smaller names. Benny Meroff's *Hellzapfre* came in Friday (1), followed by Cab Calloway and the Dead End Kids. Less coin is spent on Oriental shows, but they are augmented with two strong pictures.

Mutual Units in Midwest, With South Next Stop

LINCOLN, Neb., Nov. 4.—Mutual Booking Office, of New York, is offering units in this territory to theaters. These shows carry up to 10 people but no scenery and no musicians.

Using Mutual units have been Schine in New York and Ohio; Smalley in New York; Feiber & Shea, in Ohio; Minnesota Amusement Co., of Minnesota and the Dakotas, and Bob O'Donnell's Interstate, in Texas. First unit of the original batch of 10 opened in this territory at Sioux Falls, S. D., October 26.

Tentative date for the local opening is November 17, but that hinges on Joe Philippson's being able to straighten out union arguments when he gets in here soon. Union demands at least a six-piece band and two men on stage. It's highly possible this will be one of the key spots on the Midwest route, with at least three days' time at the Lincoln. Philippson is right hand for Joe Cooper's interests and has already given the nod for three days in Oklahoma City, which will be last stop for the five-acters before turning in for the 21 days of the Interstate.

When Wilbur Cushman used to wheel his 18-people units around the U. S. from Albuquerque, N. M., and Dallas, Tex., it was thought he had touched absolute money bottom with his \$150-daily price. Now comes Mutual vaude as a possibility for \$600 a week.

War Scares Marcus Into Staying Here

CHICAGO, Nov. 4.—The war in Europe is keeping A. B. Marcus within the U. S. He is now rehearsing a third unit and has bought several acts, including the Gertrude Hoffman girls.

His picture house show, *Comedie Francaise*, landed several weeks in the Midwest, while the big one, *A Night at the Moulin Rouge*, is in its last stages of re-casting in San Francisco and may invade this area under a reduced budget.

Acts, Plays, Skits, Minstrels

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Dance at MARLOW'S PARK

Reviews of Units

Iceolite Revue

(Reviewed at Convention Hall, Detroit Auto Show, Friday Evening, October 27)

Center of interest was the debut of a new skating medium, Iceolite. A rink floor, about 50 by 150 feet, has been set up and has every apparent characteristic of ice for skating purposes, aside from coldness. Floor's smoothness after a week's hard usage, was practically unimpaired because of a convenient refinishing process, and skaters were able to glide as well and get as much speed as if they performed on real ice.

Show, featuring two names and a revue, runs about 25 minutes and has been given five times daily, playing to an estimated 55,000, including a majority of standees, in the first week of the Auto Show. Iceolite Eight, personable girls, but a bit small on the side, open in red and blue costumes, with a varied skate dance number to an adaptation of *Alexander's Ragtime Band*. Dance steps are cleverly utilized for a unique Tillerette effect.

Dorothy Franey, holder of 11 world's championship women's titles, does an exhibition number featuring speed and various skating styles, aided by a flashing spotlight effect, and exits with a sensational backward speed glide. She returns to present some well-received figure numbers, exhibiting top professional competence.

A male team, billed as Tom and Jack, do some unusual acrobatic routines, including a full headstand by one on the other's head, and backward somersaults. Red Sissley, in burlesque Cossack costume, offers a comedy number featuring fast running steps, pirouettes, a series of leaps, Russian bear dance, and some good comedy falls. His patter could be smoothed up a bit.

Miss America of 1939 (Patricia Donnelly) appears in a white satin parka hood costume with ermine and gold braid trim on skates, and does a simple turn around the rink, without attempting any skating feats. Her specialty is a rendition of *Old Man Mose*, done in dramatic style and gesture, plus a little strumming on a big bull fiddle. Del Delbridge, veteran theatrical maestro, doubles at conducting his band and emceeing in his usual suave style. Show is produced by Charles Roth, of Roth & Berdun Studios. H. F. Reeves.

Kuklin's Kaperers of 1940

(Reviewed Varsity Theater, Lincoln, Neb., Midnight, October 28)

Rough in its present form, especially in the music department, *Kuklin's Kaperers*, a small unit doing one-nighters in this area, is in over its head in a town this size. It belongs to the countries, and is small-budgeted and likewise priced. Boss is Irving Kuklin, who emcees and rhythms a bit on hoof.

Flash opening is provided by the four terping femmes, June McMeen, Mary Ellen Comerford, Ann McDonald and Pat Herminhaus, and they later break out thru the show in several specialties. Top one is a toe stunt by Miss Comerford. Pat Patterson teams with Kuklin for one of his foot-slaps, and solos in a roller-skating rope skip. Helen Greusel gives an acro routine, only fair.

Male highlights are Art Elliott, a harmonica blower, and Morton, doing a string of magic. Morton's routine is best of the layout. Closer is the Rolling Rockets, trio skating, and okeh.

Running time was 55 minutes, but it could be cut about 10 minutes. Kuklin's gags are all blue, so the one-nighters would be best for the unit, altho that's all the smut there is in the show.

Barney Oldfield.

"Wake Up and Cheer"

(Reviewed at James Theater, Newport News, Va.)

Taking its cue from *Hellzapoppin*, this one carries the show right into the audience.

It's a little bit bigger than the average show playing this territory and it's fast moving and well produced. Talent is good, costuming is tasteful and, aside from some offensively blue gags, there are few weak spots. The nine-piece stage band, conducted by Cornmeal Jones, is one of the smoothest to play here in years.

Show opens in reverse, the band and

girls entering from back of house and marching up onto stage. Principals also come out of the audience upon introduction.

Idylle and Billy Shaw offer a unicycle performance by the boy and hoke acro stuff that clicks.

Ray and Harrison are a unique team. The girl, utilizing her poundage to get laughs, has a personality that put her across here. However, their material needs going over with plenty of soap.

Principal laughgetters are Sully and Thomas, the Arthur Lake-ish and thoroly capable emcee and a blond stooge. Bill Harris, who comes out playing a clarinet and goes off the same way, packs acrobatics, dancing, juggling and balancing in between.

Maintaining a fast pace for over an hour, the show lets its audience down with a sudden, weak and unoriginal ending. An anti-war ballad, yodeled with special effects halfway thru the show by the emcee, might well be converted into the closing number.

There are nine girls in the line, some of them lookers, and a few step out for specialties. Warner Twyford.

"Lid's Off Revue"

(Reviewed Friday Afternoon, November 3, at State-Lake Theater, Chicago)

Count Berni Vici's new effort is made to order for the bargain-priced theaters. While it doesn't measure up in elaborateness with his previous shows, it has more acts with entertaining specialties and has few draggy spots.

He still uses the double-deck stage set and an all-girl band, the latter feature, this time, being a weak musical aggregation. With the exception of the novel tones contributed by Charlotte Ahlgren and Bernice Farrow on the organ and Novachord, the brassy instrumentation is harsh and lacking in colorful melody.

A flash of the Normandie docking in New York harbor is followed with a Frenchy number by the line of 10 girls, who wind up stripping to sexy briefs. Billy Farrell and Lucy Boots, next, engage in a brief tongue-twisting talk contest, and then Billy brings on the Count to direct the girls in the first double-deck scene which glorifies the late New York fair. The kids prance thru a cymbal dance, and Farrell amuses with some tap impressions.

LaRue and Carol, adagio team, who pose as statues for a good 10 minutes, appear in two spots with well-tailored gymnastics. Work with snap and get down to the hard tricks early.

Ted Waldman and Suzie, black-face team, scored with the early audience. Waldman mouths a harmonica like a veteran, while the femme partner is on the assist in the talk periods. Pleasant relief from the moody production ideas.

More hullabaloo is produced in the *Summertime* scene, which brings out the girls in a familiar Negro dummy dance and features the tenor of William Guthrie and a tap solo by Bill Taylor.

Carl Emmy revives the laugh period with his well-known canine turn, giving his small rascals a real workout while building each bit with a good running line of patter. Mounted on a long and narrow platform, the turn stands out unusually well.

Ethereal Cloudland scene is produced with a cloud drop and the leisurely poses of the six showgirls on suspended wire contraptions. Bronya, nude, interprets a tasteful veil dance. Band next offers an embellished version of *Stormy Weather*, with atmospheric effects created by the girls and Guthrie's vocal.

Hickey Brothers and Alice are next to closing with their low comedy routine and *Hellzapoppin* bits that go well in a house of this type. Girl's voice is not so forte, but the boys manage to cover that up with slapstick stuff.

A tribute to Sousa is again used for the finale. Loud flash. Business held down in the afternoon by nasty weather. Screen has Metro's *These Glamour Girls*. Sam Honigberg.

Bordagaray Buys Barn, Ciney

CINCINNATI, Nov. 4.—Frenchy Bordagaray, Cincinnati Reds outfielder, this week acquired the Barn Night Club here from Al Shavel. Associated with Bordagaray in the nitery, which will be known as Frenchy's Barn, will be his wife, Dorothy, and brother, Johnny. Formal opening was held last night. In addition to renovations, Bordagaray plans a more ambitious entertainment policy for the spot.

**37,000,000 PATRONS—
AND WHAT THEY
TAUGHT US**

By W. G. VAN SCHMUS,
Managing Director of the Radio
City Music Hall, New York.
*A Feature of the Christmas
Number of The Billboard,
Dated December 2*

Magic

By BILL SACHS
(Communications to Cincinnati Office)

RUSSELL SWANN, suave gabster-magician, recently cracked Ed Sullivan's column with a nifty wherein Sullivan related of Swann's touring Scotland a number of years ago with an *Abie's Irish Rose* company and of playing Ella Logan's home town there, and how Ella went around backstage to make Russell for an autographed photo. The punch is that the next time the pair met they appeared on the same bill at Loew's State, New York, several years later. Sullivan tells how Ella watched Swann's turn from the wings show after show, trying to figure where she had seen that face before until it finally hit her. . . . LE CARDO has just concluded a fortnight's stand at Club Oasis, Detroit. . . . CARL (DEACON) MOORE, ork leader who doubles on magic between dance sets, was amazed by one of his own tricks last week. Moore, now in his eighth week at Old Vienna, Cincinnati, after winding up work the other morning, packed his magic paraphernalia in its usual receptacle, a pasteboard soap box, packed it under his arm and left it with the clerk of his hotel to watch for him. When the colored porter came on duty a little later in the morning he cast a glimmer on the box behind the desk and decided it was about time to get rid of some of the junk littering up the place, whereby he grabbed up Moore's box of tricks and tossed it into the ash can. Needless to say, the disappearance stunned Moore, who searched ash cans until he was blue in the kisser, but to no avail. The box contained several hundred dollars' worth of magic, including \$60 worth of the stuff he had purchased from Doc Marcus only a few days before. . . . FLORETTA AND BOYETTE, set for the month of November in the Cocktail Lounge of the Hotel Virginia, Columbus, O., are featuring Syl Reilly's new card-in-the-balloon effect. . . . WHILE THE McDONALD BIRCHES spend the holidays in California, their two assistants, J. L. Wilkins and Howard A. Daughette, will hie themselves eastward to spend the festive days at their home in West Liberty, O., and Somerset, Ky., respectively.

LORING CAMPBELL and wife, touring New England for Collins Management Service, took in the recent New England SAM convention in Boston, and relate that the conclave offered a crackerjack show, with such magic names as Silent Mora, the Floyds, Larry Grey, Al Baker, Dell O'Dell and others on the bill. The Campbells on their current tour are doing an hour and 45-minute show, presenting magic, rag pictures, escapes, and an expose of fake spirit mediums. Last-named feature has netted them some fine newspaper notices recently. They are toting two illusions, *The Guillotine* and *The Tiger and the Lady*. . . . THE GREAT NICOLA, after a successful tour of New Zealand and Australia, arrived in Singapore October 8 and opened three days later at the Capitol Theater there for an extended stay. . . . PIERCE THE MAGICIAN stopped off at the Golden Gate Theater, San Francisco, the other week for a visit with his old friend, Ted Lewis, the powwow netting the lads a sizable photo in *The Chronicle*, showing Pierce pulling a rabbit from Lewis' famous battered topper. It was Pierce who taught Lewis the cane-to-silk trick, which he is doing in his present show. Pierce, with Charles K. Lake out front, winds up his present trek in Cheyenne, Wyo., December 15, after which he'll jump home to Rochelle, N. Y., for a month's layoff before resuming in January. . . . C. R. TRACY, Sioux

Vaudeville Reviews

Loew's State, New York (Reviewed Friday Evening, November 3)

Business was good Friday night, stage show having a fair talent layout, plus a draw in Edmund Lowe.
Les Brown's Band played the show. His music, while occasionally favoring swing patterns, is conservative and of a type well suited for hotel rooms. It's extremely danceable. Apparently new to stage work, band could be improved for vaude by adopting a flashier presentation. Its musicianship is essentially good. Vocalist Miriam Shaw, a nice eye-fall, has a pleasing voice, but was obviously nervous. A male comedy singer was so-so. Tip, Tap and Toe, Negro hoofers, did ensemble and solo work, using a raised platform for part of the act. The boys are good hoofers, and showed to best advantage in competitive sessions. Best routine was one done to only drum accompaniment. Effect was weird jungle business, with marked rhythm.

Edmund Lowe, suave pic name, had an act better than the usual movie p. a., and deserved a better hand than he received. Lowe has a femme foil, and opened his turn with a few gags and remarks about his film characterizations. Went into a demonstration of his technique as movie lover, illustrating various ways of making passes at a femme. Girl, a good talker, gave him a brush-off on all except the "financial" approach. Lowe has very good stage presence and can time a gag. His script had good comedy value, but audience seemed rather cold.

Trixie, girl juggler, scored strongly and is an ace performer. Juggled balls, plates, interspersing the juggling with acro. Much of her flashy stuff was done by catching and juggling a ball upon a stick held in her mouth. The turn is fast and solid thruout.

George Beatty, comic, drew a better hand than any act on the bill. His manner is robust and his material and timing excellent. Added to this, his aside remarks were punchy. Biggest click was his impersonation of a stewed sailor, which included a rendition of a comedy song about a tattooed lady. Extremely versatile, scoring on both straight and pantomime comedy.

Pic, *The Real Glory*.
Paul Ackerman.

Oriental, Chicago

(Reviewed Saturday Afternoon, Nov. 4)

A pleasant bill for the bargain hunters who, in addition to a hour stage show, get two pictures on each program. (This week the screen has second Loop run of *The Adventures of Sherlock Holmes* and *Two Bright Boys*.)

Verne Buck and house band are on the stage, pepping up first of all the torch songs of Katherine Adkins, colored Sophie Tuckerish warbler, who is the latest of the weekly amateur contest winners. Gave out and with relish such oldies as *To You* and *Some of These Days*.

House line comes on for an arm-in-arm frivolity to *All in Favor Say Aye* and the Tryon Sisters, pair of young and shapely adagio dancers, follow with a routine that stands out for its impressively statuesque tricks. Good novelty.

Tommy Mack, nasal-voiced comedian, is clean and funny most of the way. He is the excitable type, assisted by a couple of stooges, one in a box and another at a piano. Latter also sandwiches in a good violin solo while Tommy changes comedy suits.

Ruth Petty, dependable and delightful

City, Ia., magic enthusiast, writes under recent date: "We entertained George Marquis and wife, also E. R. Brown, of Worthington, Minn., at the house recently, after Marquis' performance at East High School here, where he played to 1,100 paid admissions. A few nights later we entertained Harry and Billie Blackstone and Mr. and Mrs. Ed Milne at dinner at our home. Harry packed 'em in during his engagement at the Orpheum here. Lots of activity around here as far as magic is concerned. Huntington stopped over last week to see Blackstone on his way to Omaha. . . . McKNIGHT, hypnotist, after working his old territory in Montana, Utah and Idaho, is heading southward thru Oregon and Washington, playing schools and theaters. He is again operating under the management of Thomas J. Hughes. . . . WESLEY WHITEHOUSE is headlining the floor show at Saks' Bar, Detroit.

songstress, never fails to sell her wares, whether they be new tunes or ditties of another day. She is a sharp saleslady with a striking delivery, clear voice and mirthful personality. Went big at this show.

Another reliable performer is Eddie Peabody, the banjo wizard, who had little trouble stopping the show with his commercially strong offering. Strums the instrument with ease and produces some highly tuneful notes. Remains for the Hawaiian dance finale, engaging in a few native movements with one of the line kids.

Business good second afternoon show.
Sam Hontigberg.

Riverside, Milwaukee

(Reviewed Friday Afternoon, Nov. 3)

Neither hot nor cold is this week's stage show, which opens with Ward and Lane hitting the boards with some intricate jitterbug antics. They go to town with the acrobatic maneuvers.

Chester Dolphin is a balancer of no mean ability. His forte is putting rubber balls into their place and making them stay there. Top spots call for beating out a tune on a drum with balls while balanced on his head, and rotating hoops from his legs, arms and a rod in his mouth while juggling on his cranium.

The Lassiter Brothers engage in mimic newsreel nonsense between agile tap dances. They cavort nimbly in a manner which is good for several laughs at least. Herman Hyde, with Thelma Lee, is good fun. Hyde's act includes everything from a cello which flaps its wings to a harp with a compartment holding a container for dispensing something so commonplace as a banana. Miss Lee is a striking blonde and, in addition to embellishing the act by her mere presence, also sings a bit and plays the violin.

Hit of the bill is the Milt Herth Trio, the lads playing an electric organ, drums and piano, with the drummer doubling on the marimbaphone. The unit offers *Jumpin' Jive*; in an 18th Century *Drawing Room*, a classical interlude; *Beer Barrel Polka* and *Pagan Love Song*. For an encore the trio beats out a medley of college tunes.

Lee Roth's 10-piece Riverside Theater ork accompanies the various acts from the stage. Settings are good and a not too large second show audience reacted favorably to the various offerings. Pic is *Rio* (Univ.).
H. C. Brunner.

Roxy, New York

(Reviewed Friday Evening, November 3)

A new 20th Century-Fox epic in Technicolor, *Drums Along the Mohawk*, and an F. & M. stage show got this house off to a solid start opening day.

The stage show follows the F. & M. pattern—the Gae Foster Girls do a few numbers highlighted by four outside specialty acts. The Foster Girls have no spectacular routines this time, but their work is okeh. They perform in the opening boy-and-girls-in-formal-clothes number, which serves as a decorative background for Nadine Gae's slick acro dancing. They return later for the big number, the *Conga* demonstration, and form interesting patterns while hip waving thru variations of the *Conga* routine.

The *Conga* number is presented as an exotic dance here, with the setting depicting jungle palms and Miss Gae dancing atop a huge drum and additional drums augmenting the orchestral accompaniment by Paul Ash's men in the pit. Ted Rodriguez leads the *Conga* line, doing a good job. The number as a whole gets over very well, bringing the show to a strong close. Miss Gae's dancing is excellent.

The Foster Girls are out in one other number built on the song, *South of the Border*, and using a Mexican background. The girls tap a bit and help build up the Mex background while Rodriguez comes thru with neat trick tap routines, highlighted by his control one-foot tapping. Jeanne Brideson, who has played here before, is spotted for some lovely violin solos, building up to a melodious *Begin the Beguine*, an applause-getter.

Bobby May is spotted early and held close attention with his spectacular, casual style, juggling of balls, hat, cigar, clubs and, for the sock finish, bouncing balls off a drum while standing on head. Audience was stingy on applause, however. The Variety Singers, seven, provided harmony backgrounds.

A good, tasteful, colorful stage show.
Paul Denis.

Earle, Washington

(Reviewed Friday Evening, November 3)

Jack Haley, Hollywood singing feature player, sparks the bill which also lists Mary Carlisle and Jack Teagarden's Band. Haley's vaudeville and musical comedy experience showed its stamp, as he entertains far better than the usual talent sent east from the film capital. Bill opens with Jack Teagarden's Ork putting a modern touch to the oldtimer, *Red Wing*. Teagarden exhibits his mastery of the slide trombone, and in a succeeding number, Hoagy Carmichael's *Blue Orchids*, the reed and brass sections alternated under colored spots. Roberts and Martin were introduced here as the winners of a Madison Square Garden Jitterbug contest, and promptly proceeded to go thru an effortless shag. Tiny Ann, a towering young gal, and Tony Small, a shorty, are next with their acrobatic rug-cutting.

Howard Nichols brings out his hoops for a session of dancing and juggling, and carries his part in able fashion. Before bringing Haley out, Teagarden's Band takes *China Boy* thru a jam session and almost every player has his moment. Number finally winds up with Teagarden lifting the bell off his trombone and substituting a large water glass, bringing out a soft, muted tone.

Haley's turn finds him in good form with a breezy line of chatter about Hollywood and singing bits from the numerous songs he introduced in the last few years. Joe Oakie, dead-pan stooge, supports Haley for a brief period and ends his appearance with an imitation of Al Jolson, which winds up in a highly amusing eccentric dance. Mary Carlisle, another entertainer on leave from the films, adds her bit of light talk on films, exchanging cracks with Haley. Pair runs off a burlesque on Hollywood love scenes, apparently with ad lib, because Miss Carlisle gets lost in her laughter every so often. This doesn't spoil the effect, however, for the two keep the house chuckling thruout. A duet on *Baby Me* sends them away, but the irrepressible Haley returns while Teagarden's boys are making hay with *Yellow Fire*. With Tiny Ann, Haley tries his hand at the shag, but he proves stiff in the joints. There should be more Hayleys on today's vaudeville circuits.

On screen is Warner Bros. *Roaring Twenties*, with Paramount newsreel.
Edgar Jones.

Earle, Philadelphia

(Reviewed Friday Evening, November 3)

The Earle has gone overboard this week on talent. So that the 60-minute time limit can be maintained, encores are dispensed with, thus leaving the customers hungry for more.

The bill tees off with Ted Weems playing his themer behind drawn curtains, after which the band goes into a rendition of *The Gambler's Blues*, in which Ormand Downes does a brilliant aria on the skins. Follow with *The Martins and the Coys*, done with pictorial interpolations on the screen, which nets a heavy round of applause. Their chores from that point on are devoted to supplying the musical background.

The talent carried with the crew includes Marvel Maxwell, new femme chirper, a pleasing eye-fall and possessing a passable set of pipes. Her response is fairish with *Vol Vistu Gaily Star* and *Dipsy Doodle*. Perry Como gets socko results with two pop tunes and a revival of *That Old Gang of Mine*. He registers heavily, especially with the ladies, his vocals being smooth and purring. Elmo Tanner maintains the band's high standard by the whistling of *Nola*.

The *Dead End Kids*, in the closing spot, work without the benefit of the Weems Ork. Whatever music is necessary for their act is supplied by Lou

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81 East 125th Street, New York

Milwaukee Club Finds Old-Time Champs a Draw

MILWAUKEE, Nov. 4.—Tom Terris followed up the appearance of Jess Willard at his Club Terris here with Battling Nelson, former lightweight champion, Wednesday (25). Spot offers free wrestling and floor show, featuring Nora Henderson, soubret; Lorraine Springer, songstress; Nichols and Haley, and Phil Kestin, emcee.

Schrader's house band. The screen wails are somewhat handicapped by the nature of their offering, which takes them far from the house mike. Many of their gags can't be heard in the gallery, but the ground floor takes to them nicely. Out of the groove of ordinary p. a.'s, these moppets really give. Their material is a compendium of their pic lines, but they make no attempt to go dramatic. With Sam (Schlepperman) Hearn they do a piece rehearsing an old-time meller. They resort to a number of blue lines, are responsible for some howls and get a hefty hand at the close.

Paul Winchell, excellent ventriloquist with a dummy resembling his more famous wooden contemporary, Charley McCarthy, clicks with a line of banter, and has the dummy singing *Hold Tight*. Winchell's technique is flawless.

A fast femme acro duo, the Hudson Wonders, do passably well, and Jean and Fritz Hubert do a standard drunk act. After the first few minutes they forget the inebriates and go into straight slapstick of the Three Stooges variety. Working in tails, a surprise is provided at the bow-out when Jean takes off her skimmer, revealing herself as a femme.

Biz fair when caught. Pic, *Pride of the Bluegrass* (WB). *Joc Cohen.*

South Spotty, Scibilia Says

CINCINNATI, Nov. 4.—Anton Scibilia, who recently launched his *Wake Up and Cheer* unit after several weeks of rehearsals here, reports from Columbia, S. C., that business has been spotty thru the Southland due to the low tobacco and cotton prices. Scibilia is set in Southern Paramount houses until Thanksgiving, after which he heads east and then thru the Middle West. *Wake Up* line-up includes Sully and Thomas, Ray and Harrison, Idylle and Billy Shaw, Bill Harris, "Honeysuckle" Rose, Janet Gray, Polly Kay, June Lane and Jane Allen.

Talent Agencies

JIMMY HETZER, Huntington, W. Va., is booking the new night spot, Gypsy Village, in the Lee Hotel, Charleston, W. Va.

GUY PERKINS has dropped the William Jacobs name in the billing of his agency in Chicago. Jacobs remaining on the West Coast to continue writing for Warners. Perkins reports booking DeQuincey and Givens into the State-Lake, Chicago, week of November 24; Joan Brandon into same house December 8 and Milton Douglas into Chi's Oriental December 15.

JACK MIDDLETON, Cincinnati booker, is in Speers Hospital, Dayton, Ky., for treatment for an eye ailment which has bothered him for some time. Mrs. Middleton is looking after office details during his absence.

SAM JACK KAUFMAN, formerly emcee at the Fox Theater, has opened up a booking office, with Harry Lee, in Detroit. MARTY WHITE, New York, is still writing songs on the side. His latest is *Tell It to Swingle*. . . . BERNARD BERNARDI, New York, has 22 floor-show units out thruout the East and is also spotting shows into the Center Theater, Woodburn, N. Y.

MILDRED LANE, Oakland, Calif., night club booker, will produce musicals with amateur talent. Lee Ruttle, recently arrived from New York, will direct. . . . SOUTHERN THEATRICAL AGENCY, Miami Beach, Fla., has booked Roberta Sherwood, George Anderson. Three Broadway Hillbillies, Jacqueline Lee, Harold Bee and Michael Peyton into Jimmie's Bar, which opened recently in Miami. Agency has also placed John Sherman, Miss Murray Yon and Bill Knipper and Kixie Kay into the Roosevelt Hotel, Jacksonville, Fla.

HARRY KANE, formerly of the dance team of Kane and Harris, is now an agent in association with Tony Phillips, New York. . . . MILES INGALLS, New York, has the complete cast of principals in the International Casino with the exception of Cass Daley.

Fisher Books Washington

WASHINGTON, Nov. 4.—Atlas Theater, which has played vaude sporadically, has adopted three-day vaude booked by Arthur Fisher, of New York. House has stage bill Thursdays to Saturdays.

Black's New Crazy Show a Hit; Londoners Cheer Flag Waving, Laugh at Gay Satires on War

LONDON, Oct. 28.—Two crowded houses October 11 gave a hearty welcome to the Palladium opening of George Black's latest "crazy" concoction, *The Little Dog Laughed*. If temporary wartime closing of London theaters had not intervened, this would have been seen a month ago. The show affords just that happy blend of spec with comedy and a measure of what Robey calls honest vulgarity.

Honors are divided pretty evenly between home comics and American specialties.

Opening introduces most of company, the Crazy Gang, led by Bud Flanagan, losing no time getting under way with zany business. Set closes with airport building revolving to bring to front full size replica of plane.

Condos Brothers have second spot to themselves for their hot, tricky stepping, including simultaneous, challenge and chair items.

Valentine Spec Beautiful

Most beautiful of all specs is *My Valentine*, which opens with Dan Donovan and Patricia Leonard, in period costumes, posting valentines to each other, and Marion Wilson as a nimble cupid taking missives from postman Jimmy Hadreas. While Donovan and Leonard pipe *My Secret Love*, the work of Michael Carr and Jimmy Kennedy, front cloth gives way to full-stage set, with Sherman Fisher girls and male chorus grouped round ornamental center piece from which descends Edna Squire Brown for a much-publicized Dove Dance. This, following arty contortionist lines, is carried out with white doves flying down from back of auditorium to alight on the danseuse.

Fourth sequence brings on Teddie Knox to deliver a lecture on Ants and Their Antecedents. Film of ant life thrown on screen gets mixed with newsreel and a spicy argument between Knox and pic commentator ensues.

Front cloth episode, *There's Arson About*, gives the Gang plenty of opportunity for craziness. Flanagan taking the lead as the Palladium's Air Raid Warden and Fire Chief. Gang retires, leaving Bud and Chesney Allen to carry on with vocal, *On the Outside Looking In*, rendered in the duo's typical quiet harmony style.

Franklyn D. Roosevelt Jones is colorful impression of a Harlem christening, with Bud Flanagan singing. An unusual effect is created by Bud, Sherman Fisher girls and male chorus keeping faces white but with pronounced red lips in Negro-minstrel fashion. Costumes have shadow effects and creases painted on.

War Spec Hit

First half closes with a four-part sequence, *The Girl Who Loved a Tattoo*. There is a quarrel between a girl (Patricia Leonard) and her boy friend (Ches Allen) who has lost the tickets for Aldershot Tattoo (big peace time military spec). Also a fast sensational acrobatic by the Five Fredianis in Air Force gym kit and some riotous fun by the Gang as Beef-eaters rehearsing their parts for the Tattoo, leading up to the show's mightiest spec, the Tattoo itself. In old military uniforms, the male chorus marches in front of tier upon tier of soldier cut-outs, the setting being that of the arena wherein the Tattoo takes place. Center blocks of the cut-outs fall for a transformation into a huge sloping Union Jack to which march and salute three players in uniforms of the services (army, navy and air force). The dropped cut-outs switch back into original position; electric torches light up in the ranks; the Sherman Fisher girls, as drummers of the guards with luminous sticks, march thru the aisles, and the tabs drop to a volume of patriotic music.

Lyrics and music for this sequence are by Noel Gay and decor and costumes by Prof. Ernst Stern.

As thirsty folk make their way out for interval drinks the hum of an airplane engine is heard overhead and humorous leaflets are showered down from the roof.

Jimmy Hadreas a Hit

Second half begins with *Imperial P(c)int*, the Fisher girls being seen as pupils in a dancing school. Warned by the dancing mistress to do exactly what the unknown-to-them professor does,

they most religiously follow the antics and falls of Charlie Naughton, whose entry as a drunk precedes that of the genuine tutor. This is both brilliant and funny, and towards its close provides Jimmy Hadreas with opportunity to reveal his expertness as a dancer.

Much fun is poked at European dictators by the situations and lines in *That Man Again*. Outstanding in this is Teddie Knox as a prince and Jimmy Nervo as Black Shadow, out to annex more and more territory. The honest-to-goodness opinion of Britishers as to one particular dictator is made plain by their hearty laughter when the "Shadow" addresses the assembly in high-pitched tones over the mike.

In quieter vein is *Run, Rabbit, Run*, with Flanagan as a rustic simpleton singing, and the girls as hunters.

Rope Trick Comedy

Eleventh sequence, built up round an attempt at the Indian rope trick, gives the Gang full scope for their pranks, including interruptions from a box, cod-trick shooting and somewhat suggestive recitations.

Willie, West and McGinty have the stage to themselves to present with emphatic success their crazy building games.

Closing number, depicting outside of Palladium stage door, is used mainly to bring on members of the company, true to the tradition of British panto and revue.

There is not a weak spot, never a dull moment, in this Black opus, which should, blackout or no blackout, play to packed house for months.

Edward Graves.

Split-Week Vaude for Colony in Union City

UNION CITY, N. J., Nov. 4.—Colony Theater, which began a vaudefilm policy October 27, yesterday switched from three changes a week to a split-week policy.

House is operated by Harry Doniger, with Mack S. Herbert as manager. Max Wilner is a booking associate of the Dow office, New York, thru a percentage agreement.

Van Schmus Aids Red Cross

NEW YORK, Nov. 4.—W. G. Van Schmus, managing director of Radio City Music Hall, has accepted chairmanship of the Motion Pictures Group in the Roll Call of New York Chapter, American Red Cross. Drive starts Armistice Day.

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Burlesque Notes

(Communications to New York Office)

New York:

MARLANE, from San Antonio, is a new-to-the-East stripper, dancer and talker, featured in the Mike Sachs show on the Hirst Circuit and a co-principal. Another newcomer is Beryl Cuffe, versatile dancer, from Argo, N. D. Another burly debuter is Wayne Barrie, who plays the accordion and harmonica and juggles batons. TOM BUNDY is doubling between stage managing and acting different characters in scenes at the Eltinge. JEAN PARDEU opened at the Palace, Buffalo, November 3 on the Midwest Circuit, thru Milt Seubster. KENZA VINTON, backed by her publicity and titles from England, opened at the Gayety, Boston, November 6. JEAN REMINGTON doubled in the ballet in a white paint specialty and in the front line of the Natalie Cartier ensembles October 29 week at the Triboro. MAX WILNER is back on the job, hunting up possible new burly house sites. Rumor has the Shubert, Newark; Rialto, Washington, and two Manhattan spots as new burly locations.

GERTRUDE BECK, with the Mike Sachs show, is in receipt of a wedding invitation from her niece, Corinne Lange, who became the wife of Dr. Tvedall November 2 in St. Louis. SUNNY LOVETT left the Triboro to open at the Globe, Boston, as extra attraction for two weeks. ANN VALENTINE, originally booked for two weeks at the 606 Club, Chicago, is being held over indefinitely. JEAN MODE is playing a return at Harry's New York Bar, Chicago. DOLLY GRIFFIN replaced Geil Von Dell at the Triboro. Promoted from showgirl ranks. Miss Von Dell

opened October 22 and closed the day following. BUD VAN HOOTON to renew burly stock at Jacques Opera House, Waterbury, Conn., the middle of this month. LILLI DAWN opens November 12 at the Triboro for a return after a fortnight spent at the Star, Brooklyn. IRENE CORNELL back to the Eltinge October 27, and Namo, dancer, held over for her third week.

PATSY GINGER JOHNSTONE'S second appearance in a year at Fay's, Philadelphia, thru Eddie Sherman, week of November 2, was induced by a heavy salary offer. Patsy is having photostatic copies made of the contract to send to doubting burly managers. Back to the Nomad Club, Atlantic City, to complete a lengthy stay. BARBARA MANN, showgirl at the Eltinge, finding time to take vocal lessons. BROOKLYN RAYMONDS, at the Star, strengthened with three specialties topped by Dorothy Henry in her milk bath dance novelty October 27 week. ART GARDNER, comic, completed eight weeks for Briskman October 26 and opened October 29 at the Troc, Philadelphia, on the Hirst Circuit. TOMMY (SCURVY) MILLER is in his second year at the Avenue, Detroit, and Paul Morokoff is producing at the Gayety, which is playing Western wheel burly shows. UNO.

CHICAGO:

CONVENTION trade has been heavy the last couple of weeks, boosting the demand for nudes on club dates. MARLENE goes into the Rialto soon. MONA LLESLIE closed an engagement at the Hi Hat Club. DAGMAR held over at the 606 Club. HAL C. WHITE, juvenile, made his first solo flight in Cleveland recently and boasts of a perfect three-point landing.

From All Around:

GAIL STEPHENSON is back at the Gayety, Detroit, after undergoing an operation at Memorial Hospital, Huntington, W. Va. EDDIE AND AMY presented their baton twirling and hoop juggling turn at the Roxy, Cleveland, last week. They also recently appeared at the National, Detroit, and the Michigan, Saginaw, Mich. "BOZO" BAUGH typewrites from Los Angeles: "Have been in L. A. since July working for Tony Brill. To tell the truth, I'm trying to learn the booking end of the business. Shame me if you must; I can take it."

Burly Activity In Los Angeles

LOS ANGELES, Nov. 4.—Larry Nathan, last season's manager of the Roxy, Cleveland, is visiting his brother here. He will remain a few weeks and then return to New York after a brief Baltimore stop.

Follies Theater court case for immoral performance has been postponed from October 30 to November 20. Latest cast features Betty Rowland, with June Marsh, Marcia, Jo Ann Dare, Gay Knight, Marcella Louise, George Clark, stage manager; Bob Freeman, Paul West, Jack Romig, Billy (Boob) Reed, Frank O'Neill and Larry Norman.

Paul West and Billy Reed are awaiting a call from Republic pictures. Mimi Lynn is taking lessons at Ben Bard's dramatic school. Follies is operated by P. Dalton.

Burbank Theater reopened and going strong. Operated by Popkin Bros., its latest cast has Evelyn Myers, featured; with Maxine DuShon, Rags Ragland, Ginger O'Day, Mae Reed, Russell Trent, George Mahoney and Emmett (Pappy) Lynn. Producer is Joseph Barnette.

From Burly to Vaude in Seattle

SEATTLE, Nov. 4.—Having been re-decorated, the State Theater, long a burly house, has changed to vaude. It opened Friday (27). Harry Savoy, comedian, is coming in Monday.

To satisfy the new demand for flesh the Rivoli starts each day's screen and stage fare at 10 a.m. and at 11 a.m. Sundays and holidays.

Briskman-Leventhal-Rudnick Planned Tour Stopped by BAA; Union Claims Pact Was in Danger

NEW YORK, Nov. 4.—Proposed seven-week circuit of burlesque among the Briskman, Leventhal and Rudnick houses in New York and New England bumped against stone wall in form of contract to which all are signatories as members of the Variety Revue Managers' Association in its basic agreement with the Brother Artists' Association and the City Censor.

If plan had gone thru, it would have violated the BAA contract in two instances at least. Since move was without the Censor's sanction, union had to call managers to task. Tom Phillips, BAA president, explained, however, that via a supplementary contract outside playing time might be added to New York bookings without jeopardizing basic agreement.

As originally mulled by the operators, circuit included the Century (formerly the Shubert), Brooklyn; Eltinge, here; Lyric, Bridgeport; Cameo (formerly the Grand), Hartford; Lyric, Fitchburg, Mass.; Modern, Providence, and Gayety, Boston. Latter would be thru arrangement with E. M. Loew, Park Theater, Bridgeport, also under lease by Briskman and Leventhal, is undergoing alterations. Abe Minsky and Max Rudnick, Eltinge, were to supply the shows for production under Kenneth Rogers. Understood Minsky would not, however, allow his chorus line to rotate. First of the show swapping was to have been initiated yesterday (3) between the Century and the Eltinge. From there, company would move to Bridgeport (10), to Hartford (17), to Fitchburg, to Boston and then to Providence.

Plan would be fine, Phillips explained, if it did not violate contract in force presently. Clause therein requires all employment contracts to be of two-week minimum in each local theater. Further, managers were bound by clause which provides they must give performers two weeks' notice in change of policy which would affect their employment. That the plan was to have gone into effect yesterday, Phillips maintained, was indication that there was intent to violate the agreement. BAA could not allow circuit plan to swap shows after a week's showing in one theater without granting

same privilege to the other local houses. In order to obtain BAA sanction, operators would have to observe the present two-week clause as well as post cash guarantee for salaries and return transportation for out-of-town bookings. Operators noted that Bridgeport authorities were demanding a \$1,500 bond in case show folds, so that company would not be stranded. Phillips said that such a bond would not necessarily guarantee enough for the performers, since it would cover also stagehands, musicians, etc. Union would have to resort to litigation to establish its claim, and that he is unwilling to do.

Phillips is hopeful, however, that union and operators may yet work out a deal to get benefit of business at least for the next two months of holidays.

BRIDGEPORT, Conn., Nov. 4.—Burlesque will finally get going here, opening November 10 at the Loew-Lyric Theater. A new company, Bridgeport Amusement Co., will operate. Officers are Sam Briskman, president; Jules J. Leventhal, vice-president, and Max Rudnick, secretary and treasurer.

Original plans had Briskman and Leventhal operating the Park Theater here, with Rudnick at the Lyric, but because the Park Theater was not being approved by the local building commissioner the rival operators got together.

Lester (Al) Smith will be house manager. Shows will be billed as Follies instead of burlesque.

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- PHIL ROSENBERG, Bond Building, N. Y. City, for Burlesk Time.
- Perm. Add., THE BILLBOARD, New York City.

Casts for More Hirst Shows Set

NEW YORK, Nov. 4.—Casts for new Hirst Circuit shows booked thru Phil Rosenberg's office included Frank Silk, Harry J. Conley, Connie Ryan, Jackson and Sevier, Joan Mavis, Sally O'Day, Mickie Pearl and Vickie Wells for *Topical Teasers*, opening tomorrow at the Troc, Philadelphia, and Margie Hart, Renee, John Barry, Evelyn Brooks, Billy Lee, Jack LaMont, Sam Gould, Jean Lee, Max Coleman and Lillias Karnes for *Heart Breakers*, opening the 12th.

Mary Joyce, following a week starting tomorrow at the Triboro, joins a Newark show on the 12th. Opening November 19 in Union City, N. J., will be the Ann Corio show. Cast to be announced later.

Lou Powers replaces Lou DeVine in Pittsburgh, November 11, in *Daughters of Eve*. Loretta Montez joins November 5, and Stanley Brothers, November 12, at the Shubert, Philadelphia. Murray and Raymond will be added to the cast in Union City, and Jesse James to the Black and White show in Boston, tomorrow. Ditto Bobby Delrio in Washington and Three Blue Jackets in Union City.

Other Rosenberg placements are Isabel Brown, back to the Republic, November 3, and Roxanne, same house, November 10.

THE HINDOO SALLY RAND

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PAUL TAVETIAN 61 Rutgers St., New York City

Low Tobacco, Cotton Prices Hurt Tenters

CINCINNATI, Nov. 4.—With only a few tenters still going in the South and Southwest, the 1939 under-canvas season may be called officially closed, with business on the season as a whole described as "spotty," a term which to those who finance the tent shows means there was room for a heap of improvement as far as box-office receipts were concerned.

Chief sufferers in recent weeks were those under-canvas attractions which bob up annually in the South just in time to grab off their share of the cotton and tobacco melon. Usually content with a brief but lucrative season, the tenters operating in the cotton and tobacco area came away this season with lean pickings which sent them to the barns anywhere from two to three weeks earlier than usual. Their misfortune was occasioned by the unusually low prices on cotton and tobacco, which served to keep closed many of the important weed markets in the Carolinas, Tennessee, Virginia and Kentucky.

Tent shows in other sections fared little better. Those operating in the South, Middle West and West were hampered by inclement weather in the early spring upon which some blame for poor business could be heaped. However, even with the coming of warmer weather, business failed to rally, leaving the under-canvas lads with the belief that the natives just didn't have the money. The few canvas opries playing Eastern Pennsylvania and New York State fared a trifle better than their Midwestern contemporaries as far as general business conditions are concerned, altho they had their style crabbed a bit by the drought which burned the East in midsummer. Those tent-show managers operating in the Southwest found things a bit more in their favor both from a weather and economical standpoint, and the majority of the rag opries operating in that section batted out a pretty fair average on the season.

Despite the general cry of "spotty business," several of the tent show veterans reported a better-than-average season, but they were very much in the minority and none of them was able to put the finger on what brought the improved business.

The 1939 season saw the best known tenter in the business, Billroy's Comedians, off the road for the first time since its inception 14 years ago. Billy Wehle, Billroy owner, cracked the 1939 season with a new canvas idea dubbed *Star-o-Mania of 1939*, featuring Gene Austin, radio-stage and screen crooner, and his stooge supporters, Candy and Coco, with the trio in the line-up at a \$1,200 per week reported salary. Wehle, after bucking anything but good business for several months, found the nut too tough to crack, finally unloading his tent show equipment, lock stock and barrel, to Austin, retaining for himself, however, his Billroy's Comedians title.

Late in the season Wehle lent his Billroy's title to the shipwrecked *Hit Parade* troupe with the hopes of putting the latter outfit on its feet, but it was to no avail. Wehle tossed up the sponge on the idea after only a few weeks. *Hit Parade*, which began the season early in the spring under the joint management

of Floyd King and Jim Herrin, floundered badly under poor management all season, and finally dug its own grave late in the summer, with very little chance of its being revived next season.

From all indications Billy Wehle will be back in the tent show field next season with a brand-new outfit from front to back, including new canvas and motor equipment. He will again use the Billroy Comedians title.

Rep Ripples

JOHN AND MYRA CAYLOR, after closing their Indiana circle, were seen in Kansas City, Mo., last week. . . . PEGGY LENNOX and James Burns, who recently closed with Jack Ripley's Comedians, have joined the Original Floating Theater in Baltimore. . . . MR. AND MRS. SAM BRIGHT left Kansas City, Mo., last week for Arizona, where Sam will recuperate from a recent illness. . . . NOREEN ANSTETT and Turner Depenbrink left Kansas City, Mo., recently to join the Gifford circle in Illinois. . . . THORNTON-CROSS PLAYERS, who have been operating in and around Sioux City, Ia., for the last two months, closed last week. Skeet and Pat Cross have joined one of Schnitz Seymoure's units in Kansas City, Mo. . . . ERNEST R. MISNER'S lyceum, now playing Nebraska spots, is expected in the Kansas City, Mo., area soon. . . . HENRY AND RUBY NEAL Players opened last week on an Iowa circle, with headquarters at Mapleton. . . . MICKEY AND BERTHA MAE ARTHUR stopped off in Kansas City, Mo., recently en route to Texas, where they will spend the winter. . . . BARNEY WOLFE, many years with Ted North Players, recently underwent an operation in Wichita, Kan. . . . JIM WARREN closes his rep show this week, but reopens immediately with a magic show featuring King Felton. . . . J. B. FLESNER, formerly with Jennings-Porter Comedians on the Coast, has joined Henry Brunk's Comedians. . . . MR. AND MRS. M. L. MITCHELL, having recently closed the 25th consecutive tour of their M. & M. Players thru the Midwest, have gone to their home in Hot Springs, Ark., for the winter.

LOLA E. PAINTER, who recently took L up the trail blazing for H. Kay Lewis' *Hollywood Varieties*, is planning on giving up those duties soon to return to her place near Lake City, Fla., to produce amateur shows this winter. Harlin Talbert will resume with the Lewis

advance when she leaves. . . . ED WILLIAMS, former musician with Dick Lewis, Leigh's Comedians and other reps, is now off the road and located in Sulphur Springs, Tex. . . . JEFF AND BETH UNRUH, veteran rep musicians and specialty artists, the last three seasons with the Norma Ginnivan tenter, were visitors at the rep desk last Saturday (4) while in Cincy for a few days to give the town the once over. After closing the season with the Ginnivan show early in September they jumped into Wisconsin to work on a small trick for a few weeks. They are en route south to join the Ollie Hamilton North Carolina circle slated to get under way next week. . . . HAROLD LOWE, after a 30-week season on the Majestic Showboat, has joined Bartone's Ideal Comedy Co., playing theaters thru Southern Ohio for the winter. . . . NORMA GINNIVAN, of the tent show bearing her name, is set for the winter at her home in Dayton, O. Her show, which closed its season in September, is stored, as usual, at winter quarters in Fayette, O.

GREGG ROULEAU is juveniling and presenting his magic specialties with the Madge Kinsey Players at the Grand Opera House, Canton, O., these days. . . . PETERSON'S Entertainers, who recently launched its tour out of Brainerd, Minn., reports good business in halls and schools in that section. . . . WORD DRIFTS in that Hy Harris, Minnesota tent show nabob and magical expert, has taken unto himself a new wife. Congratulations! . . . GEORGE MELMAN, b. f. comedian and banjoist, is framing a small trick to play South-eastern Pennsylvania towns. . . . VIRGINIA GATES, formerly of the Gates Family Show, is playing niteries in the Boston area. . . . CONNELLY AND RADCLIFFE, who closed the season with the George Roberson Players at Pekin, Ill., October 4, are currently playing club and theater dates in the New England sector. They have just concluded a week's stand at the Hofbrau, Lawrence, Mass., and are this week holding forth at the Bailey Theater, Bedford, Mass., with Springfield, Mass., and Worcester, Mass., to follow. . . . FORREST A. BROWN closed the canvas season recently with the W. S. Wolcott Rabbit Foot Minstrels at Ferriday, La., and has returned to his home in Delphos, O. Other members of the Rabbit Foot crew disbanded as follows: Jim Lindsay, to Mansfield, O.; Jay Waltoskie, to Connerville, Pa.; Joe Simpson, to Baton Rouge, La., and Orle Dottington, to Lima, O.

Children's Matinee For Tent Shows

By E. F. HANNAN

WEEK or three-day stand shows will find added revenue from a children's matinee providing the extra show is well advertised. Most tent shows playing week stands give only one afternoon performance in the week; some give none. At least two tent shows have been working a midweek matinee for kids with a bill such as Jesse James to attract youngsters. One of these shows is offering, instead of the usual dramatic bill, a mystery show given by a magician who works his act as a vaudeville feature during the week. This show also gives a door prize to every child in the form of a strip of colored puzzle pictures.

Both shows are getting extra money in this manner and getting away from the routine dramatic fare. In fact, the mystery matinee is pulling as many adults as kids. There are many people who like something on the order of a novelty show, something away from straight legit, and the framing of a novelty bill is an easy and economical matter. It is a fact that more than ever people of the small towns are leaning to such shows, which are away from straight vaudeville or legit. To prove this I can mention three small traveling outfits which have been on the road for several years without a break and which center their performance around mystery, magic and novelty.

Dramatic shows will not find it amiss to try out entertainment along such lines. People, especially small towners, like strange and unusual entertainment.

Hamilton Moving Indoors

ASHEVILLE, N. C., Nov. 6.—Ollie Hamilton, who put his tent show equipment in storage last week-end after a fairly successful swing over his southern territory, is busy preparing for a winter house season, which is slated to get going next week. Hamilton has lined up six North Carolina towns that haven't had flesh shows in several years and will work them on a weekly circle.

"Rabbit Foot" in Quarters

PORT GIBSON, Miss., Nov. 4.—F. S. Walcott's Rabbit Foot Show moved into winter quarters here this week after winding up its canvas season at Ferriday, La. The season was one of the best in recent years, Manager Walcott reports.

firmly established with the Seltzer Roller Derby; Frank as set-up man, and Ethel, in charge of the culinary department.

VERNON BALFOUR, "the little giant," has been seen hobnobbing with Ben Dobbert, the tent man, in Los Angeles recently. Looks like Vernon is about ready to spring a new one.

PAT ALLSMAN returned recently to Oklahoma City. Looks as tho lots of the folks have cast eyes homeward this winter.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

"WOULD LIKE to inform my friends that I have been out of the endurance field for two months and am now in my second week at the It Club in Houston," writes Johnny Hughes. Johnny, who is emceeing and vocalizing there, would like to read a line here on Billie Parker.

EILEEN AND MICKEY THAYER JR., brother and sis team, are working theaters in St. Louis, after finishing a three-week engagement at Steve Cody's night club there, where they were billed as California's Champion Jitterbugs. The kids are using the stage handle of Eileen and McKay, and go into the Grand Theater, St. Louis, this week.

HANK LEWIS letters that he is still at Matteoni's Stockton, Calif., working as emcee. Hank says that he and Della celebrated their fourth anniversary September 24. Hank and Della were married in Carl Raabe's North Grand Forks, N. D., show.

D. A. (SLIM) TAYLOR, now working in St. Louis, says he plans on remaining there until the middle of December and then making a visit to his home in Ottawa, Kan., 'til the first of the year.

KENNY GRUWELL reports that he was injured in an accident in San Bernardino, Calif., October 10, tho not seriously. Kenny would like to read some news on Mickey Martin and other kids who know him.

CURLY LINDER, in the rental glider business in Denver for the past 10 months, says that, "Outside of fronting Dean McKay's band in Galveston last winter, I have been out of the amuse-

ment business, and even tho I have an assured income and am my own boss, I am a dyed-in-the-wool showman and some day will be back. Glad to see some of the old names in the column."

BILL MCCOY writes from his home in Oxford, Mich., that he is working part-time in the Detroit post office and also doing some selling. "I expect to work full time in December and then am going to travel around for a month or so and expect to see some of my old friends of the endurance field." Bill would like to read notes here on his friends in the old Rutly organization.

GEORGE AND JUNE McDERMOTT, trainer and nurse, respectively, of walkathons, are located in St. Louis, where June is with Nettie's Flower Shop, and Georgie is plying his own business—that of linoleum laying.

DUD NELSON, one of the real old-timers, is now located in Redding, Calif. Three children are too many to troupe, says Dud. Last heard of he was in charge of the registry department in the Redding post office.

EDNA NOWELLS is spending the winter with the home folks in St. Louis.

BEECHER STAIR, well-known night manager, is holed in for the winter on the shores of Lake Minnetonka in Minnesota, where he and the little woman own a comfortable cottage.

FRANK (MOUSEHEAD) AUSTIN, former "sour-puss" with the Carle Rabbe show, is now located in Omaha.

FRANK JANSEN and Ethel are now

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Billy Toby Young, Mgr.
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JUVENILE MAN

Young, to play Peck's Bad Boy. One who plays some piano, sings and dances given preference. Salary \$20.00. Long season. Sure money here. Write experience, photo, age and height and weight. Address R. LEWIS PLAYERS
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CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Big School Season Seen

NEW YORK, Nov. 4.—Roadshowmen who show in schools are anticipating a banner year. W. P. Schramm, head of Veragraph Film Library, which serves a number of schools and lodges in the East, reported today. With the 1939-'40 session well under way business during the first weeks of the school terms have been above the average, he said.

Familiar with the road-show business, Schramm has studied the school film from every angle. He travels throuout the territory which his firm serves and personally discusses with educators the types of films they want to show. Surveys have convinced him that teachers want pictures that propound Americanism or have historic backgrounds.

One picture in particular, *Abraham Lincoln*, has been featured by Schramm and is going strong in the school spots. Of this film, Schramm says: "With the war on in Europe, and America maintaining its neutral stand, I am convinced that this picture has enjoyed much of its popularity because it shows how a true American acts. I am against any sort of picture that goes against the teaching of Americanism. We need more pictures of this type."

When asked why, in addition to the patriotic aspect, had this film clicked, Schramm said: "The student of today doesn't want to sit thru a program of 'just fact' pictures. Educational pictures must be entertaining to hold the interest and put across its classroom features. *Abraham Lincoln*, I think, serves in this field admirably. Lincoln's life was interesting, so was his work—so is this picture. What I mean is that cold facts no longer interest the public—even students."

The school field has grown into one of the most profitable ones served by the roadshowman. With bumper crops reported over the nation and with harvests completed in many sections the people now have more time in which to attend road shows. Booking of films which appeal to people from an entertainment angle and yet are of educational value are the films that are really clicking.

A strong advocate of films that tell of the early pioneer days, Schramm suggests *Drums of Destiny*, *Glory Trail* and *Old Louisiana*, because these subjects are rich in early American history. *Beyond Bengal*, *Eat 'Em Alive* and *I Conquer the Sea* are subjects which, Schramm says, are sure to appeal to student audiences. While these last three are packed with adventure and action, they do contain much educational material.

The roadshowman who serves schools in no way faces a shortage of films because there are numerous travel pictures of interesting cities and other films on the oddities of nature which are purely educational yet most interesting.

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Fairs, Conventions, Dog Shows Offer Roadshowmen Opportunity To Individualize Film Program

NEW YORK, Nov. 4.—Roadshowmen are offered an unusual opportunity to cash in on the various events, such as fairs, horse shows, frontier contests, conventions and dog shows scheduled during the next few months. These events are naturals for those operators who own 16mm. cameras and are on the alert for films of special interest to those who attend their shows.

The New York and San Francisco world's fairs have shown conclusively what can be done in the way of filming interesting events. While films on these two events are available, there are many other scheduled affairs which will prove most interesting to the road-show audiences.

No matter the size of the fair or the town in which it is presented, there is sure to be some interesting structures, exhibits and events. While these may vary somewhat in the different sections, one thing is certain for each affair—it is human interest. There will be opportunities aplenty for odd shots and unique methods of film treatment. There are many fairs to be held yet this season in the South, and roadshowmen should cover these events with cameras and shows.

After all, people make fairs, so the shooting should be concentrated on personalities and close-ups. The shots should not be posed, and the road-show cameraman should walk about the fairgrounds inauspiciously seeking candid shots. People who are in public life are good shots but do not devote too much footage to them. Your audience will delight in seeing the sheriff eating a hot dog on the screen, but there are many other people in the community in whom they are equally interested.

The commercial exhibits, while impor-

tant and interesting, are not to be featured. Give them proper coverage but do not spend too much time on them. The prize exhibits, of course, should come in for more footage and featuring than the general run of the booths. If possible, get interesting personalities inspecting the booths, but this goes back to personalities, which should be foremost in your films. The rides—the expressions of the faces of the passengers—offer excellent opportunity for a good film.

Every fair has a Thrill Day and the road-show cameraman should most certainly be on hand for these events. Dare-devils plunge autos and motorcycles thru burning houses—and the public likes to see these scenes in the movies—especially so if they saw them at the fair.

Night Shots Interesting

Darkness should not scare the cameraman away, but give him such interesting shots that he will want to stay late to get material for his films. Fireworks, the Ferris Wheel with its lights and the general view of the fair at night must certainly be given ample footage. An appropriate ending for the film are the night scenes, but better still are shots of the fair workers moving the rides and concessions. A short film, run in conjunction with the other subjects, will draw crowds and make money for the operator.

There isn't a single event which should be overlooked as appropriate film subject. People like to see themselves in the movies. In addition to giving the roadshowman an opportunity to individualize his shows, the addition of films on events in the section will build business.

New and Recent Releases

(Running times are approximate)

THE GREAT MANTA, released by Pictorial Films. Story of fisherman shipwrecked on an island in the South Seas. Friends organize expedition to search for him. The ship carrying the lost fisherman home is attacked by a giant manta. Stars Barry Norton and Mary Carr. Running time, 70 minutes.

GRAND ILLUSION, released by Walter O. Gutlohn. French picture with English titles and voted an outstanding production of 1938. Stars Eric Von Stroheim. Running time, 90 minutes.

STARLET REVUE, released by Associated Film Enterprises. A miniature edition of a musical extravaganza played by twinkling little starlets—tiny wee ones of 3 and big grown-ups of 13. Running time, 10 minutes.

STARLET PARADE, released by Associated Film Enterprises. A musical variety revue with a cast of 4 to 10-year-old youngsters. A picture of sparkling melodies, elaborate routines and spectacular solos, and one which will captivate audiences. Running time, 10 minutes.

LIVING DEAD, released by J. H. Hoffberg Co., Inc. A Gabriel Pascal production. Okehed by the Joint Boycott Council and the Anti-Nazi League. Running time, 88 minutes.

GATHERING OF THE CLANS, released by J. H. Hoffberg Co., Inc. National Scotch Highlanders rendering popular Scottish airs. Running time, 10 minutes.

SHORE LEAVE, released by J. H. Hoffberg Co., Inc. British Marine Band and chorus. Running time, 10 minutes.

DEVELOPMENT OF THE CHICK, released in Canada by Associated Screen News, Ltd. The structure of the egg is examined and the various stages thru which it passes. Hatching is seen in detail, and the subsequent growth of the chick to maturity is shown. Recommended for adult classes in embryology. Running time, 20 minutes.

SEED DISPERSAL, released by Associated Screen News, Ltd. Four subjects: *Wind Dispersal*, *Animal Dispersal*, *Exploding Fruits* and *Seed*

Burial. Suitable for beginners and advanced biology students. Running time, each, 10 minutes.

CODE OF THE CACTUS, released by Post Pictures Corp. A band of cattle rustlers, under the leadership of an apparently rich and influential cattle trader, have the ranchmen terrorized. "Lightning Bill" Carson, with the help of ranchmen, leads the gang into a trap where the outlaws are captured. Stars Tim McCoy. Running time, 80 minutes.

FLAMING SIGNAL, released by Post Pictures Corp. A story of adventure with a South Sea Island setting. A picturization of the degrading influence of savage customs on white men that "go native." Features Mischa Auer, Noah Beery, H. B. Walthall, Marcelline Day. Running time, 85 minutes.

TWISTED RAILS, released by Post Pictures Corp. Train robbers and their pursuit by railroad detectives form the basis of action in this typical railway story. Running time, 51 minutes.

ADVENTURE ISLE, released by Post Pictures Corp. A visit to Port Moresby, Papua. Running time, 10 minutes.

Questions and Answers

What is the speed in feet per minute of 16mm. sound film? Silent films? How many frames are there in a foot? What is the R. P. M. speed of the sound sprocket? What are the dimensions of the scanning beam? What is the size of a 16mm. frame? R. H. W., *Havre de Grace, Md.*

The speed of 16mm. sound film is 36

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The Billboard reserves the right to edit all advertising copy.



Vol. 51 NOVEMBER 11, 1939 No. 45

feet per minute.

The speed of 16mm. silent film is 24 feet per minute.

There are 40 frames per foot. Speed of sound sprockets vary according to the number of teeth in the sprocket. Four-tooth sprockets run 360 revolutions per minute; six-tooth, 240, and eight-tooth, 180.

According to Sound Motion Picture Engineers' Journal, the width of the scanning beam is .074 inches. Height is about .001 of an inch.

A 16mm. frame is 3/10 of an inch. Is there legislation in Louisiana requiring the licensing and reviewing of 16mm. films? A. M. S., *Sulphur, La.*

New York, Ohio, Pennsylvania, Kansas, Virginia and Maryland have definite laws, rules and regulations for reviewing and licensing films. We have no record of such a statute in Louisiana. Consult your librarian for further information.

Would you advise that I buy or rent my films? F. E. S., *Belleville, Kan.*

Whether it is better to purchase or rent films depends entirely upon the type of operation. If you plan to barnstorm, showing one picture in a series of towns over a large area, it would probably be more profitable for you to purchase your films outright. If you operate an average circuit, it would be better for you to rent. This would assure you of frequent changes of program without the outlay of a great amount of capital.

Do New York libraries charge rental on films in transit? K. W. Y., *Salt Lake City.*

Rental is only charged for the date or dates on which the film is to be shown. New York libraries will ship you films for delivery on the fifth day. Roadshowman pays express charges but return rate on films is half.

Where do you apply for license lenders in New York State? H. M. T., *Beacon, N. Y.*

Application should be filed with the Motion Picture Division of New York State Education Department, 80 Centre Street, New York. The fee for licensing films is \$3 per 1,000 feet or fraction thereof. In the case of duplicate prints, the fee is \$2 per 1,000 feet or fraction thereof.

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NEW YORK WORLD'S FAIR

Flushing, L. I.

By THE FLUSHING FRONTIERSMEN

NEW YORK, Nov. 4.—As was generally anticipated, the 185-day siege at the World's Fairgrounds rung down its dripping curtain on Tuesday (31), with General Mud (Jupiter Pluvius to you) triumphant at the finish of the World of Tomorrow battle, which goes into the records as the major offensive of 1939.

Concluding skirmish was strictly anticlimax, for on Sunday (29) the second largest attack of the campaign ensued, 419,718 participants, not counting field workers, entering the gargantuan gates. High peak of the six-month artillery (not counting cavalry and infantry) occurred on Sunday, September 3, when 492,446 contributed their share to the joust. Previous second-best peak was Sunday, September 24, which brought 362,522 to the affray. It would appear that the best day for effective attacking is on the Sabbath.

Harvey D. Gibson, the commander in chief who replaced Field Marshal Grover Whalen in midstream on the not really so placid waters of Fountain Lake, issued a communique showing the financial status of the structure as it went into its Valley Forge hibernation. He said:

"As of the close of business on October 29, the Fair Corp. had on hand \$1,328,090 current working cash, exclusive of a number of accounts in which funds are segregated for specific, designated purposes. Our accounts receivable, less reserve for doubtful accounts, are \$483,246. Our current accounts payable, nothing past due, amount to \$682,412. Our current accounts payable, therefore, exceed our accounts receivable in the amount of \$199,166. If this difference is deducted from our cash on hand we have a balance of \$1,128,924, which represents net quick assets available as of October 30.

"Included in this amount is \$330,204 of accrued interest which will be due and payable on January 1, 1940, to satisfy debenture interest requirements on \$23,982,808 outstanding debentures. The satisfaction of settlement with contractors agreed upon last August has progressed according to schedule. The indebtedness to banks existing and increased as provided in the plan at that time has been liquidated in full. The balance of total amount due contractors and debenture holders, as provided in the plan to be liquidated out of gate receipts

next year, amounts to \$260,777 and \$326,248, respectively. This is a reduction from a high point of about \$2,400,000, or a reduction of approximately \$1,613,000.

"The projection of probable cash receipts and cash disbursements during the period between the close of the fair this year and its opening next year indicates a satisfactory condition and no financial problem is expected, according to best figures that are available. In our estimates of cash to be received during this period no receipts are counted on from an advance ticket sale campaign."

Commander Gibson said that operating expenses as provided for in budget adopted by the supreme council, average \$10,700 a day. This does not include interest. Total operating expenses for period amount to \$2,204,317, interest requirements about \$560,000 and direct construction costs \$1,447,360, making total cost for interim period, including interest, \$4,211,677. Revenue forecast is \$4,240,000, which does not include net quick assets on hand as of October 30, the chief declared.

Some of the major attendance claims were announced as follows: Billy Rose's Aquacade (40 cents and up), 5,004,504; Swing Mardi Gras Casino (free, opened September 22 by fair), 1,145,714; Perisphere (25-cent fair-owned theme center), 5,718,224; free exhibits—Beech Nut, 9,762,452; Bell Telephone, about 8,000,000; General Motors, about 13,000,000 to exhibit proper and 5,180,000 to Futurama spec, covering 1,700,000 miles of travel; Chrysler Motors, 7,005,018; Ford Motors, 8,181,067 to exhibit proper and 1,965,938 to Road of Tomorrow spec; Railroad Exhibit, 8,000,000 in free section and 500,000 to Railroads on Parade, 25 cents and up; Goodrich, 5,300,000; National Advisory Committee's Building, 110,000; General Electric, 8,000,000; House of Magic, 1,400,000; Consolidated Edison and City of Light diorama, 7,500,000; Steinmetz Hall, 2,700,000; Westinghouse, 6,500,000; Firestone, 5,000,000; House of Jewels, 1,750,000.

Masterpieces of Art (40 cents, specials for students), 425,000; Parachute Jump (See N. Y. WORLD'S FAIR on page 59)

GOLDEN GATE EXPOSITION

SAN FRANCISCO



SAN FRANCISCO, Nov. 4.—November 13 has been announced as deadline for a final decision as to whether Golden Gate International Exposition will be continued in 1940, officials saying that the extended time will be given for a more thoro canvas for funds. Hopes are still high for bankrolling a second edition of the expo which closed Sunday night.

Fair's imperative need is money to keep grounds in shape during the winter. This and cost of reopening will run around \$1,650,000. One detail which has expo creditors scratching their heads involves releasing of \$500,000 which the fair holds in balance as due them. Expo management would like to make this amount available for next year.

No Demolition Action

With \$750,000 already on the line and the creditors' \$500,000, Dan London, chairman of the fund-raising committee, indicated his group could raise another \$150,000. In event the amount is raised a guarantee of \$1,400,000 could be placed before the expo management which, added to the city's assurance of \$150,000 and the federal government's assurance of available WPA labor, would bring the total figure above the stipulated minimum.

All unsecured creditors have voted to

Amusement Control Group Skeletonized

NEW YORK, Nov. 4.—Personnel of the Amusement Control Committee, department responsible for amusement zone administration during the run of the fair, was cut to a skeleton crew on November 1 immediately after close of the 1939 season. Committee, which is really the old concession department, is expected to be enlarged again after a definite policy has been set by the fair corporation for mid-way preparation and operation in 1940.

Those remaining after close of the fair are Commander H. M. Lammers, chairman; George P. Smith Jr., assistant chairman; Edward Rameziz and Frank D. Shean. Only secretaries on duty this week were the Misses Cody, Hunt and Dittrich.

Those getting the ax at midnight, October 31, when the fair shuttered for winter, included William Fisher, George Hodgins, M. V. Little, Larry Waterbury, L. R. North and Ed Haas. Committee is retaining its headquarters in the Boat-house on shores of Fountain Lake but is expected to move back to the administration building in a week or two.

Final Gross and Paid Attendance

—185-Day Run—

Saturday, October 28.....	232,192
Sunday, October 29.....	419,718
Monday, October 30.....	73,610
Tuesday, October 31.....	54,602
May (including April 30).....	3,699,038
June.....	3,876,437
July.....	4,263,241
August.....	4,097,214
September.....	4,740,598
October.....	5,138,201
Total Paid.....	25,814,729
Total free admissions, including fair employees, press, etc.	6,732,505
Total Gross Attendance.....	32,547,234
Daily Paid Average.....	139,539

500,000; Firestone, 5,000,000; House of Jewels, 1,750,000.

Masterpieces of Art (40 cents, specials for students), 425,000; Parachute Jump (See N. Y. WORLD'S FAIR on page 59)

On Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Nov. 4.—George P. Smith Jr., Amusement Control Committee vice-chairman, begins a 14-day vacation next week. It will be his first rest in more than three years of World's Fair activity.

Brass Rail bar and restaurant, back of the Administration Building, has been doing a land-office business since the fair closed. It's the only place to eat and drink besides the fair-operated restaurant in the main Ad building.

When and if Miguel Todd takes inventory on what made his *Hot Mikado* tick from a ballyhoo standpoint, he is here advised not to overlook (as if he could) Creighton Pollard & Co. The "& Co." stands for Allen Costello and Larry Seymour. They sounded off on an uninterrupted stagger basis continuously since the opening, working from 1 p.m. until 11 p.m. Equipment used consisted of three 50-watt sound units and seven large speakers on the outside of the Music Hall. Once the folks bought their way in they were sold to the limit on the (See FLUSHING FRONT on page 59)

Additional World's Fair News

Facts on Flushing.....	Page 3
American Recreational Equipment Association.....	38

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Nov. 4.—Attendance of about 150,000 on closing day was disappointing to the management, as at least 200,000, capacity limit of transporting facilities, had been expected. Total paid attendance was announced as 10,495,203 for the 254-day run, a daily average of 41,323. The comparatively small closing gate again proves that fairs of bygone years cannot be used as a basis of reckoning for today, as final day of the 1915 exposition here drew more than 400,000. Exhibitors, concessioners and other participants are all at sea regarding what to do pending the decision on a 1940 session.

I can't help mentioning remarkable success of the Cavalcade and Baby Incubators, rise and fall of Sally Rand as an outdoor show manager, rejuvenation of the expo under management of Dr. Charles H. Strub, success of the two *Folies Bergere* shows, surprising upbuild in attendance with introduction of name bands and radio characters, unexpected early closing, undreamed of increase in attendance after the announcement, pulling out of the hole of many concessions with increased attendance in the last month, far more than estimated attendance of people in autos, capable management of the fair after the deadwood had been weeded out of the administration building, beauty of buildings, entrances and landscaping, orderliness of visitors, success of most of the girl shows, excellent bus and sightseeing service, fortitude of losers and lack of braggadocio of winners, startlingly magnificent lighting scheme, fine attitude of administration toward the Concessioners' Association and perseverance of the Stutz brothers with their Dancers of the World show, pulling it out almost by its bootstraps. These and a thousand other things have created a lasting impression on mind and memory. As official figures on Gayway grosses are not yet available, these figures may approximate grosses of five leaders: Cavalcade of the Golden West, exposition-financed, \$1,000,000; parking concession (private), about \$400,000; Ripley's Believe It or Not, \$175,000; Sally Rand's Nude Ranch, \$185,000; Chinese Village (front gate), \$150,000.

Mrs. Freda Wilson will join Cliff in Hot Springs, Ark., then to their home in Miami Beach, Fla., for winter. Johnny Branson may join Beckmann & Gerety Shows with his Lion Drome. Claude Bell to Miami, Fla., where he has a sand-sculpturing outfit. Max Schwartz and the writer to Mexico City to look after their exposition interests there. Ed Martine to Santa Monica, Calif., where he is building a permanent aquarium and diving bell. Andy Hynes, of Monkey Speedway, to look after his bookings on indoor events in the Bay district. Mr. and Mrs. Fred McFalls back to Texas, where they have varied interests. Mrs. Arthur Hoffmann driving back to North Carolina. Zapf and Smith, of Penny Arcade, to Cleveland for winter. Fred Weddleton probably will manage trade shows in Northern California next year. Orville N. Crafts and Roy E. Ludington flew up from the South to be in at the "death." Dick Lusse spent a day at the fair while en route north. Jack Pannell, talker on the Frozen Girl show, will go to Hollywood later. Major Art McChrystal and Ray Maxwell have been asked by the management to remain a while and clean up remaining work in the concession department. Bay Bridge profited over \$900,000 thru the expo. Golden Gate Bridge had a falling off in receipts.

At the final meeting of the Concessioners' Association on October 30 in the Island Club over 60 members attended, most of whom signified their intentions of participating in 1940 if the fair is held and they are wanted. President Elmer Bose, who reviewed the good the association did for members and hoped it would remain intact another year, tendered his resignation. It was not accepted, as everyone felt that he should remain in office, which he agreed to do. Myrtle McMackin, secretary, will stay in office and handle affairs of the organization during winter. Frank Zambrino, of the Ripley show, will go to New York. If the fair runs in 1940 show may reopen if terms are satisfactory. The Traver-Baker Coaster may be sold to George Whitney, of Playland-at-the-Beach here. Pat Delaney, chief orator on the Incubators, was the only talker on the Gayway to hold down the (See GLEANINGS on page 59)

permit their share of the \$500,000 now in the expo till to be used for reopening. However, banks and big corporations which carried the fair thru its slack period last spring are unwilling to risk their share, it is said. Close observers believe the hold-outs will be won over and that announcement of the fair's reopening will be made shortly. Report is that exhibitors have been told to withhold any demolition action and that the General Electric has no orders to dismantle its short-wave radio, KGEL.

Expo's financial statement, which probably will be released in full next week, showed it lost about \$5,000,000 from its opening on February 18 to May 1 and made about \$2,000,000 above expenses in the period from May 1 to closing.

Three Are Standouts

Standout shows where admission was charged were *Folies Bergere*, Cavalcade of the Golden West and the Fine Arts Palace. Arts Palace drew 1,503,463; Cavalcade, 1,385,848, and *Folies*, which changed numbers in midsummer, 1,277,526. Only figures available gave breakdown on Cavalcade. Given in four-week periods they are: Ending March 17, \$23,669.75; April 14, \$32,291.75; May 12, \$27,217.35; June 9, \$49,828.05; July 7, \$88,219.61; August 4, \$113,793.26; September 1, \$138,441.18; September 29, \$139,316.63; three weeks ending October 20, \$127,130.05. Total revenue for week ending October 27 was \$79,163.10, highest week; week ending March 31, lowest revenue, \$4,000.06. Capacity was 7,000. Twenty-eight performances were given during week ending October 27.

Bradna Taking Unit to Havana

Lines up big features for Santos & Artigas for winter at National Theater

TAMPA, Fla., Nov. 4.—Fred Bradna has organized an exceptionally strong circus unit for Santos & Artigas at Havana for the winter season. Among the choice feature acts that he will take there are the Cristian Troupe, equestrians; the Ortans, acrobats; the Davisos, perch experts; Mademoiselle Louise, flying trapeze; the Artory-Concellos, aerial act; Madam Ella Bradna, menage act; Signor Bagonghi, comedy equestrian; Albert Powell, aerial contortionist; Polidor, clown, with a coterie of famous funmakers.

Bradna will take this unit from Sarasota to Havana, opening November 24 at the National Theater under the management of Santos & Artigas. Unit will be personally directed and supervised by Bradna.

HAVANA, Nov. 4.—The National Theater, which Santos & Artigas, the Barnum & Bailey of Cuba, have secured for their winter show, is the biggest showhouse in Havana. Manager Helidoro Garcia has consented to let them have the use of the theater for from one month to six weeks, or as long as the engagement lasts. For nine years this house has never shown anything but pictures.

This will inaugurate Santos & Artigas' 22d year in the circus and amusement business in Cuba.

Cole Quarters Hit by Storm; \$18,000 Damage

ROCHESTER, Ind., Nov. 4.—A strong wind swept thru Cole Bros.' circus quarters here this week, damaging property to the extent of \$18,000 and injuring a score of animal trainers and attaches. Mr. and Mrs. Zack Terrell, whose home is on the second floor of the administration building, narrowly escaped serious injury amid a shower of bricks and masonry. The animal trainers and attaches who were occupying second-floor dormitories suffered sprained ankles and body bruises when forced to jump from windows 25 feet above ground. John Smith's horse-training barn and other animal barns were unroofed, and two smokestacks to furnaces supplying heat for buildings were blown down.

Due to exaggerated newspaper reports that the winter quarters were demolished and many attaches injured, hundreds of people flocked to the site.

Zack Terrell and Jess Murden said that readying of the Cole show for 1940 will start February 1. They also said that Cole Bros.' units would work many Grotto and Shrine indoor dates this winter, with the first at Cleveland. Jess Murden motors daily from Peru to the quarters here.

Adams Floto New Title For Parker-Watts, Report

CINCINNATI, Nov. 4.—A report reached *The Billboard* this week that wagons and cages of Parker & Watts Circus are being painted in winter quarters at South Ft. Smith, Ark., and that the show will go out next season under the name of Adams Floto Circus, touring Arkansas and Louisiana.

The Billboard wired Ira Watts, manager of the show, at South Ft. Smith for confirmation of the report and received the information he is out of town and that delivery of the message was made to P. & W. winter quarters.

Indoor Circus News

News of indoor circuses that do not travel as units will be found in the Sponsored Events Department of *The Billboard* during the winter.



JOHN C. GRAHAM JR., BUTLER, PA., is said to be the first person ever to make a full-length film of a day with the circus. It was with the aid of his father, John C. Graham Sr., counsel for Cole Bros. Circus, that he was able to do this. He trailed the Cole show from Lima, O., to LaFayette, Ind., via Hamilton, O., Ft. Wayne and Gary, Ind., to obtain the shots.

Call for Cab Brings Fire Fighters Instead

MIAMI, Nov. 4.—Five members of the Ringling-Barnum show, which played here October 27-28, performed a creditable vanishing act on the first morning, cued by the arrival of a contingent of men in blue behind silver badges. Observers state the "performance" was entirely impromptu.

Willie Carr, 24-hour man with the Big Show, stated that the location of the show on new grounds was the cause. Cars were shunted onto a siding strange to veterans of R-B, at 17th street and Seventh avenue, in the northwest section of the city. Colored town abuts the siding on one side.

The five who disappeared started early in the morning to hunt for a telephone, intending to call a cab. They went the wrong way and found themselves in the midst of Darktown. Finally they discovered a pay phone in a dilapidated grocery store presided over by a big colored lady. When asked for a taxi number, she consulted a chart on the wall covered with scrawled phone numbers. Laboriously she searched and finally came up with one. One of the

(See CALL FOR CAB on page 39)

How To Improve Local Publicity for the Circus

By P. M. SILLOWAY

(Continued from last issue)

High Spots of Showday

THERE are several high spots of show day which should be amply mentioned in the local publicity. For the railroad show there is the unloading of the equipment. Then for all circuses there are the activities on the lot after arrival at the grounds. To me it is always a sad spectacle to see a motorized show come stringing along into town one car at a time, surely a sight to make Phineas Taylor Barnum turn over in his grave with a weary sigh. I well remember when wagon shows of bygone days always halted at the edge of town for an assembly of their forces in order to make an imposing entry on the main thoroughfares.

The unloading processes of the railroad show should be stressed as an opportunity for youngsters and curious adults to see the horses, ponies, elephants, camels, zebras and other halter-broken stock. On the lot are the opportunities of seeing the elephants hauling wagons and cages, and helping to raise the big top. These high spots should be stressed if there is no parade.

When there is no parade or other downtown demonstration on show day some of the halter-broken animals might be

R-B Closes to Capacity Biz In Tampa; Miami Only Fair

TAMPA, Fla., Nov. 4.—Ringling Bros. and Barnum & Bailey Circus closed the season here October 30, with matinee and night performances both attended by capacity crowds. Weather was very warm and the new air-conditioning big top was appreciated to the fullest extent. Audiences were impressed by the performance.

John Ringling North, president, and Henry Ringling North, vice-president, stated they were very much pleased with the outcome of the tour. Itinerary took in the Pacific Coast for the first time in five years, and Northwest Pacific territory and Canada for first time in 10 years. The Norths believe much of the credit for successful season is due to modernizing and streamlining, air-conditioning, and use of elephants and tractors instead of draft horses in setting up the show. Due credit is also given to Gargantua, gorilla.

John Ringling North stated that the overseas conflict will not halt next year's tour, but may affect the program considerably. Many European acts booked for next season are being broken up because of members joining the armies in their own countries. "However," said North, "regardless of previous options on famed European acts, the show will go out next spring bigger and better than ever. An all-American circus wouldn't be so bad."

Employees were paid off in Tampa, and immediately following the night show all animals and paraphernalia, with a skeleton crew, were taken to winter quarters at Sarasota. Many performers are remaining in Florida for the winter.

Merle Evans, bandmaster, celebrated

Ex-Troupers Hold Reunion

CANTON, O., Nov. 4.—Many former stage and circus performers, prominent in vaudeville and under the big tops a quarter of a century ago, gathered at the D&E Restaurant here a few nights ago for their first annual banquet and reunion. As a prelude to the session, several were interviewed over Station WHBC, relating experiences of their vaudeville and circus days. Following dinner, the guests listened to experiences of their home-town fellow troupers, and a social hour followed. George Marlow, contortionist, was chairman of the committee in charge of arrangements, assisted by Art Hill, Karl Bauer, Bob Schreiber and Frank Adams, all now retired except Marlow, and engaged in various enterprises in the Canton district.

his 21st anniversary with the show at the closing performance and received many telegrams and letters of congratulation. Tiny Doll took out final U. S. citizenship papers in Tampa last week, and her photo made the front page of *The Tribune*. Alan J. Lester was advance man here, and Roland Butler was with the show.

One addition was made to the menagerie on the last day of the season, when a baby zebra was born and christened Mr. Tampa.

New Miami Lot

MIAMI, Fla., Nov. 4.—Ringling-Barnum circus played here October 27-28 to only fair business, even tho it was set up on a new lot near the city center (See R-B CLOSES on page 37)

Wallenda Relates War's Effects on Show Biz in Eng.

CINCINNATI, Nov. 4.—Karl Wallenda, manager of the Wallenda Troupe, which arrived in New York from England October 28 after playing in Blackpool Tower Circus for 21 weeks (two shows a day) to good business, tells in a letter to *The Billboard* of conditions there following the outbreak of war.

"When war was declared," he says, "every show in England was closed, and many of them are still closed. We were lucky that Blackpool is in a safe zone and everything there reopened a week later. All performers had their salaries cut as much as 50 per cent. Business was very bad everywhere, so after one week everything was cut again and many performers received only 25 to 30 per cent of their original salaries. Our circus there kept open until October 21, the regular closing date; but we left the show two weeks sooner to return to America.

"All performers now in England work for very little money and most of them are glad to have work at all. In Blackpool right now there are many performers stranded—performers of all nationalities who can't return home. I am speaking of non-Americans, as Americans always can return if they apply for British exit permits. Many of the performers stranded there have no means of support at present, as they are not allowed to work after their contracts have expired.

"Altho we held German passports, we were treated wonderfully in England. Police and everyone were very kind to us and did all they could to make it easy for us to get our exit permit. We were lucky to hold American re-enter permits. The American Consulate also helped in every possible way.

"We are very happy to be back and are now taking out American citizenship papers."

need be no horse-drawn vehicles in the cavalcade, tho such can be used if desirable. None of the heavy equipment of the show should be used. Clowns riding separately give more zest to the cavalcade than when clumped as a clown band. When the big show band is organized with more than 15 pieces or framed up for mostly concert selections, the side-show band would fit better in the cavalcade, and only one band might be necessary, especially if trumpeters were in the array.

Imagine a cavalcade coming thru the business districts lined with people waiting for its coming. The blare of circus music in the lead and later a troop or more of girl trumpeters making harmonious fanfare, with files of handsome horses carrying gayly costumed and plumed riders, with regular joeys and funny clowns, with elephants ambling along in line, with camels and dromedaries in stately procession, with lines and squads of ponies and midget mules, with light cages of monkeys and parrots and perhaps a sleepy old lion, and finally, the calliope tooting forth its melodious measures. Oh boy, what an eye-ful for the kiddies, the dads and moms, the grandpas and grandmas! We're sure going to see the circus! (Concluded.)



With the Circus Fans

By THE RINGMASTER

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
Thames Bank,
Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 4.—The Chicago Chapter of the American Institute of Architects is sponsoring a service in memory of Irving K. Pond and has asked Frank Hartless, past president of the Circus Fans, to be on the general committee to represent the association. Service will be held at Hull House, 800 South Halsted street, Chicago, November 15 at 4 o'clock and will inaugurate a memorial exhibit of Pond's work. Members of the CFA are welcome at this service.

District of Columbia Circus Fans were overjoyed at their success in securing a ruling from the National Park and Planning Commission, making permanent for circus purposes the grounds used last year by the Ringling show at 21st and C streets, Northeast. The property has been designated as the national circus grounds. The regulation requiring signatures to be obtained has been eliminated.

Madeleine Park, CFA of Katonah, N. Y., has issued invitations to members of the association to attend an exhibit of animal sculpture at Studio Guild, 730 Fifth avenue, New York, from October 30 to November 11.

Dr. William M. Mann, chairman of the James E. Cooper Top, Washington, entertained Mrs. Evelyn Cooke at a zoo luncheon.

Thru the courtesy of Bill Montague, West Hartford, Conn., we have had the pleasure of reading the 175th anniversary edition of *The Hartford Courant*, also *The Sarasota Herald Tribune's* circus edition, published October 30, the day the Big Show closed. The day the show closed at Tampa this special edition was handed to all employees between the matinee and evening performances.

Gainesville, Tex., CFA members have been active the past several weeks visiting the various big-top organizations which have played North Texas and Southern Oklahoma stands, and in each instance they were cordially received and entertained.

Peru Pick-Ups

PERU, Ind., Nov. 4.—Edgar Howard, who was with the Blue Ribbon and Reading shows this season, is now with the Dixie Minstrels, booking and working indoor dates thruout the South. Howard is a veteran of Ringling-Barnum, Hagenbeck-Wallace and Cole Bros.' circuses.

Grant S. Ray, former tax accountant with Hagenbeck-Wallace, and John Austin, attache of Cole Bros., are now conducting the Art Photo Co.

Virginia Young Senior, Sky High Girl, recovering from injuries of the past season, is back from Greenville, S. C., for a several weeks' stay.

Jack Morris, many years buyer of blooded dapple-gray matched teams for circuses, has been contracted to purchase 150 head of baggage stock for a railroad show for 1940. No information could be had as to what show the stock was for, but it is rumored that it is for Ringling-Barnum, as seven baggage stock cars are soon to be moved inside car shops and receive general overhauling.

Otto Griebling was honored guest of the Rotary Club here this week. Gathering included Jess Murden, Cole Bros.; Clarence Keyes, senior partner United Indoor Circus, and Omer Holman, Circus Fan. Introduced to banquet gathering by Murden, Griebling kept the audience in an uproar with pantomime and juggling routine. Griebling is contracted for Christmas dates in St. Louis stores and for a number of Grotto and Shrine winter shows.

Robert Pyle, who purchased the Circus Night Club from Nick Carter, is meeting with success. Halloween party saw place packed to capacity. Spot is using traveling bands.

Frank Richason, many years with American Circus Corp. units, is in paint business here.

Fred Leitchell, vet rider, who broke both ankles in a double backward somersault, horse to horse, on the old Wallace shows and was later pie car superintendent with Hagenbeck-Wallace, is manager for J. & K. Circus Club here.

Favorite Outdoor Performer Contest

The 44th and final week of Performer Contest balloting concluded with the ballot published in the last (November 4) issue. Ballots which bore a postmark of not later than midnight of November 4 will be counted. All others will be avoided. This point has been stressed again and again in this column and was featured in the text of the official ballot for several months.

The Contest Editor has received many communications and packets from artists, citing their histories and giving other data as requested during the last few weeks. There are still some performers, however, who have not as yet sent in this highly important material. Performers and troupes listed in the last compilation are asked to supply the following information:

1. Permanent address, or where owner or manager may be reached.
2. Names and birth-place of each member (date of birth may be included).
3. Billing style.
4. Shows on which act appeared this year—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 or shoulders or full-length photo—action photos not desirable but may be sent for filing and future use, if needed.

SPECIAL NOTICE—To avoid confusion, votes formerly credited to the Flying Valentines (inadvertently referred to as Valentine's Sensational Flyers in recent weeks) have been credited to the same act under the following tentative title for contest purposes, Roy Valentine's Flyers. Official name of act, however, is the Flying Valentines. Votes for Valentine's Sensational Flyers, of which Fred Valentine, a brother of Roy, is manager, had to be designated in that manner on ballots to be credited.

Finals December 30

A special section devoted to the Performer Contest in entirety will be published in the Holiday Greetings Number, dated December 30. The complete standings and description of awards will appear in the section along with other significant articles, photos, etc. We ask readers not to write in or phone for information on standings, as they will not be in a complete stage until a few days before the Greetings Edition goes to the presses. The Contest Editor will be glad to furnish other information, however.

Atterbury in Quarters; Season Better Than '38

DAKOTA CITY, Neb., Nov. 4.—Atterbury Bros.' Circus is in winter quarters here after a season of satisfactory business, which was better than last year's business.

Show canceled its last week's billing in Missouri to return to quarters because of fire destroying Owner William Atterbury's home here. Atterbury says the show will go out in 1940 for its 29th season under the same management. More ponies and animals will be added.

Members of the show who left to play fairs are E. E. Coleman, with elephant Mena; Don Adams, side-show manager; Aerial Romas, Roy Pratt and wife of the side show; Fuller Family of acrobats and ponies; Jimmy Goodwin and wife, aerialists, Atterbury Duo, McCune Trio and Rose Atterbury and trained dogs.

Big top is put up and taken down daily. It is a favorite stopping place for troupers.

Captain Seymour is superintendent of Cole Bros.' winter quarters at Rochester, Ind., and ably assisted by Clarence Adolph, many years in official capacity with American Circus Corp. units.

James (Jimmy) Smith, formerly bull superintendent, is the proud possessor of an all-steel housecar. Smith, now employed by the Russell Co., and Mrs. Smith now live on East Fifth street.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

Fred P. Pitzer, National Secretary

NEW YORK, Nov. 4.—It felt good to get an entertainment notice from an entertainment bureau notifying us that Frank Portillo is still on the job as clown, ventriloquist, pantomimist and marionettist in Washington, D. C. The August-September issue of *The White Tops* also reached our desk. This little magazine seems to be getting bigger and better as the months go by and we want to congratulate the CFA in putting between covers so much circus history. Talking of club papers, *The Dexter Fellows Tent*, starting with the December issue, will be increased to an eight-page paper carrying advertisements. It is hoped that this little organ will bring him some further money for the Home Fund, as all of the profits are to go to that fund. Among those who will handle the paper are Joe Pearman, who used to edit *Wings* for the New York Athletic Club; Bill Steinke, of *The Daily Mirror*; Col. Henry Fargel, publicity impresario of Hotel Astor, and Les Kramer.

Uncle Don Carney, of radio fame, is the fall guy at the November luncheon of the Dexter Fellows Tent. These luncheons are growing so in number that they are to be held hereafter in the Grand Ballroom. Six hundred and eighty attended the Larry McPhail trick.

Everyone of the W. W. Workman Tent is still talking about the great convention held in Richmond last month. The dinner-dance which closed the affair was the best yet and much credit must go to the committees in charge. That is one thing of which they can feel proud in that Southern city. Everyone has his heart in all that is done, and such men as Joe Kass, Ham Watson, Fritz Sitterding, Bill Homburg, Ed Rose and a host of others we could name are a credit to any committee.

Another great group of workers are the officers of the Charles H. Consolvo Tent, Norfolk, Va., under the leadership of Judge J. R. Callum, president.

Here is some news from that prolific correspondent, Jim Schonblom, press agent of the Lillian Leitzel Tent: Hugh Grant, our chandelier man, is being given the usual round of staggering affairs before he gets married. All his relatives are crying the blues because he would pick the date of the Notre Dame-Carnegie Tech battle down in Pittsburgh. Sam Greag, our barker, is barking up the wrong tree in his football betting. He's a Penn grad and they just won't support his 10-buck investments. However, next year will be another year. Fred Heckel, the founder of this tent, likes to delve among old papers. It's a hobby with him.

Bertram Mills' Circus Does Good Business at Opening

LONDON, Nov. 4.—Bertram Mills' Circus, presented by Cyril and Bernard Mills, which began its career as a stage circus on General Theaters and Moss circuits at New Cross Empire (London) October 16, opened to good business. Show is not as elaborate as when associated with Olympia and tenting, but it affords good entertainment. Ring is much smaller than usual, with low ring fence to avoid obstructing view from ground-floor seats. Wallace Gibson is general manager and Frank Foster, equestrian director.

Program includes an overture by local theater ork under circus musical director Jack Lindsley; riding act by Pat Baker; charivari by clowns (Coco, Alby Austin, Huxter, Pinocchio, Bobino, Renato and Fernando); hind leg and pole-jumping horse presented by Frank Foster; Gena Lipkowska, presenting Mills' Shetland ponies (reduced for stage purposes to six); zebra act presented by Percy

Huxter; High School act presented by Jimmy Huckie, Mills' head groom, riding Slavik; Cilla's Football Dogs, presented by Priscilla Kayes; Korina, female fakir, mesmerizing crocodiles and snakes, bare back on broken glass feats, walking and suspension on swords and five-minute burial in sand-filled coffin; Swing Sisters and Yelding, swinging ladders and trapeze; six grey Arab Liberty horses presented by Gena Lipkowska; Four Maniacs (Coco, Austin, Huxter and Beasy) in a slapstick billposting entree; The Cumberlands, fast riding act by Tony and Yelding Baker and Sylvia Doksanky; Man and Thit, knockabout act, and Priscilla Kayes and four lions in pedestal act.

HOPES have been revived that Liverpool (Eng.) Stadium will again be able to put on a circus at Christmas under direction of Tom Brayshaw and Bill Rubenstein.

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COLE INDOOR CIRCUS
Ithaca, N. Y., November 8-9; Oneida 10-11.

FREE ACTS WANTED FOR THE 1940 SEASON

I can give a long season to real people. Our Unit Show just finished fourteen consecutive weeks of Fairs. WANTED—COMEDY ACTS, FLYING ACTS, COMBINATIONS CASTING AND TRAMPOLINE, FAMILY GROUES. All small jumps. Unit show. Now closing contracts. State full description and send photos first letter, and salary must be right. I mean business. This is our twentieth season booking Grand-Stand Shows. THANKS TO THE FAIR MGRS. AND SHOW PEOPLE WE DEALT WITH THE PAST SEASON. WRITE TO

D. E. WALDO'S ATTRACTIONS
417 FIRST ST., S. W. OROSBY, MINN.

Under the Marquee

By CIRCUS SOLLY

MAC'S DOG AND MONKEY CIRCUS closed with Bantley's Shows after a fair season and is working schools in North Carolina to good business.

EDDIE (BLACKIE) NYE closed with the Ringling-Barnum show at Atlanta. He will winter in Hartford, Conn., his home town.

BOBBY HASSON has returned to Philadelphia for the winter from the Ringling-Barnum circus, where he was on the front of the side show.

SCOTTIE DUN, former boss canvasman for Hagenbeck-Wallace, is seen around Los Angeles. He and Mrs. Dun are in the hotel business.

EDWARD McDONALD will leave Baldwin Park soon for Denver, where he will open with the minstrel road show, *Gayety in the Coal Mines*.

BLACKPOOL TOWER CIRCUS, London, finished the season October 21. It is rumored that a Christmas show will be put on.

MEMBERS OF BRITISH CFA are sending cigarettes and other packets of good cheer to circus folk serving in the army, navy and air force.

AYRES DAVIES has returned to Beloit College, Beloit, Wis., for his junior year. He was formerly connected with Russell Bros.' and other circuses.

A LETTER from Keokuk, Ia., signed "Mrs. Christy," states that Dee Adams' mother is very ill in Keokuk and that she wishes to locate Dee immediately.

HUGHIE FITZ AND CO., two clowns and a trick dog, presented their magic act for patients at Marth Brother Island, New York, October 20.

MABEL STARK will return to Los Angeles at the close of her tour. Eddie Truse, with the Stark act, will accompany Mabel to the Goebel Animal Farm, where Miss Stark trains during the winter.

GEORGE EMERSON, former circus elephant trainer, is now trainer for MGM, which is getting two new elephants from India next month. Under guidance of Emerson they will perform in jungle pictures.

TOM MIX just returned to Hollywood after a tour of European countries, sailing from Denmark. He is being much sought for appearances at prominent clubs.

LARRY FILLINGER, of the Bob Eugene Troupe, which closed its outdoor season at the New York World's Fair, will join his wife and daughter in Huntington, W. Va., where they will make their home this winter.

BILLIE WINTERS, singing clown, has joined Haag Bros.' Circus, working come-in and doubling in clown numbers. He closed with Goodman Wonder Shows in Greenwood, Miss.

LARRY LEWIS, with the Big One this season, is in El Paso, Tex., for a brief halt before checking in at Phoenix, Ariz., for the winter. He staged his escape act at the midjet auto races in El Paso last week.

HARRY MACK, who closed as press agent and announcer with Downie Bros.' Circus in Ft. Worth, Tex., is now emceeing for the Macon (Ga.) Fair. He will follow that date with the Jacksonville (Fla.) Fair.

LOOKS AS IF EL Maida Shrine, El Paso, Tex., will pass up its annual circus this season. Members say the uniformed bodies will not compete with the parent organization, which is raising funds for a convention.

JACK WOLF, cowboy with Cole Bros.' Circus this year, is with the Hillbilly Cowboys on Station WSB, Atlanta. He will leave for Florida soon to join Frank Roach and his show at Orlando for the winter.

HOMER B. PHILLIPS, who has had banners on various circuses for a number of years, now has a 40-people jitterbug show, which he will take into Virginia and South Carolina, working out of Richmond.

JACK HOXIE, since leaving Russell Bros.' Circus, has been working on the Texas Kidd Shows with his own people and says that it is one of the best shows for its size he has ever seen or been with.

TERRELL JACOBS came out second best in a mix-up with one of his cats on Ringling-Barnum show on October 25 at Daytona Beach, Fla., and suffered severe gashes on a spot not discussed in mixed society.

BUCK LEAHY, clown contortionist, closed with Parker & Watts Circus in Guthrie, Okla., October 4 and opened two days later at Martin's Tavern, Lima, O. He played the Wonder Bar, Cincinnati, last week for the Gus Sun Office.

BEVERLY KELLEY, handling radio ahead of the Ringling-Barnum circus, informs he plans to return soon to his home in Delaware, O. He reports having visited with Allen Lester, doing press with the same show, at Atlanta; Lester was en route to his home in Roseville, O.

JACK BURSLEM is one of the early arrivals in El Paso, Tex., having dropped in with the Ringling-Barnum circus. He has eating and drinking concessions at football games there and is busy with a full high school and college schedule.

MR. AND MRS. JACK HUNT, of the State-Lake Theater, Chicago, and their (See UNDER THE MARQUEE on page 57)

The Corral

By ROWDY WADDY

WALTER COMER and his stock have returned to quarters in Cincinnati after a 22-week stand with Barker Bros.' Circus, which closed at the Mississippi State Fair, Jackson, recently.

MONTIE MONTANA writes from Mojave, Calif.: "We have worked all the major shows in the Northwest, including Golden Gate International Exposition Rodeo, San Francisco; Reno, Nev.; Butte, Mont.; Salinas, Calif.; Salt Lake City; Cheyenne, Wyo.; Monte Vista, Colo.; Great Falls and Billings, Mont.; Colorado Springs, Sterling, Pueblo and Montrose, Colo.; Pendleton, Ore.; Blackfoot, Ida., and the Pacific International Live-Stock Show and Rodeo. Plan to go to North Hollywood for the winter."

ELKS' CLUB RODEO, scheduled to be held in Municipal Auditorium, Birmingham, soon, has been denied reduction of the rental fee for the auditorium by President Jones of the City Commission there. Ed Smith, chairman of the board of trustees, said Raymond Hester, manager of the Municipal Auditorium, had fixed the rental fee at \$150 a night. Since it was declared that proceeds from the rodeo would go to the Christmas fund for the Elks' Christmas tree, Jones was asked to reduce the rental fee to \$100 a night, which he refused to do.

CHICAGO STADIUM RODEO closed October 29 with an attendance record substantially ahead of last year, according to rodeo officials. Saturday and Sunday attendance was big. Officials

expressed themselves as well pleased with results of the 18-day run. Winners in the closing days: Steer Wrestling—Sixth go-around, Bud McMackin, Frank Van Meter, Jack Hitson. Seventh go-around, Andy Curtis, Shorty Ricker, Leonard Mitchell, George Hinkle. Eighth go-around, Herschall Ross, Mooky McCrorey, Mike Fisher, Gene Hamilton. Finals, Andy Curtis, Dub Phillips, Mooky McCrorey, Ralph Warren.

Steer Riding—Eighth go-around, Frank Quirk and Rock Parker split first and second; Elmer Martin, Rabbit Quirk. Ninth go-around, Grant Marshall, Buck Wyatt, Frank Quirk; Gerald Roberts and Kid Roberts split fourth. Tenth go-around, Grant Marshall, Buck Kellogg; Frank Marshall and S. A. York split third and fourth. Eleventh go-around, Jimmie Hazen, Gerald Roberts, Grady Price; Jim Patch and Slick Ware split fourth. Twelfth go-around, Rabbit Quirk; Elmer Martin and Frank Quirk split second and third; Rock Parker and Jack Kennedy split fourth. Finals, Slick Ware, Kid Roberts, Grant Marshall, Bennie Bender.

Saddle Bronk Riding—Sixth go-around, Ned Ferraro; Frank Martz and Les Karstad split second and third; Len Jacobs and S. A. York split fourth. Seventh go-around, Art Keller, Jerry Ambler; Ned Ferraro and Bob Boden split third and fourth; eighth go-around, Tommy Wilson, Pat Plaskett, Jerry Ambler; Dick Slappert and Gerald Roberts split fourth. Finals, Chet McCarty, Gerald Roberts, Roy Martin, Carl Buckfeldt.

Wild Cow Milking—Fourth go-around, Royce Sewalt, Hugh Ridley, Earl Moore, Tom Taylor. Fifth go-around, Tom Taylor, Jim Snively, Jess Goodspeed, Jiggs Burke. Finals, Tom Taylor, Buck Standefer, Oran Fore, Barton Carter.

Bareback Bronk Riding—Sixth go-around, Gerald Roberts, Joe Vinas, Jimmie Hazen, Buck Wyatt. Seventh go-around, Buck Wyatt, Jim Patch; Frank Marshall and Ken Hargis split third and fourth. Eighth go-around, Rock Parker, Joe Vinas, Frank Quirk, Chet McCarty. Finals, Buck Wyatt, Rock Parker, Grant Marshall, Chet McCarty.

Calf Roping—Sixth go-around, Hugh Ridley, Earl Moore, Pat Lewis, Jim Snively. Seventh go-around, Royce Sewalt, Tommy Smith, Tom Taylor, Pat Lewis. Finals, Amye Gamblin, Royce Sewalt, Jess Goodspeed, Lonnie Rooney.

Musical Chairs—Winners for 13th to 23d performances inclusive in order named, Floyd Peters, Dick Stephens, Russell Lewis, Pat Lewis (16th and 17th), Floyd Peters (18th and 19th), Maurice Laycock (20th and 21st), Floyd Peters and Barton Carter; winners of 24th special, Francis Weaver and Bartin Carter.

DAY-MONEY WINNERS, last week of World's Championship Rodeo, Madison Square Garden, New York, October 4-29. Cowboys' Bareback Bronk Riding—Eighth day (three shows), Hank Mills, Tom Knight; Frank Finley and Cecil Jones split third and fourth. Ninth day (three shows), Larry Finley, Frank Finley, George Mills; Terry Lockyer and Hank Mills split fourth.

Cowgirls' Bronk Riding—Eleventh day (three shows), Claire Thompson, Mildred M. Horner, Alice Greenough, Margie Greenough. Twelfth day (two shows), Violet Clement, Claire Thompson, Mildred Horner, Tad Lucas. Thirteenth day (two shows), Helen Kirkendall, Violet Clement, Mildred Horner, Margie Greenough. Fourteenth day (two shows), Claire Thompson; Margie Greenough and Mildred Horner split second and third; Alice Greenough.

Cowboys' Saddle Bronk Riding—Eighth day (three shows), Turk Greenough, Fritz Truan, Ken Roberts; Kid Fletcher, Bill Sievers and Jack Wade split fourth, fifth and sixth; Floyd Stillings and Bill Greenough split seventh. Ninth day (three shows), Bart Clennan, Jack Wade, Gene Pruett, Ward Watkins; Floyd Stillings, Milt Moe and Bill McMacken split fifth, sixth and seventh. Tenth day (three shows), Fritz Truan, Milt Moe, Bart Clennan; Tom Knight, Ward Watkins and Gene Pruett split fourth, fifth and sixth; Alvin Gordon. Eleventh day (one show), Gene Pruett; Bill Sievers and Ken Roberts split second and third; Floyd Stillings and Fritz Truan split fourth and fifth.

Calf Roping—Tenth day (three shows), Bud Spilsbery; Toots Mansfield and Dee Burk split second and third; Ike Rude, Juan Salinas. Eleventh day (three shows), Sonny Hancock, Bud Spilsbery, Everett Bowman, Hugh Bennett, Everett Shaw. Twelfth day (three shows), Bob

Garden Rodeo Gate \$340,000; \$25,000 Under '38; Hub Now

NEW YORK, Nov. 4.—Madison Square Garden's 26-day World's Championship Rodeo wound up Sunday night with about \$340,000 in the till, going about \$25,000 under the 1938 take.

Final show accounted for what appears to be the most serious injury when Ward Watkins was trampled by his bronk after being thrown head-first from the mount. Watkins' foot jammed in the stirrup and the horse, Hell's Angels, one of the most maniacal extant, dragged him over the arena while the rider was pinned underneath. He was taken to Polyclinic Hospital. Spectators, especially the women, almost caused a panic and several were treated for nervous shock. Many of them fainted. This was Watkins' first appearance at the annual classic here.

Contingent packed up and left for Boston, where a 10-day run opened Wednesday in the Garden.

Crosby, Toots Mansfield, Kenneth Gunter, E. Pardee, Irby Mundy.

Steer Wrestling—Seventh day (four shows), Howard McCrorey, Ted Yochum, Shorty McCrorey, Jim Whiteman, Fritz Truan. Eighth day (four shows), Ted Yochum, Howard McCrorey, Harry Hart, Hugh Clingman, Eddie Hovenkamp.

Steer Riding—Ninth day (three shows), Hoytt Hefner, Mitch Owens; Hugh McAdam and Hubert Sandall split third and fourth; Frank Marion and G. K. Lewallen split fifth. Tenth day (three shows), Kid Fletcher, Ken Roberts, Paul Bond, Hugh McAdam, Bob Estes. Eleventh day (three shows), John Elfic, Bob Murray; Frank Marion, Paul Carney and Hubert Sandall split third, fourth and fifth.

Wild Cow Milking—October 24, John Bowman, Cecil Owsley, Juan Salinas. 25th, Dave Stout, Carl Shepard, Bob Crosby. 26th, Jack Shaw, Irby Mundy, T. J. Brannan. 27th, Toots Mansfield; 28th (afternoon), Roy Lewis, Sonny Hancock, Homer Pettigrew. Night, Clyde Burke, Cecil Owsley, Juan Salinas. 29th (afternoon), Bob Crosby, Carl Shepard, Ike Rude. Night, James Kenney, Harry Hart, Buck Sorrells.

Wild Horse Race—October 24, George Mills, Larry Finley, Tommy Smith; best buckler, Smith; 25th, Hank Mills, Kid Fletcher, Lyle Cottrell; b. b., Cottrell. 26th, Fritz Becker, George Mills, Pete Kerscher; b. b., Kerscher. 27th, Hank Mills, Orville Stanton, Chip Munk; b. b., Carl Dossey. 28th (afternoon), George Mills, Bill Greenough, Kid Fletcher. Night, Lyle Cottrell, Kid Fletcher, Orville Stanton; b. b., Cottrell; 29th (afternoon), Tommy Smith, Larry Finley, Bill Greenough; b. b., Hank Mills. Evening, Kid Fletcher, Larry Finley, Terry Lockyer; b. b., Lockyer.

Top five money winners (including final money)—Cowboys' Bareback Bronk Riding, Paul Carney, \$610.50; Larry Finley, \$412.50; George Mills, \$320; Hank Mills, \$302.50; Hoytt Hefner, \$264.33. Final money, Carney, \$228; Hefner, \$171; Mitch Owens and Larry Finley split third and fourth, \$85.50 each.

Cowgirls' Bronk Riding (including final money), Claire Thompson, \$936; Mildred Mix Horner, \$715.50; Margie Greenough, \$552.75; Alice Greenough, \$397; Helen Kirkendall, \$227.50. Final money, Horner, \$248; Thompson, \$186; Margie Greenough, \$124; Alice Greenough, \$62.

Cowboys' Saddle Bronk Riding (including final money), Fritz Truan, \$1,922; Gene Pruett, \$1,271.50; Bill Sievers, \$854.50; Paul Carney, \$610; Ward Watkins, \$607.50. Final money, Truan, \$822; Pruett, \$629; Floyd Stillings and Bill Sievers split third and fourth, \$339.50 each.

Calf Roping (including final money), Everett Shaw, \$2,100; Everett Bowman, \$1,615; Harry Hart, \$1,202.50; Bud Spilsbery, \$750; Dick Truitt, \$730. Final money, Everett Shaw, \$1,710; Everett Bowman, \$1,270; Harry Hart, \$880; Truitt, \$460.

Steer Wrestling (including final money), Harry Hart, \$2,055; Hugh Bennett, \$1,150; Dick Herren, \$900; Tom Hogan, \$785; Ted Yochum, \$625. Final money, Hart, \$1,250; Bennett, \$925; Herren, \$650; Dave Campbell, \$345.

Steer Riding (including final money), Hoytt Hefner, \$787.50; Kid Fletcher, \$585; Mitch Owens, \$577.50; Dick Griffiths, \$510; Frank Marion, \$282. Final money, Owens, \$180; Fletcher, \$135; (See CORRAL on page 57)



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Passing of "Bill" Jahnke; He Showed Genius in Fairdom

By CHET HOWELL

"Bill's friend and secretary-treasurer of Michigan Association of Fairs all of the 17 years that Bill so well managed Saginaw Fair."

SAGINAW, Mich.—It is with a heavy heart over the keenly felt loss of a lifetime friend that I sit down to my typewriter in my newspaper office and write the last tribute to the memory of one who rose to great heights in the amusement world—a gentleman who was a No. 1 troupier, who took a small fair and made it one of the truly great county fairs of the nation.

William F. (Bill) Jahnke, secretary-manager of the Saginaw Farm Produce Show of Michigan, passed on late Friday night, October 27, after a brief illness. (See JAHNKE'S PASSING on page 48)

Gate Hits Peak For Charleston

CHARLESTON, S. C., Nov. 4.—All attendance records for county fairs here were broken at Charleston County Agricultural and Industrial Fair on October 23-28, declared President William M. Frampton. Total paid attendance was reported at 58,300. Johnson Hagood Stadium was used.

High attendance mark is believed to have been due not only to good weather but because amusements here since spring have been curtailed because of an infantile paralysis epidemic which resulted in the health department closing down on all gathering of crowds. A few weeks ago the lid was lifted.

James E. Strates Shows on the midway and concessions reported good business. Owner Strates took his organization from here to Savannah, Ga., for the Carolina-Coastal Fair, following which the shows will close for the season and will winter there again.

Much praise was given Frank Wirth's *Cheer Up Revue*, which with its massive portable stage, was presented in the football stadium adjoining the grounds. Sellouts were the rule at each performance. Final day feature was thrill performances of Jimmie Lynch and his Death Dodgers in a special arena on Harmon Field.

Largest crowds came Wednesday and Friday nights, when there were auto giveaways after the revue shows. President Frampton said number and quality of exhibits were best in history of the association.

Syracuse Back to Nine Days

SYRACUSE, Nov. 4.—Operating time of New York State Fair here will be cut from two weeks to nine days in 1940, as was intimated in *The Billboard* of September 23. Next year's annual will be the centennial session. Two-week policy has been followed for the past two years. New dates were set here on October 30 when the State Fair advisory board and General Director Paul Smith also discussed special-attraction features as part of the centennial celebration.

Purcell Is Out of Hospital

TEXARKANA, Tex., Nov. 4.—Pat Purcell, general representative of Jimmie Lynch Death Dodgers, fair thrill attraction, and which was featured at the New York World's Fair, has been released from Michael Meagher Hospital here, where he underwent an operation about three weeks ago. This city is headquarters of the Lynch organization. Purcell expects to be fit for the Chicago meetings.

ST. JOHN'S, Newfoundland.—Drawing 60,000 despite bad weather, third All-Newfoundland Agricultural Exhibition here on October 10-20 was the most successful in history, reports Manager Arthur Johnson. Will Morris and Bobby and Four Casting Campbells were booked thru George A. Hamid as free acts. Exhibition is a government agricultural effort.

SSF MAKES BIG BOW

La. Goes Over 300,000; Marks Set for Stands

SHREVEPORT, La., Nov. 4.—Better than usual weather helped the 34th annual State Fair of Louisiana here on October 21-30 to register estimated attendance of more than 300,000, a daily average of about 30,000, compared with a 1938 gate of 296,000. Chill winds cut attendance on two days and on one night rain fell but did not halt the grand-stand show, altho two acts were omitted, and performers were drenched. Biggest day was on October 23 with about 40,000, an increase of 8,000 over the corresponding day last year. First figures indicated that grand stand and midway receipts topped those of 1938.

After a strong start there were some slow days in the grand stand and on the midway, but on each Saturday and Sunday and especially on Children's Day, the stand and midway had large crowds. M. H. Barnes, of Barnes-Carruthers, (See LOUISIANA FAIR on page 39)

M. H. Barnes Denies Signing With AGVA

CHICAGO, Nov. 4.—M. H. Barnes, head of Barnes-Carruthers Fair Booking Association, informed a representative of *The Billboard* that his firm has not entered into an agreement with the American Guild of Variety Artists, as stated in last week's issue.

Barnes stated early this week that he had not talked to Paul Sander, AGVA organizer.

Draw Is Up at Orangeburg

ORANGEBURG, S. C., Nov. 4.—Attendance figures for Orangeburg County Fair here on October 24-28 showed an increase of several thousand over last year and officials received many compliments from patrons on quality of entertainment, reports Secretary J. M. Hughes. Johnny J. Jones Exposition was on the midway. Grand-stand show, booked thru James F. Victor Attractions, attracted increasingly large crowds, it being necessary to place straw on the track and stop the ticket sale Thursday night.

GREENUP, Ill.—Greenup-Cumberland County Fair Association elected Ernest Sedgwick, president; Fred Wylde, vice-president; Preston Jenuine, secretary, and J. A. Campbell, treasurer. Sedgwick succeeds P. J. Bowman, who served 35 years and was named honorary president for life.



DURING South Carolina State Fair, Columbia, October 16-21, the pholog caught this group, left to right, President D. D. Whitcover, Secretary Paul V. Moore; Eunice Vovell, assistant to the secretary, and General Manager Max Linderman, World of Mirth Shows, shortly after the shows had been signed for an appearance in 1940. Photo by Eddie Tarjan, furnished by Jim McHugh.

Tampa Changes To Name Bands At Grand Stand

TAMPA, Fla., Nov. 4.—Florida Fair Association announced a complete change in grand-stand program for its coming Silver Jubilee annual, innovation to be a Festival of Music, presenting three name bands.

Hal Kemp and Eddy Duchin have been engaged as two of the bands. Third has not yet been chosen, but officials said it will be picked from a list including Shep Fields, Ted Fio Rito, Clyde Lucas, Frankie Masters and Ted Weems. Kemp will open the fair, playing Tuesday thru Saturday, followed by a band as yet undecided upon Monday thru Wednesday, and last three nights, Thursday thru Saturday, will feature Eddy Duchin.

A large outdoor dance platform will be erected in front of the grand stand and bands will play afternoon and night, giving concerts of one hour and 45 minutes followed by music for dancing. Each (See TAMPA NAME BANDS on page 36)



THIS JOLLY GROUP was photographed in the Cotton Club of the Coliseum on Brazos Valley Fair grounds, Waco, Tex., on October 21. Rear row, left to right: Dorothy Byton, manager of the Byton Girls, one of the attractions; Ralph B. Buchanan, vice-president of the fair; Bernie Mendelson, O. Henry Tent Co.; Harrison B. Waite, president-general manager of fair; George Tasker, business manager for Anson Weeks and his orchestra, one of featured attractions (face partly concealed); Frank B. Joerling, *The Billboard*, St. Louis; Sadie Green, of Casa Manana business organization, Fort Worth, Tex., and manager of Cotton Club Revue Show for Music Corp. of America; Charles D. Orr, a director of the fair, and, in front, the irrepressible Sunny Bernet, Globe Poster Corp.

New One Clocks Gate of 215,000

Charlotte plant is opened with stellar bill—need is seen for more buildings

CHARLOTTE, N. C., Nov. 4.—The first annual presented by Southern States Fair, Inc., on its recently-developed \$100,000 grounds here on October 24-28 was a decided success, reported President and General Manager J. S. Dorton. Estimated attendance was 215,000. On Tuesday, School Day, with pupils from Charlotte and Mecklenburg County schools admitted free, gate was 60,000; Wednesday, Lucky Teter Day, 38,000; Thursday, Veterans' Day, all war vets being admitted at half price and Gold Star mothers gratis, 29,000; Friday, State School Day, State, city and county pupils being admitted free, 38,000; Saturday, 50,000. Admission was 50 cents for adults, 25 cents for children.

Attendance figure is more than double that of Charlotte Agricultural Exposition here last year, and is declared to be the largest ever recorded at a Charlotte fair. Weather was clear and warm. Altho two buildings and all space under the grand stand were devoted to exhibits, the fair was not able to take care of all displays offered. Premiums totaled \$10,000. Exhibitors were from about 15 counties in North Carolina in addition to Mecklenburg, while others came from South Carolina and Tennessee. Exhibits were pronounced far superior in quality to those of previous years, with poultry (See CHARLOTTE FAIR on page 36)

S. S. Exemption Is Announced by Danziger, of IAFE

SPRINGFIELD, Mass., Nov. 4.—Another substantial achievement can be credited to the government relations committee of the International Association of Fairs and Expositions in behalf of its members. Recently amended Social Security Act exempts all service performed in an agricultural or horticultural organization, including agricultural fairs, effective on January 1, 1940.

"If you are so organized that no profits inure to any stockholder or stockholders you can receive an exemption certificate by filing the necessary data with your nearest internal revenue agent," it was announced by Milton Danziger, chairman of the committee and assistant manager of Eastern States Exposition here.

"When communicating with your internal revenue agent you can refer to Section 1426, subchapter (b) (10) (B) of the Social Security Act, as amended, 1939."

Regina's Surplus \$10,157; Seating for Acts Increased

REGINA, Sask., Nov. 4.—Report of Regina Exhibition Association for the past year shows revenue from summer fair of \$74,889 and expenditures of \$56,512, with net revenue \$18,377. Revenue of the winter fair was \$10,546 and expenditures \$10,084, leaving net revenue of \$462. Other income to the board brought total net revenues up to \$25,030. Against this were maintenance expenditures of \$14,872, leaving operating surplus of \$10,157.

Manager D. T. Elderkin and board members believe it will be possible to hold the fair next year as usual, altho it may be necessary to curtail some activities. Some of the buildings have been taken over by the militia, but the live-stock barns may be available.

A movable platform being constructed for use in front of the grand stand will be set on the race track for night performances, giving patrons at ends of the stand a better view. It will also make room for seating 2,000 more between platform and stand.

Stock Show in Los Will Have Buildings

LOS ANGELES, Nov. 4.—Concessioners reported excellent business at 14th annual Great Western Live Stock Show here on October 28-November 2 and officials were gratified with attendance. More than 500 head of stock were exhibited from all Far Western States as well as 4-H Club and Future Farmers of America displays. Plans are being made for erection of buildings and the show will be staged indoors hereafter.

Among concessioners were Mr. and Mrs. Charles Rising; A. C. Barton, novelties; Thomas Cole, Mike Skvier, Harry Goldberg, Speedy Ladd, C. E. Cooke, Harry Gilbert, lunch and drinks; Jack Linn, Oscar Burke, Jack Tuttle, pop corn and peanuts; Thomas Warrington, Paul Marlon, Joe Franey, Ben Holt, novelties; Mel Mahler, guess your age; R. V. Ray, George Allipoula, Pop Bennett, Oscar and Jack Davis, Peggy Mellon, Red Mercer, F. L. Rising, Manny Warren, Ralph Carson, Jack Rhea, lunch and drinks; A. L. Ronnow and Guy Overpeck, novelties; Deep Sea Dutch Thome, Bert Karl, Bob Wheeler, Charles Black, George Bliss, James Taylor, W. Levine, Thomas Murray, Clyde Burlingame, Sam Passiani, seat salesman; Orville King, Joe Overmeier, Valon Snyder, Mack Bailey, frozen juices.

Iowa Annual Increases Net

SPENCER, Ia., Nov. 4.—Gross for 1939 Clay County Fair here exceeded the 1938 figure by more than \$5,000, with total of \$87,549, according to financial report by Secretary J. H. Peterson. Expenditures, including insurance, maintenance and permanent improvements, totaled \$76,581. About \$2,000 is yet to be received on this year's fair, but could not be included in the November 1 report. Additional money would bring profit close to \$13,000, as compared with \$11,525 last year. Gate and grand stand brought in \$64,215 and concessions \$18,305. Total of \$18,662 was paid for attractions. Speed premiums totaled \$5,820; open-stock premiums, \$8,761.15, and 4-H Club premiums, \$3,976.

Change in Dates Is Aid To Massachusetts Annual

NORTHAMPTON, Mass., Nov. 4.—Altho rain hurt business the second day of Three County Fair here on September 7-9, the fact that it was held a month earlier than formerly and weather was warmer boosted attendance and created more interest, reports George E. Emery, former circus clown, who booked attractions.

Saturday grand-stand attendance exceeded that of any last day in recent years and was 49 per cent greater than the 1937 Saturday crowd. Show booked thru Al Martin included Roberta's Animal Circus with clown, Do-Do, Hazel Williams, cloud swing; Three Kirkillios, trampoline; Flying Voice Troupe (Dick Talley, Fermin Oliva, Louis Oczvirk), aerial bars; Adele Nelson's Elephants and Bob Miller's Orchestra. On Thursday harness races were staged and a Saturday feature was motorcycle races. On the midway were Sam Anderson's Merry-Go-Round and Ferris Wheel and shows, concessions and elephant and pony rides.

Visiting show people were Harold and Jack Voise, Laddie LaMont, Welby Cooke, Eileen Larey and Jimmy Sullivan. Agricultural and live-stock entries were of high quality and pulling contests drew crowds. Merchants' building in charge of Secretary John L. Banner and John Quimet was filled.

Fla. Annual Is Prepping

JACKSONVILLE, Fla., Nov. 4.—Work of repairing and enlarging of buildings on old State fairgrounds here in preparation for opening of Duval County Fair is about completed. Promotional campaign has been launched and officials expect record attendance as a result of a change in dates from spring to fall. Johnny J. Jones Exposition will be on the midway and a number of feature days are planned, said Manager E. Ross Jordan.

Grand-Stand Shows

WILLIAM H. (BILLY) FINKLE, who has been working fairs in an executive capacity and appearing as "Charlie Chaplin's double," reports program at

Fair Meetings

Canadian Association of Exhibitions, November 29 and 30, Ottawa, Ont. W. D. Jackson, secretary, London, Ont.

Middle-West Fair Circuit, December 4, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

International Motor Contest Association, December 4, Hotel Sherman, Chicago. A. R. Corey, secretary, Des Moines, Ia.

International Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Minnesota Federation of County Fairs, January 9-12, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 138 State House, Boston.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City, Mont. J. M. Suckstorff, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Plainview.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Halifax County Fair, South Boston, Va., on October 17-21 included Polly Jenkins and Her Plebeys, Roberta's Comedy Circus; Ketch Brothers, bars; Donatella Brothers and Carmen and Victor's Band. Finkle emceed and directed the program. Successful Emporia (Va.) Fair on October 23-28 booked a program thru George A. Hamid and drew big crowds nightly. On the bill were Katherine Behney's Winter Garden Revue, with White Brothers, comedy knockabout; Torelli's Dogs, Ponies and Comedy Mule; Behney, Ivey and Harris, adagio dancers; Wagner's Band, International Fireworks Company displays in charge of Frank David and Russell Fuehl, emcee. Show was directed by Joe White. Finkle was added attraction.

JAYDEE THE GREAT (Jerry D. Martin), aerial contortionist, reports he closed a successful 22-week season at Henderson (N. C.) Fair on October 21 and returned to his home in Rochelle Park, N. J. He plans to play some night club dates and later to go to Orlando, Fla., for a four-week date. Act will again be booked thru C. A. Klein Attractions in 1940.

MAL B. LIPPINCOTT, magician, who closed his outdoor season at successful Harnett County Fair, Angier, N. C., on October 23-28, reports other acts on the bill closing their fair seasons were Black Brothers, DeLane Sisters and Bernie, Pearl and Griffin; Ted Livingston, high diver, and Scott's Mules.

WHILE playing Houston County Fair, Dothan, Ala., on October 23-28, Wilfred Jr. of Wilfred Mae Trio, sustained an injury to his right hand which necessitated amputation of part of a finger. He will be unable to work for about a month. Troupe plans to winter in Florida.

Fair Grounds

GONZALES, Tex.—With total gate of about 45,000 on October 24-27, Gonzales County Fair here broke an 18-year record. Exhibitions set a new peak. Free grand-stand show and rodeo were daily features. Opening day gate of 18,000 established a new first-day mark. It was the best fair here in many years, said General Manager Edward Reese.

RHINELANDER, Wis.—Receipts of the 1939 Oneida County Fair totaled \$4,110.33 against disbursements of \$4,141.95. Grand-stand admissions totaled \$1,129.60, largest single receipt item, and concessions brought \$666.03. Association is in the black.

NORTH BATTLEFORD, Sask.—North Battleford Agricultural Society ended its year's operations with a substantial surplus. W. R. Mair, president, was re-elected for a fifth term; H. S. Clarke was re-elected vice-president, and C. R. McIntosh was named honorary president for the 15th successive term.

BRANDON, Man.—Report on the Manitoba Provincial Exhibition here at Brandon showed net profit of \$199.07 on year's operations. Advance ticket sales brought \$7,754.01, total admissions being \$24,499.66. Concessions brought \$12,089.60.

SASKATOON, Sask.—The log cabin on Saskatoon Exhibition Grounds, summer home of Sid W. Johns, secretary-manager of the exhibition, has been turned over to the Salvation Army and is being operated as hut for wartime work.

CHARLOTTE FAIR

(Continued from page 35)

taking first honors. Officials already have made plans to enlarge space with additional buildings next year.

Attendance in the new fabricated-steel grand stand which can accommodate 8,000 was estimated at about 53,000. Box seats sold for 75 cents; reserves, 50 cents; bleachers, 25 cents. For auto races on Saturday prices were hiked to 50 cents for bleachers, 75 cents for reserved and \$1 for box seats. Grand-stand attendance was about 25,000 last year. Grand-stand acts, booked by George A. Hamid, Inc., included Revue of Tomorrow, Joe Basile and his Madison Square Garden Band; Fanchon and Fanchon, acrobatic dancers; Donatella Brothers and Carmen, musical family; Blondin-Rellins Troupe, high wire; Flying Comets; Bobby Whalen, comedy cyclist; Farrara Troupe, comedy novelty; Moreen Troupe, teeterboard, and Captain Hoaglan's Hippodrome. Rudy Caffee emceed and sang in the revue, which featured Linda Mason, prima donna; Marlene and Martinez, dance team; Evelyn Lee and Hazel Bailey, specialty dancers. Nightly fireworks were presented by Tony Vitale. During harness-horse racing under Carolina Racing Circuit Tuesday, Thursday and Friday afternoons, Chief Counsel, owned by B. C. Mayo, Tarboro, N. C., set a track and Carolina record for pacing a mile in 2:04.

New Track Is Praised

At AAA auto races Saturday afternoon by Hankinson Speedways, under direction of Ralph A. Hankinson, some of the best dirt-track drivers were entered, with

Jole Chitwood hanging up several records. Altho it had been completed only a short time before the fair, racers who competed on the semi-banked, dual-purpose track acclaimed it one of the outstanding in the South. Lucky Teter and his Hell Drivers, presented on Wednesday, were so enthusiastically received that they were presented again Saturday night in a special mardi gras exploitation, together with the Revue of Tomorrow, specialty acts and fireworks and drew 12,000. Patrons' reaction to grand-stand acts and revue was enthusiastic, with attendance building up each night. Revue was acclaimed as the most outstanding outdoor musical show ever to appear here.

World of Mirth Shows, under direction of General Manager Max Linderman, were on the midway with 23 rides and 25 shows and reported fair business. Rides did near-capacity on free school days.

Visitors included Mike Benton, Atlanta, president of Southeastern Fair; Charles A. Somma, Richmond, secretary-manager, Virginia State Fair; Clarence T. Riddick, assistant manager, and John P. Fielder, secretary of Spartanburg (S. C.) Fair. Dr. J. S. Dorton is president and general manager of the fair and Harrell Powell is secretary-treasurer. Russ Moyer handled fair publicity and Herb Dotter handled press relations for Lucky Teter.

TAMPA NAME BANDS

(Continued from page 35)

band will bring singers and specialty numbers.

General Manager P. T. Strieder, who recently returned from a tour of fairs over the country, reported music featured at many, and he recommended the idea to the association.

"For years," said Carl D. Brocain, fair president, "we have been trying to get something new. This is it."

Other features will include two days of auto racing and one or two Thrill Days. Tentative plans have been made for a rodeo, also new here. Royal American Shows, which arrived this week in winter quarters here, will again be on the midway.

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**WEEK OF
NOV. 13**

**WEEK OF
NOV. 13**

WANT

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IN THE HEART OF THE CITY — ONE BLOCK FROM CITY HALL

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

WESTERN HILLS ROLLATORIUM, between Westwood and Price Hill, suburbs of Cincinnati, opened on November 4, when 10 sets of Chicago skates were given away during intermission as door prizes. Work started early in March on the structure, which was completed recently at cost of about \$100,000 and will accommodate 2,500 skaters. Ralph Schaumlöfel is president. Skating to orchestral accompaniment, sessions will be held nightly except on Mondays and matinees will be featured on Saturdays and Sundays. Monday nights will be reserved for private parties. The monitor-type building is of Waylite block construction, supported by 76 tons of steel, main body of which is in the six-truss, 98-foot span. Monitor top has 77 windows and 178 are in the entire building. Oversize of the building is 135 by 263 feet, with a 98 by 243-foot maple floor, concrete base of which is covered with black mastic to minimize sound. Skating area is bordered on one side by administrative offices, checkrooms, skateroom, heating plant, concessions booth, restrooms and clubrooms. In and out driveways lead to and from a parking lot which accommodates 1,000 automobiles. Ticket booths are located in front and rear and there are 10 safety exit doors.

IDORA Park Rink, Youngstown, O., has introduced afternoon skate dance instruction. Rink operates nightly. Eddie Paddock is at the electric organ at night sessions, with Bob Brenner playing matinees.

GEORGE MERRELL, manager of Idle Hour Roller Rink, Independence, Kan., reports patrons have shown unusual interest in waltz instructions given by Armand J. Schaub Sr., publicity manager. Private parties are booked weeks ahead for Monday and Tuesday nights. Sunday night features are waltz and parade periods. Classes have been organized for Wednesday, Friday and Saturday

afternoons for beginners and married women.

WILLIAM R. WELCH, who recently became manager of Tacoma Park Rink, Dayton, Ky., a visitor at the Rinks and Skaters desk on October 31, reported that business has been fair since he took over management and that plans are to set in action activities which will make for added interest. He plans organization of clubs and special classes for married women, which will be tied in with an extensive advertising campaign. Special events are contemplated, including presentation of acts, and skate dancing, will be emphasized. Rink has been redecorated.

MR. AND MRS. AL LOAR, operators of a rink in King David Masonic Temple, Chanute, Kan., report business has picked up considerably with arrival of cool weather. Daily matinees and night sessions are held.

GREYSTONE Skateland, Columbus, O., staged a free party for Columbus Roller Club on October 26. Club is in second year and has membership of more than 800. Club teaches figure skating and skate dancing and plans to conduct district championship contests, winners to compete for State and national honors.

FOUR Skating Earls having disbanded, Victor Rocco reports he has revived his act of Victor and Ruth.

ROLLER skating has been resumed in Watres Armory, Scranton, Pa., by Manager Harry O'Neill. It is operated on Friday, Saturday and Sunday nights. Mask skating and prize awards were featured on October 29. School skating club was recently organized. Records played over a loud-speaker provide music.

ARMORY Roller Rink, Chicago, is drawing good crowds three nights weekly, remainder of time being utilized for drill purposes, reports Bill Henning, skate-room manager. New club has more than 1,000 members, who were recently admitted for a free session featuring races and games. Halloween party drew more than 900 on October 28, when refreshments were served. Oldtimers' Club will stage a hard times party on December 18. Door prizes will be awarded and there will be contests and games. Plans are being made for a Christmas party. Beginning November 18 a series of amateur races will be run until December 20, when a five-mile final will be staged under direction of Joe Laurye Booster Club. George Shrader will award winner a cup and runner-ups medals. On the same night Henning and Joe Laurye, floor manager, will celebrate the 31st anniversary of their entrance into the roller skating business by competing in a mile race.

WITH the passing on September 7 of John Charles McCormack, of Madison Gardens Rink, Chicago, Mrs. Elizabeth Eberhardt, his sister, was appointed president of the rink. Mrs. Virginia McCormack, widow of the late manager, has been elected manager in complete charge of operation, also secretary and treasurer. Harriet McCormack, a daughter, has been appointed assistant cashier to Miss Scott. It is announced that the rink is being operated under the same principles and ideas as previously, with no change in staff of employees. Dan White is in charge of the skateroom. "Happy" Johnson is organist and J. Shuten continues as floor manager.

OAKS Roller Rink, Portland, Ore., staged a Halloween party on October 31 when prizes were distributed for best costumes, reports E. H. Bollinger, manager.

DON BUCKWHEAT is conducting roller skating at Draper and Winter town halls in Wisconsin. Roller Rink staged its grand opening on October 31 in Madison, Wis. There are sessions every afternoon and night and Leland Wing is instructor.

ARENA GARDENS Rink, Detroit, has added Tuesday night skating to its program and is finding this one of the most popular nights for school parties. Bookings have been set almost solid to the end of January, with Jess Bell as contact man for these events. Robert D. Martin resumed his post as head of Detroit Figure Skating Club. Jess Bell is

organizing the new Detroit Figure Skaters Club with present qualified membership of 26. Juvenile figure and skate class is drawing youngsters of from 4 to 14 Saturday mornings under direction of Marjorie Martin, Madeline Eastland and John Adams. Fifth anniversary party is slated for November 12 with a program of advance dance numbers by Virginia Mount and Lloyd Young, skate-dance champions.

SHRINE Auditorium Rink, Los Angeles, has been drawing large crowds and business is best in history of the rink, reports Manager Maurice Cohn. Rink is equipped with 2,000 sets of Chicago skates and its 35,000-foot floor, which was resurfaced recently, has special sections for men and beginners. Finals in a prize waltz, which started with 46 entries, were held on October 25, winners being Lydia Gentosi and Sam Kennedy, Winnie Irwin and Carroll Conway, Cora and Martin Schonderwood and Clover and Buddy Spring. Weekly features are Friday night races for novices and girls and half-mile and one-mile events for men amateurs and professionals.

CARL RUSSO, floor manager of Rollerway Rink, Revere, Mass., reports about 500 attended a party in the rink on October 25. Waltz and two-step contests were held and a two-mile race was won by Joe DeMato, Ernest Scott coming in second. E. Zezza won a one-mile race and Louis Testa gave a roller-dance exhibition. Waltz contest was scheduled to start on November 7 and continue eight weeks. Two-step contests will start on November 11, finals for both to be held in January.

JIM HONEYMAN, who operated an outdoor rink in Mt. Pleasant, Ia., during the past summer, opened a new rink in Burlington, Ia., on October 29. Building has been remodeled and redecorated and has a 40 by 108-foot floor. Honeyman formerly operated in Military Hall, Burlington.

D. D. MEGGENBURG opened a new rink in Manchester, Ia., on October 29.

SEVERAL hundred attended a Halloween skating party in Sans Souci Park, Wilkes-Barre, Pa., recently. Rink was decorated and novelties were distributed. Party marked the end of a successful season, said Manager Frank Killian.

Current Comment

By CYRIL BEASTALL

CHESTERFIELD, England.—Among recent letters from across the big pond, I was particularly interested in one from an old friend, who relates his experiences since we were last in close contact, three years ago, and I drew the conclusion that of the older school of professionals those who have proved their adaptability to modern conditions in rink business do not appear to be appreciated by today's operators at their full value. This idea is drawn only by reading "between the lines," but it coincides with a conclusion drawn from

remarks passed by other oldtimers.

Unfortunately, there would appear to be all too many rink owners today who are new to the business, comparatively, and who, consequently, are unable to realize the ultimate benefits of engaging an experienced manager or floor manager, who may not be capable of performances requiring the athletic abilities of a younger man but whose knowledge of those things which draw the largest attendances to the rink amply neutralizes whatever he may be lacking in sheer physical prowess.

To illustrate, I can refer to a number of British roller rink managers who have either never achieved any distinction as performers or are now too old to compete seriously against youth and yet operate highly successful establishments. The largest rink in Europe, situated in Birmingham, England, has never been managed by a skater of any prominence and the staff has never been engaged purely on the strength of ability as skaters. Experience has been a big consideration here at all times. This fine rink has the largest attendances of any in Europe and has always been a paying proposition all the year around.

R-B CLOSES

(Continued from page 32)

at Eighth avenue and 23d street and had perfect weather.

Friday's matinee had only a fair draw, and the night crowd was cut to some extent by the University of Miami-Catholic University of Washington football game. The show did well, tho, despite this, and the side show did not complain. Both performances on Saturday drew much larger houses than on Friday, tho no one was turned away.

The new stand is a much more favorable spot than that formerly used on the edge of town. Transportation facilities to the site are excellent, as it is adjacent to a trunk highway. Site is county-owned and was rented to the show at \$400, plus \$100 guarantee against clean-up and damage. The right of the county to lease the property was contested in a suit filed by an attorney representing Mrs. C. R. Wilkinson, a widow. The suit sought to restrain the county from leasing to the circus, contending that the county commissioners did not have the authority to rent county-owned property for profit. Harry Gordon, attorney for the plaintiff, argued that such action deprived property owners of their right to rent lands to the circus and put the county in competition with them. Circuit Judge Worth Trammell dismissed the suit, ruling that the land was not dedicated and not used for public benefit.

Local newspapers and radio stations gave the Big Show plenty of publicity. Both local sheets carried column reviews and pictures, while a number of broadcasts, originating from the lot, were carried thru mobile transmitters via WQAM, Miami's Columbia outlet.

The Christians are reported to have arranged for a trip to Italy. It is understood that Lulu and her husband, Alberto, are returning to England, the latter having stand-by orders from the British War Office.



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OUTDOOR BID FROM NAAPPB

Fair and Carnival Ops Special Invitees to N. Y. Trade Exhib

Gurtler and Batt in Chicago for final convention arrangements—ork leaders expected to visit conclave—programs and space sale reported about complete

CHICAGO, Nov. 4.—President Arnold B. Gurtler, Denver, made a special trip from there last week and spent three days with Executive Secretary A. R. Hodge in his offices, 201 North Wells Building, going over details in preparation 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. When Second Vice-President Harry J. Batt, New Orleans, program chairman, was here for a day he reported program arrangements complete. Word has come from Paul H. Huedepohl, Portland, Ore., chairman of the pool activities at the convention, and his vice-chairman, Bert Nevins, that the pool portions of the program are in shape and pool men can look forward to most interesting sessions. A letter just received by the secretary from Mrs. P. M. Killaly, Euclid Beach, Cleveland, vice-chairman of the entertainment and banquet committee, indicates that that committee, which is headed by George A. Hamid, New York, has been very much on the job and that plans are well under way for the best banquet ever staged by the association.

Bartlett Tech Director

Norman Bartlett, technical director of the convention, in charge of sound and movie equipment, reports that there will be some exceptionally fine pictures on lighting and design with both world's fairs receiving special recognition.

Secretary Hodge reports that a check-up of registration lists of previous conventions, compared with membership lists of the International Association of Fairs and Expositions and members of American Carnivals Association and other carnival men in the country, shows that about 24 per cent of each of these branches have registered at former conclaves. This, Secretary Hodge contends, indicates that even tho the IAFE, ACA and Showmen's League of America members will assemble in Chicago at the Hotel Sherman on December 4-6, there are still many who will find it possible to take in the New York NAAPPB convention and trade show. Special invitations are being mailed to these individuals. Fair and carnival men attending the Chicago meetings will also be cordially invited, Mr. Hodge said, to go to New York, if only for a day, to look over the numerous exhibits.

Hodge Listing Exhibitors

News has been received that a number of outstanding bandmen will descend upon the convention in an endeavor to get better acquainted with this branch of amusement industry which uses so much music in connection with its operations. Conspicuous among these leaders will be Eddy Duchin, Benny Goodman, Guy Lombardo, George Olson, Bob Crosby, Hal Kemp, Lawrence Welk, Tiny Hill, Ace Brigode, Ray Herbeck, Carl Lorch and Jack Crawford, it was said. Secretary Hodge is preparing a listing of the exhibitors and reports that exhibit space is almost completely booked, with enough deals pending to take up the slack. Because of the big attendance expected, members and others expecting to attend the convention are urged to mail room reservations to the New Yorker and Secretary Hodge suggests that everyone inquire of local ticket agents as to possible reduced rates when purchasing tickets, as excursions from certain sections will be in force at the time.

Cheetah Claws Osa Johnson

LOS ANGELES, Nov. 4.—Mrs. Osa Johnson, explorer and big game hunter, sustained tooth and claw wounds at California Zoo Park here on October 28 when attacked by a cheetah. She was in an arena with a group of the animals, supervising crating of them for shipment to San Diego Zoo, when the animal leaped. Olga Celeste, trainer, succeeded in rescuing Mrs. Johnson. She was taken to General Hospital, where her wounds were dressed.

AREA Meet Earlier; Some Will Visit Chi

NEW YORK, Nov. 4.—Executive committee of the American Recreational Equipment Association this week changed the time of the AREA's annual meeting from 7:30 p.m. to 1:30 p.m. on December 4. Sessions will be held in the Panel Room of the Hotel New Yorker and again will be in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Principal reason for changing meeting time from evening to afternoon was to afford President George A. Hamid and other members an opportunity to catch late afternoon trains for the convention of the International Association of Fairs and Exhibitions in the Hotel Sherman, Chicago.

W. F. Mangels, Coney Island, N. Y., was elected treasurer of the AREA to fill the unexpired term of Harry C. Baker who died last summer.

Zoo Gets \$5,000 From R. R.

DETROIT, Nov. 4.—Contribution of \$5,000 was made to Detroit Zoo this week by the miniature railroad at the zoo, to be used for purchase of new animals. Railroad was donated by The Detroit News and is controlled as a separate unit, maintaining accounting of its own costs, so that the present move is a fresh donation and represents net profit for the railway.

Gooding Donor to O. Zoo

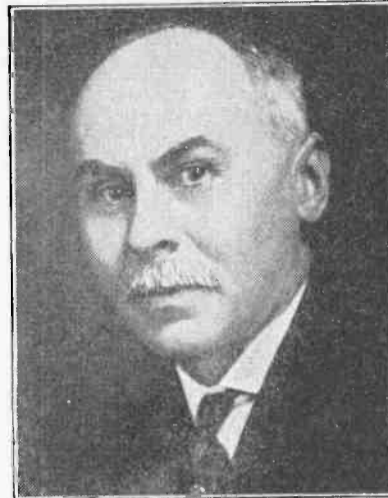
COLUMBUS, O., Nov. 4.—Municipal Zoo has received a donation from Floyd E. Gooding, head of F. E. Gooding Amusement Co., here, of 25 animals, which were given outright with even their cages included. In the lot are 13 rhesus monkeys, one kinkajou or sugar bear, five prairie dogs, two coati mundis, an inhuana, two bull snakes and a yellow bull snake.

All-Year Idea Aids L. I. Coffers

By ALFRED FRIEDMAN

PAR ROCKAWAY, L. I., N. Y., Nov. 4.—Operators of amusement enterprises around many of the Island's resorts are beginning to apply some resourcefulness toward the problem of putting what heretofore have been considered "summer propositions only" into a field where the same enterprises are attracting attention during other seasons by twisting operation to fit the needs of the season.

Take the case of Rills Park, Neponsit, one of the Island's topnotch summer bathing and diversion spots. Its backers figured the place was too attractive to go unused after the hot months, so they instituted a winter sports policy, embracing ice skating, hockey and kindred sports with the result that change in weather affects this location only slightly from the patronage standpoint. Jamaica Swimming Pool, with a large



WILLIAM FREDERICK MANGELS, Coney Island, N. Y., is new treasurer of the American Recreational Equipment Association, affiliate of and former manufacturers and dealers' section of the National Association of Amusement Parks, Pools and Beaches. He will serve the unexpired term of the late Harry C. Baker. Organization has had only two previous treasurers, Frank W. Darling for three years and Baker for 11 years. The incumbent, noted device builder, entered amusement business in 1886.

American Recreational Equipment Association

By R. S. UZZELL

It was necessary to change the time of the AREA annual meeting in the Panel Room, third floor of the Hotel New Yorker, New York, on December 4, from 7:30 p.m. to 1:30 p.m., to enable some of our members to attend our meeting and get an evening train for Chicago for the meeting there. It is an effort to accommodate the greatest number with the least inconvenience to any.

Election of W. F. Mangels as treasurer of AREA to fill the unexpired term of the late Harry C. Baker recalls that the organization has had only two treasurers, Frank W. Darling for three years and Baker for 11. There has never been the slightest criticism of the annual report of either officer and the incumbent assures the same conduct of the office. We are fortunate in getting Mangels to serve.

Annual convention plans are rapidly taking final shape. New England park men are coming strong, while the South Atlantic Coast will be well represented. Pennsylvania promises to be next to New York the best represented State, with Connecticut a close second.

New York World's Fair, greatest exposition of all time, reached less than

Ocean View Up 15%; Wells To Give New Dress

NORFOLK, Va., Nov. 4.—Ocean View Park here showed a 15 per cent increase over business in 1938 and had its most successful season since 1931, said General Manager Otto Wells after an audit, following close of the park on September 11.

One of the big features which brought thousands to the resort during the past three years is the direct steamship excursion route from Baltimore to the resort. In 1939 business from this source was greater than ever before.

Crews are now at work in the park and contracts will soon be let for a large-scale improvement program. Plans call for rehabilitation of the park, additional landscaping and increased facilities for fishermen, who come by thousands. Several new features are also planned to give the park a new setting.

Oldest Paris Zoo Reopened

PARIS, Oct. 28.—Another indication of more normal Parisian life is seen in reopening of the Jardin des Plantes, oldest of Paris zoos. When the animals in other zoos here were evacuated to other spots thruout France, means were undertaken to bombproof Jardin Zoo as much as possible. Animals were removed from outdoor freedom they had had and placed in cages formerly used. Cages and animal houses have been armored by thousands of bags of sand which experts claim will resist a direct hit. Opening Sunday brought more than usual holiday crowds, including many of the military, boys from small towns and farms on their way to the front via Paris. For many it was their first opportunity to visit a modern zoo. Animals appear in good condition and are being fed usual rations despite cost of fresh meat and fish.

half of its anticipated gross paid attendance. The estimated 60,000,000 did not click the turnstiles. The official figure is approximately 26,000,000 gross paid entrance fees, which includes the kid days at 10 cents and one big day for kiddies at 5 cents. Any fair-minded individual will rejoice that another year is assured. All prices will be lower in 1940, hotels, restaurants and all. Then opening three weeks later in the season

(See AREA on opposite page)



OTTO WELLS, general manager of Ocean View Park, Norfolk, Va., will present it in a new dress next year, contracts soon to be let for several major improvements. Plans under consideration for some time will be put into effect because the 1939 season was the best for the Chesapeake Bay playground since that of 1931. A 15 per cent increase in business over 1938 was shown. Manager Wells has been in branches of the indoor and outdoor amusement field since 1900.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Open Letter

To Robert Moses, Park Commissioner of City of New York: Dear Commissioner Moses: I understand that you have been invited to address the pool owners at forthcoming convention of National Association of Amusement Parks, Pools and Beaches in New York first week in December. Also understand that you graciously rejected the offer because of pressure of business. This open letter to you, dear commissioner, is a plea on behalf of pool operators throughout the country to please reconsider and make that speech. To be sure, in your position you receive continual requests to appear at banquets. But believe me, in line with your work, none are as important as the NAAPPB.

Operators of swim tanks and bathing beaches from New York to California have long heard of your fine work in aquatic circles. As a historian of the trade, this writer has repeatedly made mention of your Jones Beach project as well as the hundred and one other municipool ideas you created. That this department is just one of millions of printed columns which have sung your praise is probably evidenced by the bulge in your scrapbook. Small wonder then that pool men are anxious to meet you and would like to hear what you have to say about the swim business.

Each year at the annual confabs operators of commercial natatoriums discuss opposition caused by city-owned pools and beaches. However, no one has as yet presented the other side of the story—the good that may be done by municipools. You, I believe, are the logical man to present that story.

You no doubt realize that New York City pool owners hold no great affection towards you because of the damage your various city tanks are considered to have done to commercial operation. Nevertheless, take it from one who is behind the scenes, each and every one of them has a deep respect for you personally and think you're tops when it comes to pool and beach construction.

Therefore why not join the ol' clam-bake and meet the boys? I know that they would also like to hear your plans for converting the New York World's Fair plant into a mammoth park, featuring a swim pool, after next summer. To heck with "pressure of business," Mr. Commissioner, and please speak to these groups of pool men who in their heart and soul actually worship you. What say; may we expect you?

Down Florida Way

Because of banner season expected this winter in Florida and especially in Miami many pools expect to begin operations a month earlier. Feeling is that, with travel abroad at a standstill, tourists will flock to Southern climes. And swim biz expects to benefit. Prepping has begun at Roney Plaza, Miami-Biltmore. Floridian and other outdoor tanks. Big addition to Miami swimming will be a mammoth pool that Jack Dempsey is having constructed adjacent to his Vanderbilt hostelry. January and February are usually called the Florida season but, according to reports traveling north, migration has already begun and hotel and pool and beach men expect December to be as big as the usual season.

Mailing Lists

A great many indoor tanks do some direct mail advertising—but most of them don't do enough. Swim-pool managers, unlike any other amusement men, always have a red-hot mailing list. This can be acquired, of course, from voucher envelopes where patrons sign in order to check valuables. Such list is always new and live. How many other amusement impresarios have this? Motion picture operators and other theater people would give their right arms if they knew a way of keeping a list of patrons' names so as to have it for some direct mailing. Many business men run contests or conduct surveys just to get up a mailing list. It seems a shame therefore that pools which do have these lists don't do more with them. Try sending weekly programs to swim patrons. It might make for repeat business. Use it to remind swimmers of special events. Don't just keep it on file. Make those names

gotten from valuable slips just that—valuable.

Dots and Dashes

Locker-room concessioner Ellis, who used to hang his hat at Flushing (L. I.) pool, is now boss man of big Manhattan Center Auditorium in Gothamtown. . . . Pool men in vicinity of New York are urged to attend the 2d annual banquet of the National Showmen's Association in the Hotel Commodore on November 18; not that the association would object to out-of-town pool men also attending.—Sol Pincus, former operator of Cascades twin tanks, New York City, and present assistant deputy of health for Father Knickerbocker, probably will present a paper at NAAPPB pool sessions.—And who knows the name of that night club in Chicago which features a swim pool and water show. . . . Said to be only one of its kind in the country.

With the Zoos

PORTLAND, Ore.—Carey N. Baldwin, 37, for 12 years employed by San Diego, Calif., Zoological Society and former director of San Simeon Hearst Zoo, has been named keeper of Washington Park Zoo here having ranked first in a civil service examination. He is a member of American Institute of Park Executives and American Society of Zoological Parks and Aquariums.

LITTLE ROCK, Ark.—Ruth, Fair Park Zoo elephant, celebrated her 24th birthday anniversary, sharing a 1,700-pound cake with over 5,000 attending the all-day party. Friends brought gifts and Ruth performed her round of tricks. Born in India, she joined zoo two years ago after a score of years with circuses.

CINCINNATI.—Recent heavy week-end business and average attendance of 200 on week days will continue until arrival of extremely cold weather, zoo officials predict. Tropical animals have been removed to winter quarters, where they are on display, but about 60 per cent of exhibits remain outdoors, including bears. Shows are given by Susie, gorilla, twice daily except on Mondays and Wednesdays, when matinees are omitted. Performances by chimps follow gorilla shows.

AREA

(Continued from opposite page)

will avoid that cold dull period experienced this year.

Knowledge of the magnitude and real worth of this fair has gone out to even the small hamlets of America and is sure to bring a response from many who avoided the big show for fear of unreasonably high prices. The great majority of patrons of this exposition went away boosting, many of whom will return again in 1940 to enjoy what they did not take the time to see this year. And they are sure to induce others to come who were not patrons in 1939.

There is every indication that all buildings and attractions will be well guarded and cared for during the winter. Adequate police, day and night, will admit only those on business. A better and more attractive midway for 1940 is now incubating. A lot of this year's mistakes can and doubtless will be eliminated. Last April Rex D. Billings estimated a gross paid attendance of 25,000,000. Not a bad guess, Rex. What say you for 1940?

LOUISIANA FAIR

(Continued from page 35)

ruthers, who furnished the grand-stand program, said a record had been made for Louisiana State Fair in that "For the first time in 30 years we showed twice on two nights, with two performances on opening night, October 21, and two performances on the final night of our engagement, October 29. The extra performances were presented to accommodate overflow crowds." *State Fair Revue*, a combination of brilliant and clever acts, was featured. Grand-stand finale, spectacular fireworks by Thearle-Duffield Co., carried some features portraying prominent persons residing in this section.

Editorial Praises Show

Indicative of the unusually favorable impression made by the grand-stand show was an editorial in *The Shreveport Journal*, the managing editor of which, Dolph Frantz, told Mr. Barnes and the fair management, including President Robert T. Carr and Secretary-Manager W. R. (Bill) Hirsch, that it was the first time

the newspaper he represents had editorially praised a grand-stand program to that extent, the expression in its columns being prompted by the tremendous hit the show had made.

Hennies Bros.' Shows, which were on the midway, closed the season in Shreveport, which is their winter-quarters spot. Shows and rides were brilliantly lighted, adding much to appearance of the grounds. Shows' management was especially courteous on opening day to the newspaper fraternity, several hundred members of the fourth estate having courtesy badges entitling them to all shows and rides on Press Day. Thursday night, when *The Shreveport Journal* newsboys were guests of the shows, Louis Ringol, special representative of the shows, escorted the youngsters. They especially thanked Walter Hale, publicity director of the shows, who arranged the party, and praised the Hennies organization and Secretary-Manager Hirsch, of the State Fair. Refreshments were served by the Hennies organization.

On opening day, celebrated as Press Day FFA Day and Band Festival Day, about 500 newspaper folks attended, receiving credentials from a committee representing the State Press Association. Badges entitled them to admission to the grounds, midway attractions and grand stand, day and night, and each newspaper was given two tickets to the football game. Friday night, eve of the opening, directors and Press Day committee were guests of the fair association in Secretary-Manager Hirsch's elephant room in the grand stand. Among special guests were Walter Hale, Hennies Bros.' Shows, and Gaylord White, of the auto race program. J. H. McQuery, State president of the press, Columbia, presided. Ed Rice, Bossier, Press Day chairman, reported on plans for Press Day activities. Dolph Frantz represented the fair association in extending greetings. President Carr, Secretary-Manager Hirsch, Assistant Secretary J. T. Monsour and Office Secretary Glady's McDuffie, thanked the press for its co-operation.

Football Games Draw

About 4,500 Future Farmers of America attended on opening day as guests of the association. On October 28 about 6,000 4-H Club boys and girls had similar courtesies extended, as did Boy Scouts from several parishes during the annual Scout Camporee on the grounds. October 25 was Candidates' Day, with speeches in the grand stand. Opening day was also Band Festival Day, 42 high school bands of the Ark-La-Tex territory participating, with about 3,000 boys and girls in the bands. A State-wide basketball tournament on Friday had 52 teams, under direction of Southern Amateur Athletic Association. On each Saturday there was a football game in the stadium, first between Louisiana Tech and Louisiana Normal, and the other between Centenary College and T. C. U. Tech-Normal game drew about 8,000, but Centenary-T. C. U. attendance was not so large, weather being chilly. Prices were \$2.65, \$2.20 and \$1.10. A majority of candidates for governor while at the fair declared in favor of having the Louisiana-Arkansas football classic restored to the State Fair, where it was played many years until a few years ago. It was the biggest gridiron drawing card here.

Fifty-two parishes, most of those in the State, had exhibits and participated in the parish exhibits contest. The agricultural show was declared exceptionally fine by State Commissioner of Agriculture Harry D. Wilson. About 500 entries were in the live-stock department, especially cattle and swine. A fine machinery display attracted much attention, and a number of sales, especially of oil field and farm machinery, were reported. Sales of automobiles in the auto show were also reported. Better Babies Show had 1,200 entries and 950 babies were examined, the largest number since the show started in 1903.

Special Band Tickets

Band Festival had an arrangement on opening day whereby bargain tickets were sold by each band, colors of individual bands being printed thereon. Tickets sold for \$1, having value of \$1.50. They were in the form of a band member, with perforated head and limbs, head being good for a 50-cent admission to the grand stand, and each limb good for a 25-cent admission to gate or to apply on grand-stand ticket. Bands were active and many tickets were sold. Motorcycle-race program, an innovation provided for the Louisiana championship. An all-Negro rodeo on closing day, with special attractions for



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Negroes, and when all Negro children were admitted free, proved popular. A benefit for the Showmen's League was held on Friday, beginning at midnight, and altho a considerable crowd attended, the audience was curtailed because of cold weather. Auto races each Sunday afternoon were more largely attended than last year. There was no horse racing. Jimmie Lynch and his Death Dodgers furnished two days of afternoon grand-stand entertainment, beginning on October 23. Music for grand-stand programs was furnished by Cervone's Band On Chamber of Commerce Day, October 28, officials of chambers in about 30 Arkansas, Louisiana and Texas towns attended.

Among visitors were Maj. J. G. Lee, dean of agriculture, L. S. U.; Harry D. Wilson, State commissioner of agriculture, who had the \$500,000 State Exhibits Building, adjoining the fairgrounds, open to the public during the fair for the first time; Mabel Stire, secretary, Mississippi Free State Fair, Jackson; S. M. Mitchell, secretary, Kansas State Fair, Hutchinson; Harry Seay, president; Roy Rupard, secretary, of Texas State Fair, Dallas; Rubin Gruber, Rubin & Cherry Exposition; Sam Solomon, of Sol's United Shows; Jack Ruback, Western States Shows; S. B. Doyle, Mimic World Shows; Jack Baker and Don McNeill, N.E.C. Chicago; John Murphy, Alabama State Fair, Birmingham; Charlie Maxwell, Texas State Fair; Secretary-Manager Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City, his wife and daughter, Betty Jean.

CALL FOR CAB

(Continued from page 32)

party called the number, gave the address of the store, then answered the person on the other end of the line in these words:

"Sure? Sure, I'm sure. What the devil do you take me for?" After completing the call, he turned to rest of the party, burned up and more than a little puzzled.

"What the hell kind of a town is this?" he asked. "That guy must be nuts. He kept asking me am I sure, am I sure."

While they were awaiting the arrival of the cab, the sound of sirens cut the air, becoming louder and louder. Nothing was thought of this until one of the group, becoming suspicious, moved quickly over to the chart of numbers.

"Wow!" he hollered. "Come on, you dopes. We gotta breeze. That was the number of the fire department the old gal gave you."

The vanishing act went off without a hitch, tho the red chariots were wheeling around the corner as the five men left the store. Willie Carr, who tells the story, stated that it depends on the identity of the person to whom he relates the account as to whether he was one of the five.

The identity of the quintet could not be learned. For once, no publicity was wanted.

RAS Has Best Season; Chalks 22% Increase

TAMPA, Fla., Nov. 4.—Royal American Shows, unit of the Amusement Corp. of America, returned to quarters here this week, following the greatest season in their history. Carl J. Sedlmayr, general manager, and Elmer C. Velare, business manager, said 1939 receipts topped 1938 by 22 per cent and exceeded by 12 per cent the boom year of 1937.

After the Florida tour last winter, which included Tampa, Orlando, Winter Haven and Sarasota, shows opened the season on April 3 in Atlanta. Attendance of 20,000 in St. Louis brought spring business there above normal. South broke all previous records for the show, with the rise in price of cotton, new oil fields in Mississippi and Alabama's fine steel business credited with being responsible for the increased patronage. Show closed in Pensacola, Fla., with increased business as a result of the U. S. Navy aviation operations there.

As a result of the business upturn, show is planning extensive building and repairs during the winter.

Zimdars Finishes In Black; Winter Unit Bows in Ark.

ASHDOWN, Ark., Nov. 4.—Rounding out their 13th season, Zimdars Greater Shows successfully closed the 1939 tour in Texarkana, Tex., on October 28 and moved into quarters here this week. Shows played 11 States and traveled an estimated 7,000 miles and management said the season was satisfactory, despite added expense for new equipment.

Inclement weather in spring started the shows off slowly, but celebration and early-fair dates offset this handicap, reports Buddy Munn. Organization was bolstered by addition of three rides and replacement of one. Several new trucks also were added and several were replaced. Altho financial gain was not tremendous, organization itself benefited considerably.

Difficulty in finding suitable building for quarters caused a last-minute change in plans, so all equipment was moved here. Zimdars' winter unit made its debut here, where plans for improvements for 1940 are being worked out.

F. S. Reed Is Named Pilot Of Six Shows' Winter Tour

CLIFTON, Tenn., Nov. 4.—F. Stanley Reed has taken over management of J. Harry Six Attractions, which closed a week's stand here last Saturday, and he will pilot the shows thru the winter, said Owner J. Harry Six. Season thus far has been rough for the organization, but late fall dates have been encouraging, he said.

Owner Six recently rejoined the shows after a long illness resulting from an affliction of the eyes, but since removal of one is rapidly regaining his health. He celebrated his 58th birthday anniversary on October 24 and received many gifts and felicitations. Winter tour calls for the organization to play the larger cities in South Carolina and Georgia, and special free attractions will be carried. Manager Reed is well known in the territory where the shows are routed, he having successfully played the same section the past several winters.

Pete Kortez Signs N. O. Site; Plans No. 2 Unit

NEW ORLEANS, Nov. 4.—World's Fair Museum, under management of Peter Kortez, will open here for its second consecutive season at 620 Canal street about December 15. Spot which last season proved one of the most profitable in the Kortez museum's career is to be modernized and a new front will be constructed.

Freaks new to locals will be engaged for the winter and the performers now in Atlanta who recently closed with Kortez on Beckmann & Gerety Shows will be placed in another location. Location for the No. 2 museum will be announced later.

Roy B. Jones, general representative for Kortez, after completing the deal here for appearance of the museum left for the North.



AMONG FEATURED ATTRACTIONS on Royal American Shows' 1939 tour were these members of Lottie Mayer's Disappearing Water Ballet. In the top row are, left to right, Gloria Hansen, Vernice Stever, Pearl Haines and Edith (Stollberg) Miller. Front, Dorothy Jekyl and Harriet Sturgis. Photo by Jack Dadswell.

Grady-Scott Bros.' Season Satisfies After Poor Start

JACKSON, Tenn., Nov. 4.—After a spotty season Scott Bros. and Grady Bros. Shows Combined wound up the 1939 tour on the right side in Baldwin, Miss., on October 28. Handicapped by much rain in spring, mine disasters in summer and route changes caused by epidemics, shows did only par business until the fair season, which then brought the office a good profit and permitted organization to come into quarters here with payments made for spring delivery (See GRADY-SCOTT SEASON on page 45)

Texas Longhorn Winds Up In Durant; Season Okeh

DURANT, Okla., Nov. 4.—Texas Longhorn Shows closed their 1939 tour tonight at the Red River Dam Celebration and went into quarters here. Shows are slated to open next spring in Denison, Tex., at the Big Dam and American Legion Post Celebration.

Roy Gray, general agent, said the shows played 10 Oklahoma and Texas fairs prior to closing here. He said the season was a good one financially. This is the first time in 18 years the shows are wintering out of Texas.

Fire Causes Cancellation Of Rea's Remaining Dates

EPHRATA, Pa., Nov. 4.—Fire, believed to have been caused by a burning flare used as a marker for protection of equipment, did several hundred dollars' damage to John T. Rea Attractions at Ephrata Free Fair here October 11-14 and caused cancellation of remaining dates. Owner John T. Rea said the fire started about 5 a.m. Saturday (14) when an auto hit the flare, throwing it directly into contact with side wall of the side show.

Employees working with the fire department saved part of the side show and by 10 a.m. the destroyed parts had been replaced by old canvas and equipment, enabling the shows to finish out the stand. Rea said arrangements would be made for new equipment for next season and that members have been paid off and left for other shows or their homes.

B. & G. Set-Up in Atlanta Barn; Bradford in Charge

ATLANTA, Nov. 4.—Beckmann & Gerety Shows are in quarters in Lakewood Park here after one of the most successful as well as shortest seasons in the organization's history. Equipment is in two buildings, 120 by 300 feet, with con- (See B. & G. SET-UP on page 45)

What NSA Means in the East

By GEORGE A. HAMID

President National Showmen's Association

AS PRESIDENT of the National Showmen's Association, I am making this personal plea to delinquent members to send in their dues for the 1939-'40 term before our banquet, the gala event of Eastern showdom, to be held in the Commodore Hotel in New York Saturday

night, November 18. Dues are important but they are not enough.

One hundred and fifty-six new members have joined the ranks during the summer and fall of this year. New members are important but they are not enough.

More than \$2,500 was turned in as a result of benefits staged by the following shows: World of Mirth, Johnny J. Jones, Art Lewis, James E. Strates, Cetlin & Wilson, O. C. Buck and Traver's Fair at Home. Benefits are important but they are not enough.

It could be said that nothing is enough when it comes to Nature. We do not think it wise when Nature strikes, but who can question Nature and its wisdom? And who can question Fate, which takes our fellow man from us before his time? Death and accidents are real and ever present. Does this sound like the fear instilled in us by insurance agents? Perhaps it does. The National Showmen's Association is proud to be in the insurance business. We are a young and up-and-coming organization and perpetually worried about our NSA children, worried with the zeal and jealousy all parents exert. Health is the most important thing—

(See WHAT NSA MEANS on page 45)



GEORGE A. HAMID

Dodson-Baillie Map Building Plans; to Barn in Birmingham

NEWBERRY, S. C., Nov. 4.—After close of their stand at Newberry County Fair here tonight, Dodson & Baillie World's Fair Shows were shipped to quarters in Birmingham, where several large warehouses have been obtained to store paraphernalia. Railroad equipment will be stored on tracks belonging to the Louisville-Nashville Railroad.

Co-Owners J. B. (Jack) Baillie and Mel G. Dodson will embark upon a scouting trip as soon as the shows are put away and will also attend the Chicago meetings, after which they will return to quarters to direct work of getting the organization ready for 1940.

Present plans call for construction of 20 wagons, several modernistic fronts and a new front entrance.

Yellowstone Clicks on '39 Tour; No. 2 Unit Launched

BERNALILLO, N. M., Nov. 4.—No. 2 Unit of Yellowstone Shows, which two weeks ago closed one of the most successful seasons in the past 10 years, wound up the second week of its winter tour here to good results. Unit will remain out all winter, with E. R. (Slim) Simmons as manager and part owner. W. S. Neal is owner-manager of Yellowstone Shows.

Unit played this stand with two shows, two rides and 10 concessions and headed for the cotton fields of Southern New Mexico from here.

Danville, Va., Good Opener For Harry Lewiston's Freaks

DANVILLE, Va., Nov. 4.—Harry Lewiston's World's Fair Freaks opened a 10-day stand in the old Woolworth Building in the heart of the city here on October 26 to business far above expectations. More than 6,000 paid admissions were registered on the first three days. Heavy advance billing, daily radio programs and spot announcements and newspaper advertising were given as reasons for the large attendance.

Greatly improved over last year, unit is well flashed featuring new stages and modernistic fronts and new blue and velvet drops adorn the platforms. Walls are covered with modernistic scenery done by Billy Burke, show's scenic artist.

Roster includes Harry Lewiston, owner-manager; Rose Lewiston, secretary-treasurer; Paul Sprague, advance; E. Bronson, front tickets; Cliko, African bushman, and Miss Mildred, window ballys; O. F. (Red) Friend, emcee; Ducky-Wucky, magician; Harry Lewiston's giant pythons; Madam Zindra, mentalist; Laurello, man with revolving head; Frisco, wonder dog; George Hill, painproof man; Rosa Lee, armless wonder, and Leo Milo, lobster boy.

Leona Young, fire-walker; Lorrain, trained chimp; Bob Wallace, Pop-Eye; Earl Hall, man with two mouths; Vivian and Johnny Dunning, sword and tube swallowers; Ralph Sprague, Venetian glass blower, and Olga Hess, headless illusion. Annex features Billie (Kay) Burke. Other members include Dale Phillips, electrician; Eddie Dowson, chef; Susan Black, nurse, and Eli Lewiston, mascot.

Liles in Lake Charles Barn

LAKE CHARLES, La., Nov. 4.—Cliff Liles' Park Amusement Co. this week returned to their quarters here on Broad street for a week's stand following a six months' trek thru Louisiana, Arkansas and Texas. Longest engagement of the period was 30 days in Alexandria, La., and 30 days in Texarkana. Date here marked the shows' closer and Liles plans a complete rebuilding for 1940.

Francis Season Above Par

BOISE, Ida., Nov. 4.—Francis Rides and Shows equipment was stored in quarters at State Fairgrounds here last week, following a better-than-average season in Idaho and Utah. Reopening is slated for the middle of April. Most stands played were under American Legion Post and lodge auspices. Official staff includes R. H. Francis, owner and manager, and his sons, R. H. Jr. and J. C. Francis.

Club Activities

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 4.—First Vice-President Frank P. Duffield presided at the November 2 meeting. Seated with him at the table were Secretary Joe Streibich, Past Presidents Edward A. Hock, C. R. Fisher and Ernie A. Young. Applications of Paul W. Shoolls Sr., James McGee and Henry Shelby were presented for ballot and each was elected to membership. Membership committee is active and expects to reach the 150 mark before the year ends. Relief Committee reported that Brother L. E. Roth entered St. Mary's Hospital, Rochester, Minn., for an operation. Harry Cloe, R. F. Trevellick and Harry Paul are still in the American Hospital, and Tom Rankine, Colonel Owens, Tom Vollmer and Jack Lydick are confined in their homes. Press Committee is co-operating on the banquet and ball and promises more action.

Brother Lew Keller and Jack Benjamin have been handling arrangements for the President's Party in the absence of Chairman Bill Carsky. Bill has returned and committee is making extensive plans. Brother Doolan left for Hot Springs, but has his memorial service committee lined up and will carry on in his absence. Brother Jessop is all set to go to work with the badges and registrations. Committee on the lease renewal is going along with its work and will report its findings soon. On the committee are Past Presidents Edward A. Hock, C. R. Fisher, Sam J. Levy, Ernie A. Young and Morris A. Haft, H. A. Lehrter and Rudolph Singer. Chairman Sam J. Levy left for a short stay in Hot Springs, but said arrangements for the banquet and ball have been completed.

Co-Chairman Al Rossman will return next week and get into action of the Program and Show Directory. Brothers Jack Halligan and Judd Goldman attended their first meeting. Sunny Bernet returned after a strenuous season. G. L. Mike Wright manages to drop in with an application occasionally. Bernie Mendelson returned from a business trip and reported good co-operation among all shows. Response to the call for dues has been good, but there remain a number of neglectful ones. If you are among them please get busy and let the club hear from you. Are you planning to attend the Chicago meetings? Here's the schedule of events: December 2, Presidents' party at the clubrooms; December 3, annual memorial service, Bal Tabarin, Hotel Sherman; December 4, annual meeting and election of officers in the clubrooms; December 5, 27th annual banquet and ball, Grand Ballroom, Hotel Sherman; December 7, installation of officers in club rooms. Annual meetings: December 5-6, International Association of Fairs and Expositions, Hotel Sherman; December 4, 5, 6, American Carnivals Association.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Nov. 4.—About 89 were present when President Harry Hargrave called for order, with Vice-Presidents Glacey, Armstrong and Ward, Treasurer Davis and Secretaries Dobbett and Johnson also on hand. Favorable ballots were cast for the reinstatement of Brothers E. Pickard, John Hobday and Ralph C. Balcom, proposed by Otis H. Hilderbrand and Joe de Mouchelle; Frank R. Desnos, proposed by Moxie Miller and Frank Redmond; Tom C. Rogers, proposed by Joe Glacey and Barney Tully. A new member, Athol B. Careswell, proposed by Harry Hargrave and Joe Glacey, was added. Three other applications for membership and one reinstatement could not be considered because of lack of vital information necessary, but not supplied. Remember, dur-

ing November and December reinstatements call for \$12.50 and new members \$15 with card good to September 1, 1940.

Sick committee's report showed little change from last week. However, Brother Pat Shanley is slowly recovering and Brother Charlie Guberman's condition shows improvement. Interest is steaming up for the Home-Coming Night and out-of-town members are sending in reservations. President Hargrave estimates attendance will be around the 500 mark. Members having ticket books with the slogan stubs should have them in the office by November 13 at the latest. Al Fisher's entertainment committee reports Claude Barie and Harry Wooding will produce part of the program. The Bigelow - Tipton - Tully - Buck - Fisher - Ament - Bush - Johnson Musical Ensemble will be a feature.

Brothers Pickard, Anderson, Barie and Stewart, of Hilderbrand's United Shows made the meeting and renewed acquaintances. Ben Beno, in surprising good shape for all of his recent hard-luck experiences, recalled some authentic ancient history along with a lot of interesting current events. Walton de Pellaton came in for the winter. Charlie Nelson promised a topnotch score on a Show Within a Show next season. Doc George W. T. Boyd and Babe Collins gave brief talks. Cal Lipps, heading the advance guard from Treasure Island, gave a glowing account of the finish of the Golden Gate International Exposition.

John Alexander Pollitt won popularity contest and Chairman Moe Levine, of the house committee, served a buffet lunch.

Michigan Showmen's Association

DETROIT, Nov. 4.—Monday night's meeting was called to order by First Vice-President Ed McMillan. President Harry Stahl is out of the city on business. Other officers present were Bernard Robbins, secretary; O. A. (Pop) Baker, treasurer, and Hymie Stone, house chairman. Members of board of directors on hand were Hymie and Isidor Soble, George Harris, Waldon Sallust and Frank Wagner. Several issues concerning a larger source of income from the concession which is operated by the club were discussed, but all were pigeon-holed until next meeting, when President Stahl will be on hand. Attendance was good. Past President Leo Lipps gave a brief talk.

Ray Meyers has charge of the toy department in Kerns Department Store, where he has his Baby Merry-Go-Round booked for the holidays. Several members will attend the Chicago meetings. Vic Horowitz, Louie Berger, Cameron Murry and Frank Pilbeam are operating a chain of bingo games. Chairman Hymie Stone has the concession well stocked. Dave Picard left for Florida, as have a large number of other members. Stanford Baker gave an interesting talk on the existing carnival ordinance here. Club expects to put forth every effort during the winter to straighten out the restriction.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Nov. 4.—Club's first fall and winter meeting on October 26 drew a good crowd. President Anna Jane Pearson presided, with Secretary Grace Goss and Treasurer Gertrude Lang also on hand. Past president's chairs were occupied by Kathleen Riebe and Viola Fairly. A rising vote of thanks was given Mrs. Judith Solomon for the new typewriter she presented the club for the secretary's use. Arrangements were made with the hotel management to enlarge club's quarters. All on the sick list were reported improved.

Membership committee reported the following additions to membership since the last meeting in April: Betty Downs, Blanche Heth, Jean Martin, Daisy Hen-

nies, Marie Jones, Billie Willis, Bertie Vernon, Dolly Snapp, Lillian Chalkias, Anna Wilson, Margaret Maddox, Dorothy Hayes, Lillian Griffin, Lynette Conners, Pearl Schreiber, Sybil Lashbrook, Jeanette Waters, Ester Tracey, Emma Spenser and Georgia England. At the close of the meeting members of International Association of Showmen invited members to share their refreshments.

International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, Nov. 4.—First winter meeting was held on November 2, with about 30 members attending. Seated at the officers' table were: John Francis, president; Leo Lang, treasurer, and Francis L. Deane, secretary. Club plans many social events for the winter, the big affair probably being the New Year's Eve party at one of the large local hotels. Three new members were accepted, and since they were present they were called into the meeting room and introduced. They were: W. B. (Boots) Wecker and John Maher and Peter G. Rust.

Those paying dues at the first meeting were: John Francis, J. Crawford Francis, L. S. (Larry) Hogan, Tom W. Allen, Leo Lang, Noble C. Fairly, Emil Schoenberger, Francis L. Deane, Charles T. Goss, William A. Moore, Sam Solomon, Maurice Fabick, Matt Dawson, J. C. McCaffery, H. Frank Fellows and Lee Sullivan. Members are requested to send in their dues to the secretary, as 1940 membership cards are ready and will be mailed out next week.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Nov. 4.—First regular fall meeting drew a large attendance. In the absence of President Mellor, First Vice-President Art Brainerd presided. Treasurer Harry Altshuler also was present, and Al C. Wilson substituted as secretary for G. C. McGinnis. Cards of thanks were received from Mrs. Nell Allen, Mr. and Mrs. Jim Hart and Mel H. Vaught. Several new members were taken into the club, and Brother Altshuler reports that dues are being paid up better this year than in previous ones.

Several members took the floor to debate on the coming election of officers, but the matter was carried over to the next meeting when it is expected President Mellor will be present. A motion was made and carried to retire Brother Jim Pennington, club custodian. He was given a vote of thanks and a paid-up life membership. He will, however, carry on until a new custodian is appointed. Brother Altshuler said that reservations for the Annual Banquet and Ball are being received daily, and Brother Frank Capp, entertainment committee chairman, told members he expected this year's event to eclipse any previous effort. Brother Altshuler is acting house committee chairman in the absence of Brother George Howk, who is touring

the South with Mrs. Howk. Meeting was adjourned on a motion by Brother Moon and seconded by Brother Ray Hanson.

Pallbearers at the funeral of Edna Humphrey, former circus performer and wife of Mickey Humphrey, who died in St. Margaret's Hospital here October 25, were Brothers Lester Howell, Bill Wilcox, Doc Nathan, Cliff Adams, Sam Zimmerman and Sam Benjamin. A beautiful floral offering was given by Mr. and Mrs. Red Powell. Brother Harold Elliott and wife are here for the winter following a string of successful fairs. Brother Bill Wilcox also is wintering here, coming in from the Ringling circus. Brother Lloyd (See HEART OF AMERICA on page 45)

YOUR BEST MONEY MAKER



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The popular idol of America's Midway Public! Consistent Winner in Ell Bridge Co. Annual July 4th Gross Receipts Contest. More Quality — More Style — More Labor-Saving Features Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

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HEY-DEY, RO-LO FUN HOUSE, SPILLMAN AUTO SPEEDWAY,
12-CAR RIDE-O, CHAIRPLANE SWINGS, ETC.

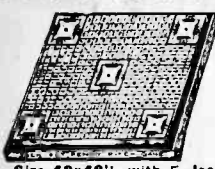
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PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

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Single sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
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ELI FERRIS WHEEL No. 5

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Price, \$1,800.00 Cash

Will Deliver Free Within Radius of 600 Miles.

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SECOND-HAND SHOW PROPERTY FOR SALE.

\$150.00—Kiddle Electric Chairplans. Holds ten.
\$2.50—All-Wool Government Khaki Blankets.
Chicago Aluminum and Fibre Skate Wheels, cheap.
\$35.00—Girl in Goldfish Bowl Illusion.
\$50—Electrical Astrology and Horoscope Dispenser.
WE BUY ALL KINDS OF RINK SKATES AND CONCESSION TENTS.
WEIL'S CURIOSITY SHOP,
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For all winter's work. One Major Ride with own transportation, 20%. Shows of all kinds. Concessions, come on for winter bank roll. Fat Rino and Cotton Ellis, wire me or come on; can place. As per route.

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Coiner's Modern Midway Show,
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Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

OPEN season for winter addresses.

NEW banner man on Buckeye State Shows is Robert Wayner.

GEORGE WEBB, injured high diver, is recuperating in Kingsdale, Minn.

P. W. LaBELLE is in Port Arthur, Ont., for the winter after close of a successful season with E. J. Casey Shows in Canada.

JOINING advance staff of Mike Camallo's indoor circus in Douglas, Va., was A. B. Cundiff, who closed as special agent of W. A. Gibbs Shows in Erie, Kan.

ADD Batty Fables: Shouting Ticket Seller, "Hey, mister! You forgot your change!"

SMITTY LUDLUM, human pincushion, joined Dick Miller's Side Show on Mighty Monarch Shows recently. Another addition is Chet Long, tattoo artist.

F. J. KOSKE cards from Palm Bay, Fla., that he and his family are wintering there after a fair season with his long-range lead gallery.

L. CLIFTON KELLEY is expected to announce a new connection shortly when his year's contract with Amusement Corp. of America is up late this month.

I knew it would happen; the iron claws won't even work!"

RECENT passing of Leo Floyd proved a shock to outdoor showfolk. He had been chairman of concessions at Sun Carnival, El Paso, Tex., since its inception.

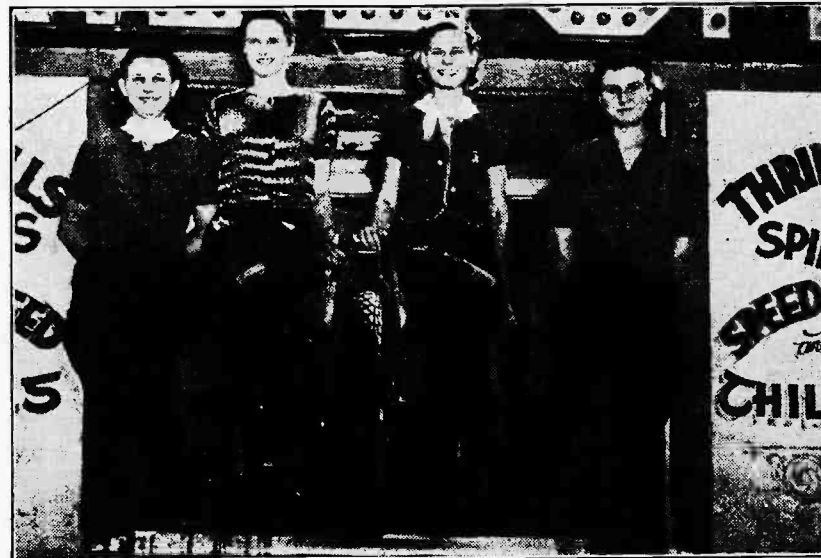
ELMER HANSCOMB, adjuster for Crafts 20 Big Shows, and Mrs. Hanscomb, who visited The Billboard Chicago offices recently, closed with Crafts and were on their way to New York.

KENNETH FRANKLIN is seriously ill at home in Ensley, Ala., reports James Franklin Jr. Until forced to retire this season, Franklin was secretary of Barfield's Cosmopolitan Shows. He's anxious to read letters from friends.

The way they are handled on some shows, loud speakers are a boon to the deaf. But not everybody is deaf.—Mrs. Upshaw.

MEL G. DODSON, co-owner of Dodson & Baillie World's Fair Shows, lettered from Newberry, S. C., that his organization had been awarded the contract to furnish the midway at Spartanburg (S. C.) County Fair again in 1940.

BOB McLELLAN, New Glasgow, N. B.,



MEMBERS of the Dottie Moss Thrill Show on Oscar Bloom's Gold Medal Shows as they posed for a staff photographer of The Arkansas Democrat after a performance at the Arkansas Live-Stock Show in North Little Rock recently. In the picture, left to right, are Ruth King, trick and fancy rider; Dottie Moss, owner; Boots Moss and Virginia Mays, tandem riders.

EXTRA! EXTRA! Diving girl on aquatic show admits water in tank is not too cold to work in!

ERNIE LOISELLE'S Canadian National Shows are in quarters in Chipman, N. B., where he operates a general store in the off season.

FOR many years with carnivals and indoor and outdoor fairs, Dan Dougherty is now a member of the harbor board staff in St. John, N. B.

FORMERLY with Joyland Midway Shows, Mrs. Sid Rockwell (Val Russell) is now a feature of Bill Childer's side show on John R. Ward Shows.

A 10-CENT BUDDHA worker is not a slicker nor is a substantial banker a sucker.—Oscar, the Ham.

WILLIAM (BILL) PINK, ride owner, joined the Park Amusement Co. two weeks ago for the remainder of the season.

DANCER and revue operator Bunny Venus is playing Chicago night clubs. She says the town is full of showfolk and that she's been renewing many old acquaintances.

CLOSING with New England Shows as concession manager, Charles Wulp went to Los Angeles, where he is visiting friends and looking over the territory. He will leave soon for San Francisco.

ARCADE eavesdropping: "That juice again!

who inherited his dad's (Dan McLellan) small carnival when the latter died recently, will return to the road next season, playing Nova Scotia, including fairs played by his father.

MR. AND MRS. C. D. SCOTT are operating a highway coffee shop in suburban Ennis, Tex. This year they successfully operated booths at Corsicana and Ennis fairs.

ADD Arcade Arguments: "Hey, you two love birds! Those shelves were put there for the machines to set on and not for seats."

MRS. PEGGY LANDES is in Methodist Hospital, Dallas, recuperating from an operation. Her physicians advise a thoro rest and she plans to take it easy at the hospital for several weeks.

CRESCENT Amusement Co. has extended route of the Arizona Cowboys attraction for several more weeks because of good crowds they have been drawing, reports Manager Billy Terrell.

FOR YEARS secretary of the Heart of America Showmen's Club, Kansas City, Mo., and a carnival general agent until three years ago, C. B. Rice is reported ill in Chicago.

ELOISE LOWRY, Buckeye State Shows, letters from Hattiesburg, Miss., that Barney and Joe Corey are finding it more difficult to hold Oscar, the rat, than to hold players at their rat game.

IF the boss doesn't pay off the first week, then it's his fault. But if you don't get it from then on, it's your fault for staying with it.—Smackover Slim.

SINCE CLOSING a successful season with W. S. Curl Shows, Bobby and Peggy Burns, latter known as Thelma, Mystery Girl, have been vacationing in Corpus Christi, Tex., spending most of the time fishing.

SIGNING their side show with West Bros. Shows, Helen and Buster Hayes joined in Clarksdale, Miss. Unit has added King, fighting lion, and inside lecturing and annex is being handled by Bertha Bert.

HARRY FAILOR, former electrician with Byers & Beach Shows, who closed a successful season with Lew Rosenthal's Stage Revue, is in Houston, where he will winter and where his mother is in a hospital with an infected foot.

CLIFF LILES, owner of Park Amusement Co., recently playing Louisiana fairs, has been nominated for senator from the Lake Charles, La., district. Liles reports a swell fall season for his show.

IF the war keeps up and our moneyed gentry can no longer go abroad, they can begin "seeing America first," and there is no better place to start than on the midways.—Muggin' Machine Mazie.

T. W. (SCOTTY) STAYTON, official show painter on Mighty Sheesley Midway since 1932 and who is one of Manager John M. Sheesley's most loyal boosters, will remain in quarters at Galveston, Tex., during the winter.

SUNNY BERNET, Globe Poster Corp., and Bernie Mendelson, O. Henry Tent Co., have completed a three-week Southern trip, both arriving in Chicago last week. While en route they visited many carnivals.

REPORTS from El Paso, Tex., indicate that the town should be headquarters for a sizable brigade of showmen by Sun Carnival time, since many showfolk are beginning to drift into the city as winter closes in on the more frigid regions.

GENERAL AGENT of Zimdars Greater Shows, C. S. Reed, has entered Veterans' Hospital, Memphis, to undergo an eye operation which his doctors advise will force him to remain inactive about three months. He pencils he'd like to read letters from friends.

SOME girl-show orators who invite women to come in, "if a bit modern-minded," often embarrass them by mixing them in with and placing them in the same category with an audience of known morons and pool-hall toughs.

"RETURNED here after a successful season with my cane rack on Liberty National Shows," cards Geraldine Tabor from Smiths Grove, Ky. "My husband, Jimmie, was wheel foreman, and we plan to operate at our old pitch stand this winter."

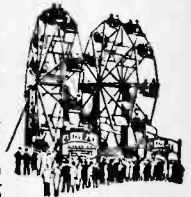
UNDISCOURAGED by premature closing of the season because of war, Bill Lynch, Halifax, N. S., and owner of the shows bearing his name, is planning for next season and, as usual, will limit his tour to the maritime Provinces and Newfoundland.

AMONG SHOWFOLK and fair men wintering in St. John, N. B., are Gerry Sudsbear, Joe Montelth, Emmett Burke, Frank Dougherty, Walter O'Toole, Domino Manning, Len (Kid) Dryden, Jimmy Sweeney, Ed Ougler, Billy Sterns and Abe Levine.

PEGGY HOLMES, midget, and daughters, Chubby and Dimples, returned to

ARMISTICE DAY 1918

SEEMS a long time ago. Yet many BIG ELI Wheels are now in operation that helped celebrate the first Armistice of 21 years ago. We build them strong and sturdy for year upon year of profit-making. Old-time Ride-Men are investing in additional BIG ELI Wheels. They are a safe place for your money, too.



ELI BRIDGE COMPANY

Builders of Dependable Products,
800 Case Ave., JACKSONVILLE, ILL.

their home in Boston for the winter following their last stand with the Art Lewis Shows. The girls will enter a private school there, Mrs. Holmes reports.

FROM our manager's closing-night speech: "You have all been loyal and have my undying gratitude. I will reward each of you in the future—by opening in Ipswich early in June." —Whitey Cooks.

"CHALKED a good week here with Cumberland Valley Shows," cards Barney O'Dare, better known as the Duchess, female clown, from Griffin, Ga. "Will make American Legion Post Fair in Moultrie, Ga., before starting Florida fairs.

SHORTLY after joining B. & H. Shows in South Carolina, C. N. Andrews cards that he was called to Harrisonburg, Va., where Mrs. Andrews is seriously ill. The Andrews were with King Reid Shows and Deluxe Amusement Co., this season.

WHILE HILDERBRAND's United Shows were in San Bernardino, Calif., Lucille King entertained at a party in the Roundup Club. Among guests were George and Ruby Morgan, Pickles Pickard and wife, Ida, and daughter, June. O. H. Hilderbrand and Walton de Pellaton.

CAPT. BILLY SELLS' Performing Lions, Mrs. Bill Bahnsen's Sadie, Leopard Girl, and Ed Strassburg's Sammy, educated ape, were side-show attractions at Columbus, O., Variety Club's annual barn dance in the auditorium. It was closing stand for the three attractions.

IDLE boasts of idle men: "Talk about being in strong! Why, the whole town was ours. We set up on the streets from one end of the main drag to the other. We even went over the head of the deacon who squawked about the coach show setting up in front of a church."

CHARLIE JOSEPHS and Eddie Bonner, St. John, N. B., who have done considerable carnival and fair work in the past 15 years, have enlisted in the Canadian Army for overseas and home-defense services. Josephs is with an anti-aircraft unit, while Bonner is a member of a machine gun battalion.

FUNLAND SHOWS' NOTES by Ted C. Taylor: Toombs County Fair, Lyons, Ga., gave shows fair weather and business. Mr. and Mrs. W. R. Harris entertained friends from Macon, Ga. Mad Cody Fleming, of the shows bearing his name, visited as did members of the Clark Shows from Baxley, Ga.

WELL KNOWN in outdoor show circles, R. C. (Hungry) Hülker is back in Paullina, Ia., where he has operated an electrical appliance business for the past 10 years, after a successful season with bingo, which he operates in the summer as a side line. He played in Iowa, Minnesota and Nebraska.

MR. AND MRS. RAY VAN WERT arrived in Miami, Fla., on October 24 for the winter. They were with Slim Kelly,



EMSEE of the Strange Freaks attraction operated by Pete Kortez on Beckmann & Gevety Shows, unit of the Amusement Corp. of America, Shaddow Harry's executive ability is well established. Under his direction the Kortez attraction has become what is declared to be one of the top-flight human oddities shows on the road. Photo by Jack Dads-well.

of the Dufour & Rodgers enterprises at New York World's Fair, for the past four months and while en route to Miami visited a number of carnivals.

A SIGN, "Public Wedding, Carnival Grounds, Thursday Night," on the Duke & Shilling Shows when a couple of members were united in wedlock, caused the gal who works the ball game across the way to exclaim, "My gosh! This show has gone old-fashioned!"—Milo McGeof.

DOLLY LEE, Sally Buttons of hill-billy note, and well known in carnival and radio circles, letters from Union City, O., that she is recovering from an illness caused by an infected tooth. She's staying at her grandfather's home there and would like to read letters from friends.

FOLLOWING AFTER Circleville (O.) Pumpkin Show and a brief sojourn in Columbus, O., Ed Strassburg headed for Florida where he will winter. Strassburg's Sammy the Ape attraction played 10 weeks of fairs and celebrations in Ohio, Indiana and Michigan for F. E. Gooding Amusement Co.

F. E. GOODING AMUSEMENT CO. started work on new quarters at 1300 Norton road, Columbus, O., where all equipment will be stored this winter. Mechanics and painters are at work reconditioning the ride equipment, making it ready for the 1940 season, which will get under way about the middle of April.

AMONG visitors to Hilderbrand's United Shows in San Bernardino, Calif., were Harry Hargrave, president of Pacific Coast Showmen's Association; Mr. and Mrs. Ben Dobbert, United Tent and

Awning Co.; Clyde Gooding and wife; Leroy and Pearl Belyea, formerly of Golden State Shows, and Mr. and Mrs. Pollock Kitchener, Golden State Shows.

BUILDING modernistic show fronts is an art in itself. But building a front to fit the show behind it is more of an art than the craft of building in the modern manner. Many such fronts overshadow the attractions behind them. They act as black-art cabinets, the light and trimmings killing that which should be most conspicuous—the part that sells the show.

CARNIVAL men from far and near as usual made the Louisiana State Fair grounds at Shreveport their annual meeting place. This year Bill Hirsch, fair's general manager, gave the many visitors a look at his new Elephant Room, which was opened for the first time during the fair. Room proved a mecca for the visiting showmen.

ATTESTING to the esteem in which he is held in Jasper, Tex., Roy Gray, general agent of Texas Longhorn Shows, was tendered six different parties in celebration of his 52d birthday anniversary while the shows were playing the fair there two weeks ago. At one of the celebrations J. Morrison, fair president, presented Gray with a contract for next year's annual.

AL BERESOFF, who had his sound truck with Johnny J. Jones Exposition and who was identified with other shows in recent months, has contracted it with a newspaper syndicate for Christmas parades which will take him into Iowa, Minnesota, Wisconsin and South Dakota. After close of his regular season, he vacationed at his home in Canton, O., for a month.

OWNER-MANAGER of the shows bearing his name, J. R. Edwards and wife have returned to their home in Wooster, O., after an extended pleasure trip thru the East, including a stop at Niagara Falls. He reports that reconditioning and repainting for rides is progressing and that all equipment will be stored in buildings on Wayne County Fair grounds there.

IT IS evidently getting to be a tough world for some house-trailer residents. Many carnival managers charge for parking space and some fairs have charged as much as \$10 for parking stickers. Perhaps those trailerites have helped bring about such conditions—by leaving behind garbage, trash and dish water and by littering grassy grounds in general. Some have installed every sort of electrical appliance, using it full blast and burning unlimited amounts of current that someone, of course, must pay for.

HAVING CLOSED with Royal Midway Shows, Robert S. (Bob) White cards that he stopped in Belleville, Ill., recently on business with Wells Novelty Co., and to renew acquaintances with Joe Venable, former trouper with whom Bob spent several years on the J. C. Sparks concessions. Bob adds, he had a pleasant visit at Joe's cabin, located at a popular hunting lodge.

MR. AND MRS. CHESTER I. (HEAVY) LEVIN, of Midwest Merchandise Co., arrived in New York on October 27 after (See MIDWAY CONFAB on page 49)

EVANS' DICE WHEEL
A Sensational Money-Maker!
Popular! Flashy! Fast!

Beautifully Designed
Extra Durable!
Perfectly Balanced.
Uniform Percentage!

WHEELS OF ALL KINDS!
Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc.; Shooting Galleries, and everything for the Midway. Send for Free Catalog.

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

canvas as hard as a board, and then the answer to prayers came with a snowstorm that not only covered the tents but lay three feet deep on the ground. Again the night was lost, but Friday, the big day, was still in the offing. On Wednesday all during the day snow kept on falling and piling up on the tents higher and higher, as well as deeper and deeper on the lot. The mayor then issued a proclamation reading, "Due to the inclement weather, all festivities will be held up for the night." On Thursday the thermometer dropped to 10 below zero, with every rag on the lot straining under the heavy load of snow. Orders were given to start fires under the tops to melt the snow and to save the canvas, which was frozen so stiff that it was ready to break like an egg shell. Traffic being held up, no wood for fires was available and it was then that the bosses decided to burn the stages. Chopping and burning was kept up all day, but the extreme cold kept freezing the snow that had melted. Again the night was lost, and without a proclamation.

On Friday every other side pole was pulled and burned. By noon every other one of those remaining was pulled and burned until the men finally had to take out all end poles as well as center poles to keep the fires burning. You may believe it or not, but so hard was the canvas frozen that it remained in the air without a pole under it. Then the mayor issued another proclamation to the effect that because of the terrible storm the Snow Cone Jubilee would be held in the city hall, thus again keeping the midway dark.

Saturday morning the office ordered all concessions opened regardless of weather. Hearing of our opening, thousands rushed to the lot to get in on what we had to offer. Before night, enough heat had been created to melt the snow on the lot and to thaw out the tents for a tear-down. Being \$10 short of enough to pay for the move, the sawdust and shavings on the midway were raked up and sold back to the hauling man. The train headed south with Ballyhoo Bros. swearing that they would play all grape fruit promotional fairs in preference to snow-cone jubilees. MAJOR PRIVILEGE.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

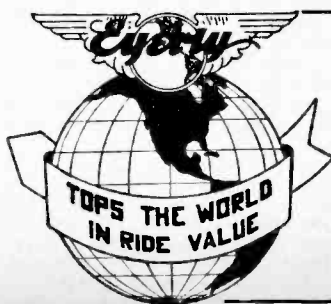
By STARR DeBELLE

Snow Cone, Mich.
Week ended Nov. 4, 1939.

Dear Mixer:

B-r-r-r! Cold! North Pole regions had nothing on this. Ballyhoo Bros. played this belated date according to a contract signed last spring. No date was set at that time but our deposit was paid and everything signed, sealed and in the bag to furnish the midway for the event billed as the Annual Snow Cone Jubilee. Due to the local ice men going on a strike that has not been settled up to now, our committee was forced to wait until mother nature would provide the snow for the cones. Altho the town is in the Upper Peninsula, fair but cool weather greeted the show train on its arrival. The fair weather seemed unappreciated by our auspices, who feared that even at this late date no snow would be available for the festivities. The mayor asked

every citizen and showman to pray for a sudden storm. During the work of setting up Monday, a slight drizzling rain set in that wound up in a real rainstorm by nightfall, killing the night entirely. Tuesday morning the rain turned into sleet and the thermometer dropped to below zero, freezing the wet



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Write for descriptive literature.

EYERLY AIRCRAFT CO., SALEM, ORE.

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European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.



BILLIE CLARK (left), of the J. J. Page Shows and former carnival owner, and George Pennell, attorney, of Asheville, N. C., as they appeared recently while the shows were playing the latter's home town. Known as the showfolks' friend, Pennell has numerous acquaintances in outdoor show business. Photo furnished by R. E. Savage.

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

James E. Strates (Railroad)

Charleston, S. C. Week ended October 28. Fair. Weather, fair. Business, fair.

With ideal weather and plenty of advance billing shows chalked pleasing results here, with attendance 20 per cent more than in 1938. Frank Wirth furnished the grand-stand attractions, an innovation here. Attendance the first part of the week was light but shows played to good business on Thursday, Friday and Saturday. Two cars were given away during the week and Ethel Baillie's double Rolloplanes topped the rides, with Dinty Moore's Scooter second. Carrol's Monkey Circus and Revue led the shows. All are looking forward to the Savannah, Ga., date and making their winter plans. Mrs. James E. Strates plans to go to St. Petersburg, Fla., to spend a few weeks with James Jr., who is attending military school there. Mr. and Mrs. Harold English will go to Florida for a few weeks and then make a tour thru Oklahoma and Kansas before going home to Lamar, Mo. Manager Strates will vacation for a few weeks, then go to his home in Elmira, N. Y. Assistant Manager James Kellarar goes to Lockport, N. Y., and Bill Sirois and Foots Middleton to Houston. Sky Putnam and wife will winter in Florida. DICK O'BRIEN.

Dee Lang's (Motorized)

Center, Tex. Week ended October 21. Shelby County Fair. Weather, ideal. Business, good.

Ideal weather and co-operation from the fair board enabled shows' first stand here to surpass the wildest expectations. Good spending crowds came out early and stayed late. Saturday, when an automobile was awarded, was the big day. Colored Day also drew well. Minstrel and Monkey Shows garnered top money among shows, while the Skooter was best among rides. Bingo led concessions. Shows' free act proved popular. Messrs Parker and Cowser, fair officials, co-operated, as did Mr. Naylor, who was in charge of the ticket takers. E. H. Adams, advance man, has taken over the Monkey Show and General Agent Bill McClean will replace Adams in advance. Walter Potts is the new Ferris Wheel foreman and Ralph Hatton, mechanic, is doing a good job of moving the fleet. JOHN PABARCUS.

World of Fun

Owings, S. C. Week ended October 14. Mt. Carmel Colored Fair. Weather, good. Business, fair.

Everything was ready for opening on Monday night and committee co-oper-

ated. Children's Day, Thursday, and Friday were the big days. Free gate on Saturday night drew a big crowd. Merry-Go-Round topped the rides, with Smith's Illusion Show leading that department. Tex Harris joined with his cookhouse and ball games, as did Ben Holliday with a concession. Manager J. E. Steblar left on a business trip and advised the shows would remain out until Christmas. Chester, S. C. Week ended October 7. Location, Dobbins showgrounds. Weather, fair. Business, none.

World of Mirth (Railroad)

Charlotte, N. C. Five days ended October 28. Southern States Fair. Weather, good. Business, good.

Business here at shows' first stand at new Southern States Fair came up to advance expectations. Dr. J. S. Dorton, fair secretary, co-operated and fair was received enthusiastically from the start. Midway allotment is ample, altho rough in spots. This is to be leveled off soon, however. Silver Streak and Ferris Wheels topped the midway, with Jack Ward's Glamour Girls and Karl Walker's Gay New Yorkers running third and fourth. Contracting Agent Gerald Snellens unearthed a railroad siding, closer than those previously used, thus saving shows time and money. Fair did not officially open until Tuesday, the first of two kids' days. Youngsters turned out in force during the afternoon. Visitors included Charles A. Somma, Virginia State Fair secretary; Paul V. Moore, secretary South Carolina State Fair, and Tom Blum, secretary Winston-Salem-Forsyth County Fair; Izzy Cetlin, Cetlin & Wil-

son Shows; Jake Shapiro, Triangle Poster Print Co., and Wally Seacrist, operator of Yellow Jacket Racing Stadium, Philadelphia. JIM McHUGH.

Buckeye State (Motorized)

Greenville, Miss. Week ended October 28. Elks' Community Fair. Location, fairgrounds. Weather, partly fair. Business, good.

Date marked shows' second stand here this season. Rain held down attendance on Monday night, but business was good until Friday. Rain Friday night and again on Saturday hurt business for those two days. Andy Anderson and George Belleu with photo galleries and H. Griffen with sound truck and penny pitch joined here. Bill Brown returned with diggers and Dorothy Roth joined Whiteie Nolle's Dancing Girl Show. Robert Wayner is the new banner man. Mrs. Dyer, of Dyer's Greater Shows, visited Mrs. Joe Gallier here. Count Zaino, also of the Dyer Shows, visited, as did T. A. Stevens. Mr. and Mrs. Foots Baggett celebrated their birthday anniversaries with a party after the show on Wednesday night. ELOIS LOWRY.

Zimdars (Motorized)

Tezakana, Tex. Week ended October 28. Location, Pipe Post showgrounds. Auspices, American Legion Post. Weather, cold last part of week. Business, slow.

Trucks arrived in good time and shows were ready to go Monday night. Weather was ideal the first part of the week but attendance and business was light. Cold weather the latter part did business no good. This was the last spot of the season. Committee was out in full force every night but mainly to watch the ticket booths and to distribute passes among their friends. Preparations are being made by the management to take out a winter unit. BUDDY MUNN.

3000 BINGO

Heavy-weight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$14.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

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Made in 80 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

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MID-AFTERNOON ON STATE SCHOOL DAY at Mississippi Free State Fair, Jackson, October 9-14, when Royal American Shows smashed their third all-time record of the year by boosting the single-day top for Jackson fair by 3 per cent over all previous marks. Royal American Shows also set new total-gross records for 10-day State fairs at Minnesota State Fair, St. Paul, and for six-day State fairs at Alabama State Fair, Birmingham. Photo by Jack Dadsweil.

ated. Children's Day, Thursday, and Friday were the big days. Free gate on Saturday night drew a big crowd. Merry-Go-Round topped the rides, with Smith's Illusion Show leading that department. Tex Harris joined with his cookhouse and ball games, as did Ben Holliday with a concession. Manager J. E. Steblar left on a business trip and advised the shows would remain out until Christmas. Chester, S. C. Week ended October 7. Location, Dobbins showgrounds. Weather, fair. Business, none.

Altho this spot looked good from the start, it proved a blank for all. R. SHARPE.

Crystal Expo (Motorized)

Summerville, S. C. Week ended October 28. Dorchester County Agricultural and Industrial Fair. Auspices, American Legion Post. Weather, excellent. Business, good.

Considering that this was the initial fair here, date was exceptionally good. Altho spending was off in some midway spots, results as a whole were satisfactory. Athletic Show topped the midway and chalked its best date of the season here. Minstrel Show got second money. Saturday's closing showed a paid gate attendance of 2,300. Committee co-operated well, considering it was its first attempt. At completion of the 1939 tour, equipment will be stored

Mighty Monarch

Loris, S. C. Week ended October 28. Auspices, county fair. Weather, fine. Business, excellent.

Loris as usual was excellent for all and shows, rides and concessions turned in a big gross. Caterpillar and Tilt-a-Whirl led rides, with Minstrel Show best among shows. Lonnie Perkins joined with three new concessions. McIntyre's cookhouse did well. Tickets for the Showmen's League of America Benefit are selling fast. Writer will handle the show and then start his winter dates. Managers Roland and Goffas are well pleased with season's results. Show will close in Beaufort, S. C., and quarters have been obtained in two large warehouses. W. TERRY MARTIN.

Texas Kidd

Whitney, Tex. Week ended October 28. Weather, good. Business, good. Pay gate.

Everything is moving well since the close of the fairs and shows will play only the larger cities in South Texas this winter. Jack Hoxie and Dixie Starr are visiting on the shows and last week presented a special show in the arena. Shows will begin using special paper beginning with Thanksgiving week. Texas Tom has been busy teaching his boys the rudiments of trick roping. Texas Kidd purchased a new car here. Hoke Baysinger works the Hoxie program with the sound truck. Eddie Hall and wife joined with two concessions and Claude Hackler added two more stores to his string. Texas Kidd Jr. now has charge of the rodeo end of the shows. Happy Jack Brown and James Hamilton left on brief trips. Business so far has been about 40 per cent better than 1939. H. B. ROWE.

L. J. Heth (Motorized)

Hawkinsville, Ga. Week ended October 28. Auspices, Pulaski County Fair Association. Location, fairgrounds. Weather, clear and cool. Business, excellent.

Hawkinsville, former quarters of the shows, gave excellent business, the shows and concessions chalked their best week of the season. Cool nights cut ride attendance, which did well in the afternoon, however. Fair was under new management this year, which gave good co-operation and booked shows for 1940 events. George Kelly called it a season here and left for Birmingham, where shows will winter. Because of a shortage in shavings here, grounds were carpeted with peanut hulls from a local hullery. Joe J. Pontana reported his best week of the season with his Mickey Mouse game. Joe Sparks, Henry Heth and Crip Johnson reported okeh

business. Among visitors were Ted C. Taylor, L. E. Heth; Charles and Louise Miller and daughter; Floyd E. Heth, O. P. Johnson, Americus (Ga.) Fair; Mr. and Mrs. Specks Groscurth and party, and Starr DeBelle. Capt. Clifford Gregg, free act, was popular. Owner Heth left on a brief trip to Birmingham to oversee storage of extra equipment sent in from Covington. Joe and Pody Sparks took delivery on a new car. Mrs. Johnny Giamportore suffered a relapse and is in a serious condition at her home in Millidgeville, Ga. H. B. SHIVE.

Coiner's Modern Midway

Atkins, Ark. Week ended October 28. Auspices, American Legion Post. Weather, cold last part of week. Business, good.

Shows opened Monday night to good crowds and business. Cold weather hurt Friday's business, but Saturday wound up on the right side. Cecil Stanton closed here with his Double Loop-Plane. Tony Bernard's Athletic Show topped the midway, while Harry Coiner's Paris at Dawn show was second. Line-up includes: Shows, Mechanical Battle-field, J. M. Miller, sound; J. E. Miller, manager; Paul Raymond, tickets; Ray Crownover, doorman. Athletic, Tony Bernard, owner-operator; Red Berry, wrestler; Kid Tiger, boxer. Paris at Dawn, Frances Roberts, front; Linda Harper, Ruth Bowen, dancers; George Eckenstine, piano accordion. T. R. Shelley has the kiddie rides. Cookhouse is owned and operated by Mr. and Mrs. Frank Flynn, with Archie Lloyd and Lee Carrell as waiters. Other concessions are Red Jenkins, ball game; Duke Boyle, four concessions, with Opal and Olin Karr, Bill Thompson and William Harris, agents. Penny pitch, Nita Eckstine; Joe Branham, roll down; Mr. and Mrs. A. B. Crawford, photo gallery; Dugan Wells, diggers. Louis Hockenberry is the electrician. Walter Carleton joined here with his sound system. Harry Coiner is general manager, with Frances Coiner as secretary and *The Billboard* and mail agent.

O. H. Hilderbrand Named Defendant in Damage Suit

BOISE, Ida., Nov. 4.—O. H. Hilderbrand, owner of the shows bearing his name, was named defendant here last Monday in two suits brought by Mrs. Lola J. Kennedy, ride owner, asking damages totaling \$125,000. Suits were filed in Federal District Court here. Mrs. Kennedy asks \$50,000 actual and \$50,000 punitive damages in one suit, charging that Hilderbrand was indirectly responsible for her husband's death. In the other she asks \$25,000 on the grounds that Hilderbrand circulated "false and defamatory" letters regarding her.

Mrs. Kennedy charges that Hilderbrand executed a fraudulent bill of sale for a Ferris Wheel and Merry-Go-Round originally owned by Kennedy. She alleges the equipment was then resold to Kennedy, placing him in Hilderbrand's debt. Mrs. Kennedy charges that Hilderbrand, knowing that her husband suffered from a heart ailment and should avoid excitement, demanded payment from Kennedy, using strong arguments that so excited him that he died a day later.

B. & G. SET-UP

(Continued from page 40) crete floors, high ceilings and plenty of light and ventilation. Sleeping cars, inside the grounds, are serviced with city water and electricity. Mr. and Mrs. Barney S. Gerety left to visit South Texas State Fair, Beaumont, and will go to San Antonio, where Gerety will assist the Rubin & Cherry Exposition in locating for the winter.

Mr. and Mrs. Fred Beckmann are at quarters here in their private car. They plan to leave soon to attend the Chicago meetings. Glen Buck, auditor, and Tony Ybanez and Edgar Neville, secretaries, are closing the books and will soon have reports ready. Trainmaster Arky Bradford is in charge of quarters and is making plans for the work which starts about January 1. Mr. and Mrs. Ted Webb, who had frozen custard, and Mr. and Mrs. Charles McDougall, who managed eating concessions, are wintering in their trailers here. Mr. and Mrs. Whitey Weiss left for St. Petersburg, Fla., for the winter, and Harold Landaker, shows' scenic artist, and family are on the road with a silhouette stand. Doc Hartwick is in quarters. Earl Chambers, with his monkeys, is still here, but is preparing for several holiday dates. J. C. McCaf-

fery, general manager Amusement Corp. of America, visited this week.

WHAT NSA MEANS

(Continued from page 40) the most important power in the gift of God. But who can question the wisdom of the Power who changes our status almost from day to day? To be sure, Dr. Jacob Cohen, our humanitarian physician, observed at our meeting last week that he has never served such a healthy organization as the NSA. But he also intimated that one never knows. We must face the facts.

The facts are these. On November 18 our second annual banquet and ball will be staged. Banquet Chairman Irving Rosenthal reports that over 460 tickets have already been sold. Reservations are coming in at a most satisfactory pace. It is not enough. We must do capacity. Award books are to be seen everywhere, disseminated among members and friends. It is not enough. All the books must be sold. Advertisements for our annual Journal and souvenir menu are being received daily. It is not enough. All the space must be sold. We can and must drain all the sources at our command because money, like it or not, performs the wonderful little tricks relating to healing, hospitalization, relief and—we may as well be frank—burial.

Proud of Service

We are proud to sponsor the memorial ground in Ferncliff Cemetery, situated in Ardsley-on-Hudson, N. Y. The location is excellent and the layout leaves nothing to be desired. It is ideal in every particular. Wonderful service has been and is being performed for the cemetery committee, as well as the hospital committee, thru funds raised at benefit shows, thru the sale of award books, banquet tickets, souvenir advertisements and the like. Back dues and dues and initiation fees from new members help.

Remember—If you cannot be with us in person at meetings and other functions, your dues and ticket purchases will help your brother showman. Your dues will help us to carry on the work to which we are so proudly committed.

I want to compliment Irving Rosenthal for his energetic work in behalf of the banquet, but he needs valiant support. The NSA needs that support.

Under the capable leadership of its president, Dorothy Packman, the Ladies' Auxiliary is doing itself proud and once again striking the dominant keynote for the entire NSA by contributing \$300 to the parent organization for the Cemetery and Welfare funds. We would be remiss in our duty if we did not recognize the noble work of our sister society.

You know what the NSA means. Let's give action to our thoughts.



Palace Theater Building, New York.

NEW YORK, Nov. 4.—Highlights of the October 30 meeting were as follows: Irving Rosenthal, banquet committee chairman, started the ball rolling by reporting that 300 tickets had been sold by Pallsade Park for the banquet. Sam Rothstein has purchased several new games for the clubrooms and will possibly install a pool table. Bert Nevins, who heads the publicity committee, reported on the favorable publicity that has already been given to the banquet in the New York press. Jack Lichter, program committee chairman, and George Diefenbach made encouraging reports on advertising contracts for the year book and souvenir program. Joe McKee reported that more than 60 tables had been reserved. President George A. Hamid gave a detailed report on the benefit shows.

Next meetings are scheduled for November 8, 13 and 16. Former Senator Glenn Condon, of Oklahoma, formerly of New York, was introduced and made a short speech.

Hamid appointed a "minute-men" group, consisting of Jack Rosenthal, Sam Wagner, Joe McKee, Arthur Campfield,

Ike Weinberg, Lew Dufour, Leonard Traube, Charlie Hart and George Bernert, to solicit tickets and advertising contracts at the World's Fair.

A belated apology must be made to Jimmie Davenport whose "Streamlined Follies" was one of the big hits of the Benefit Jamboree at the Danbury Fair. He presented four smash acts, consisting of a specialty dancing team, a blues singer, the Acrobatic Twosome and Sandra Shaw.

Birthday greetings to Joseph Engels, November 4; Lew Lange, G. H. Messmore and Guy R. Markley, November 6; Lawrence Neuman, Alex Brown and William Ricard, November 9; Joseph Csida, November 10; A. E. Dumont, November 12.

Ladies' Auxiliary

Second meeting, held October 30, was well attended, with many new members being proposed by Sisters Hamid, Lasures, Udowitz, Linderman, Vi Lawrence, Bloch and Packman. Following applications for membership have been received: Sherry Mopper, Sybella Kromas, Catherine Behney Hefner, Violet Phillips, Myrtle Campfield, Mrs. Dave White, Mollie Decker, Betty Ray, Jerry Frick, Ruth Griffin and Minnie Traver. Banquet committee, which consists of Sisters Packman, Bloch, Goldie, Greenspoon, Bess Hamid, Ida Harris, Lange, Lasures, Meyers and Rothstein, will act as hostesses during the fete.

We are hoping for the speedy recovery of Sisters Lillian Faber and Mary Helfand, who are ill at home.

GRADY-SCOTT SEASON

(Continued from page 40) of two new rides. All rides and trucks were repainted last week out.

This is the first time shows have wintered here, and thru efforts of Hugh Sawyer, secretary of the Chamber of Commerce, West Tennessee Fair grounds were turned over to the organization. A crew of 12 will be kept in quarters until after the holidays when shops begin activity. Stand in Baldwin was only fair because of inclement weather, but American Legion Post, headed by Mr. Heflin and Leonard Davis, co-operated, as did managements of theaters, which had showfolks as their guests at matinees.

Manager and Mrs. C. D. Scott will remain here for a week and then motor to Roanoke, Va., for a visit with relatives before going to Florida until after the holidays. Arthur Scott and wife, Katherine, go to Ellisville, Miss., to visit parents and then on to Mobile, Ala., for the winter. Shorty McCampbell and wife, Virginia, will remain in charge of quarters. Harry Harris and wife go to Mayfield, Ky., while Mr. and Mrs. H. Hall went to Ann Arbor, Mich. Ernest Zeek and family left for Arkansas to play still dates with their photo gallery. Dutch Pockery took his wife, Ethel, to a St. Louis hospital for an operation. Jack Johnson went to Arkansas to join the Sickels Shows. Teddy Porter and wife remained here as cook for workmen.

Westley Kemp, Herman Strange, Maxie Lawrence, R. C. Baker, Curley Lawrence and J. F. Walker are in charge of rebuilding rides and fronts here. Helly Grady and wife and crew went to quarters in Florence, Ala., Grady's home. Benny Bergen and cookhouse staff left for Miami, Fla. Shorty Batts and wife will operate their restaurant in Miami. D. H. Blackwood and family went to Andalusia, Ala., where they will operate the City Hotel. Jimmie Tollinger returned here from the hospital in Woodbury, Tenn., and is in the restaurant business. Staff has been re-engaged for

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1940. Wanda Lee and Dolly Savage are attending school in Kansas City, Mo. Tressie G. and Polly McDaniels will locate in Tampa, Fla., until after the holidays.

HEART OF AMERICA

(Continued from page 41) Anderson, nephew of Mrs. Peggy Landes, owner of the J. L. Landes Shows, came in from Chapman, Kan. Brother Anderson reports that Mrs. Landes is ill at Methodist Hospital, Dallas. Bill Spencer, Scooter operator with the West Shows, came in for the winter. Brother Percy and Mrs. Jones visited briefly en route to Minneapolis.

Brother Dave Stevens left for Florida. Mrs. Bill Snyder is ill at her home, but is expected to be up and about soon. A card from Brother Glenn Hyder, of Ell Bridge Co., states he's in Atlanta. Sam Gluskin, agent for Goodman Wonder Shows, stopped one night en route west on business. He will winter at his home in Duluth. Brother Altshuler requests that all members send dues for the ensuing year as soon as possible, while Secretary McGinnis asks that out-of-town members send in their addresses for his files. Mail in your reservations for the Annual Banquet and Ball early so the entertainment committee may know how many to accommodate.

Ladies' Auxiliary

Meeting was called to order by Second Vice-President Pearl Vaught. Jess Nathan was appointed secretary pro tem, and after the allegiance to the flag the roll was called and 14 responded. Minutes of the last meeting were read and approved and reports of standing committees were read. Nell Allen lettered thanks for flowers and messages of cheer during her recent illness. A card from Jim Hart also thanked club for flowers at his mother's death. Myrtle Romola and Nettie Howell were voted into the club and Gertrude Parker Allen passed the penny box and night's award went to Bird Brainerd. Ruth Martone, entertainment committee chairman, asks out-of-town members to advise her in what month their birthday falls. It is her committee's intention to arrange a party each month in compliment to members. Mrs. Martone also announced that the next meeting night would be social.

Helen Smith said that letters of appreciation for flowers had been sent to the men's club and to the Stats Floral Co. Many members attended the funeral services for Edna Anna Humphries, who died recently. Pearl Vaught reported that husband, Mel, has been released from a local hospital. Viola Fairly lettered greetings from Shreveport, La.

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BUSINESS OPPORTUNITIES

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MEN - WOMEN — WE HELP YOU EARN. Own business. Dignified. No canvassing. Little or no investment. Mutual assistance. Free circulars. **PROFIT GUIDE SERVICE, 1585 Broadway, Dept. 303B, New York.** de2

NEW WORK FOR MEN AND WOMEN—EX- cellent fee basis makes good income all or part time. Easily learned by anyone who can type and is neat. Complete instructions, 25c. Free circular. **E. B. PENDLETON, Whittier, Calif.** x

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.** x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Bill- board.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO, 383 Hawthorne Ave., Newark, N. J.** no11x

A-1 BARGAINS IN WURLITZER PHONO- graphs—All models; Watling Scales, Peanut Machines, Automatic Payouts, Novelty Games and Consoles. Write us just exactly what machines you need. All our machines guaranteed. Lowest prices. **ROYAL DISTRIBUTORS, INC., 409 N. Broad St., Elizabeth, N. J.** no11

A-1 CONDITION — CLEAN, MINIATURE Scales. Jennings Today, Mills Modern, Rock- Ola Lobos, \$25.00, F. O. B. Miami, Fla. Send 1/3 deposit with order. **BILL FREY, INC., Miami, Fla.** no11x

CIGARETTE MACHINES — RECONDITIONED. Advance 4 Column, \$7.50; 2 Column, \$5.00; U-Need-A-Pack 8 Column, \$32.50; 6 Column, \$27.50; National 4 Column, \$7.50. **ASCO, 383 Hawthorne Ave., Newark, N. J.** no11x

CLEARANCE — 4 WURLITZER 616A, \$89.50; 10 Vest Pocket Bells, late models, \$30.00; 5c Mills Soft Balls, with register, \$17.50; Floor Sample "Pux," \$75.00; 10 Model "A" Colum- bus Peanut Machines, \$3.50. **BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birming- ham, Ala.** no18x

FOR SALE—COMPLETE STOCK USED VENDING Machines, all types. Also Pistachio, Indian Nuts. Write for prices. **CAMEO VENDING SERVICE, 135 W. 42d, New York.**

THE XMAS SPECIAL ISSUE OF THE BILL- board will be dated December 2. Classified forms close in Cincinnati November 22. Increased circulation. Mark your copy "CLASSIFIED" and send it in early.

FREE GAMES — MILLS 1-2-3, \$99.50; BOX Score, Gun Club, \$25.00 each; Pickem, Golden Gate, \$69.50 each; Champion, \$50.00; Up and Up, Spottum, Major, \$30.00 each; Cow- boy, Champion, Airport, Zip, Avalon, Topper, \$39.50 each; Bangs, Sports, Lotta Fun, \$59.50 each; Rebound, \$79.50; Ocean Park, \$54.50; Click, \$20.00; Fair, Rink, Circus, Contact, Fifth Inning, Chevron, \$35.00 each; Multi Races, \$17.50; Pot Shot, \$45.00; Flash, \$45.00; Buck- eroo, \$49.50. 1/3 deposit with order. **LEHIGH SPECIALTY CO., 2d and Green, Philadelphia, Pa.** x

PIN GAMES AND COUNTER GAMES—ALL RE- conditioned and ready to place. Bang, F.P., \$65.00; Exhibit Hi-Ball (crated), \$25.00; Cenco Fair, F.P., \$15.00; Bubbles, F.P., \$15.00; Stop and Co. Reserve, \$15.00; Paramount, \$8.00; Key Lite, \$8.00. Counter Games: Reel 21, Races and King Six Jr., \$2.00 each; Punch- Balls, Wagon Wheel, \$3.00. One-half cash or certified check with order. **DELL HENEMAN, P. O. Box 100, Schenectady, N. Y.** x

SEE ME FIRST — PACES RACES, BAKERS Pacers, Pick-a-Packs. Mills Slots, \$5.00. **CHARLES PITTLE & CO., New Bedford, Mass.** de2

SPECIAL SALE — ROCK-OLAS NO. 2, \$32.50; No. 3, \$49.50; Seeburg A. \$35.00; Mills De- Luxe, \$37.50; Swing King, \$32.50; Wurlitzers P-30, P-12, \$37.50; P-400, \$44.50; 412, 312, \$54.50. One-third deposit, balance C. O. D. **F. A. B. AMUSEMENT COMPANY, Pensacola, Fla.** x

TEN MODEL 24 WURLITZERS, \$119.50; FOUR Counter Model 51, \$62.50; ten Model 312 and 412 Wurlitzers, \$49.50 each; four 12 Rhythm Kings, \$39.50 each; three 16 Rhythm Kings, \$69.50 each. All above machines A-1 order. Send 1/4 deposit to **FRANCO NOVELTY COM- PANY, Box 927, Montgomery, Ala.** no11x

TOM MIX RADIO RIFLES, \$49.50; GOOD AS new. **STEWART'S RADIO, INC., 136 N. Pennsylvania, Indianapolis, Ind.** no11

USED WURLITZERS, SEEBURGS, ROCK-OLA, Mills Phonograph; Mills, Watling Scales; Ciga- rette Machines, Pin Games, Slots, Diggers, Pean- ut Machines. Most complete line in country. Come and see them. We buy, sell, trade. **O'BRIEN, 89 Thames, Newport, R. I.**

WANT TO BUY — FREE GAME MARBLE Tables. Send kind, price first letter. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** no11x

WANT SEEBURG HOCKEY GAMES — USED. Give description and lowest price. Any quan- tity. **LEFTWICH, 600 So. Ervay, Dallas, Tex.**

WANT—EXHIBIT ROTARIES, POKER TABLES, Hockeys, World Series, Western and Atlas Baseball Machines; Love Meters, Skill Derby, Bally Basketball, Cranes. **BEDER, 2468 E. 23 St., Brooklyn.** x

WANTED FOR CASH — ALL TYPES OF USED Vending Machines. State lowest price, con- dition and quantity. **ASCO, 383 Hawthorne Ave., Newark, N. J.** no11

WANTED — 100 GOTTLIEB THREE-WAY Grip Machines for cash. **BOX 104, care Bill- board, 1564 Broadway, New York.** no18

WANTED—GOOD ELECTRIC SHOCKER PENNY Machine, Mills type; also Gottlieb Gripper, Reasonable. **J. MELOTZ, 607 W. Fourth Ave., Denver, Colo.**

WANTED TO BUY—USED STANDARD MAG- ical Apparatus Books. Bargain list just out. It's free. **WALDMANN, 332 E. 77 St., New York.**

5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** de2x

1-2-3 REVERSE BELL REELS, \$49.50; KEENEY Targette, \$49.50; Exhibit Shootalite, \$39.50; lot five Daval's Tally, \$59.50. **COLEMAN NOV- ELETY, Rockford, Ill.**

25 ADVANCE PENNY HERSHEY CANDY MA- chines, capacity 120 bars, \$5.00 each. **IM- PERIAL VENDERS, 2022 Market St., Philadel- phia, Pa.**

200 LIKE NEW TWO-COLUMN 1c VENDERS, \$7.50 each. Formerly \$18.50 each. **BUREL & CO., INC., 679 Orleans, Chicago, Ill.** tfx

500 1c SNACKS THREE COMPARTMENT VEN- dors, like new, equipped with latest ad- juster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC., 679 Orleans, Chicago.** tft

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up; Furs, Costumes. Mixed Bundles, \$1.00. Street wear. **CONLEY, 310 W. 47th, New York.** x

OVERCOATS, \$8.00; FUR COATS, LADIES, \$10.00; Fox, \$5.00; Orchestra Coats, Jackets, \$2.00; Beautiful Cyke, \$35.00; Tuxedos. **WALLACE, 2416 N. Halsted, Chicago.**

IMPORTANT—

Due to the increased size and circulation of the XMAS SPECIAL (dated December 2) we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORMS

for the

Xmas Special

GO TO PRESS IN CINCINNATI

WEDNESDAY, NOVEMBER 22

"rush your copy and remittance—Today"

25 OPERA PLACE CINCINNATI, OHIO

FORMULAS

BIG MONEY APPLYING CELLOPHANE FROST- shield on entire car. Used by airlines. Simple formula, \$1.00. **KLEER-VU**, 1614 1/2 Carey, Cheyenne, Wyo.

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfx

THAXLY FORMULAS FOR PERFECT PROD- ucts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.**, Washington, D. C. de30x

FOR SALE—SECOND-HAND GOODS

CARAMELCORN OUTFITS—COPPER KETTLES. Furnaces, Rotary Poppers, all-electrics; Burners, Tanks, Stoves, Popping Kettles. Formulas free. **NORTHSIDE CO.**, Indianola, Ia. ja13x

FOR SALE—TWO PORTABLE SKATING RINKS, sizes 42x100 and 40x100, both complete, practically new. **P. K. ROLLER RINK**, Box 471, Pharr, Tex.

LATE 1937 COVERED WAGON TRAILER — Fully equipped. Two Beds, Perfection Oil Cook Stove, Heating Stove, Warren Electric Brakes. Cost \$675.00; sell for \$500.00. For further particulars write **O. R. KNOLL**, Almyra, Ark.

LECTURE TRAILER FOR SALE—BRAND NEW. Used only once. Owner died. Complete sound apparatus. In perfect condition. Fifty new metal folding chairs. As an entertainment outfit for fairs or an ice cream cafeteria this can't be beat. Send for picture. Write **DR. CHARLES McFERRIN**, Carolina Court, Orlando, Fla. x

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. **HURRY. CHICAGO SALVAGE**, 509 S. State St., Chicago. no25x

SNOW BALL OUTFIT — COMPLETE. STAND, 6x6, hinged all joints; Machine, Big Star, nickel plated. Price \$25.00. **O. C. RAY**, Havana, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

STATIONARY EIGHT-CAR WHIP—GOOD CON- dition, less cars and brackets. Fifteen horsepower motor. \$350.00 cash. Address **BOX C-322, Billboard**, Cincinnati.

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PORTABLE SKATING RINK — 38x88, COM- plete, \$1,500.00; 75 Pairs Chicago Skates, 60-Watt Sound System, \$275.00. **GREEN**, 615 Locust, Evansville, Ind.

HELP WANTED

ADVANCE MAN AT ONCE — PERCENTAGE. Book America's largest Mystery Show, auspices and theatres. Own transportation. **O. KEYWORD**, General Delivery, Griffin, Ga.

EXPERIENCED CHORUS GIRLS — STEADY work guaranteed. Good salary. Write **BETTY BRYDEN**, 302 Fox Theatre Bldg., Detroit, Mich. no11

GOOD TRUMPET — DOUBLE TENOR SAX. Clarinet. Read, union, good tone, modern. Steady hotel work. **MUSICIAN**, 1018 Glenwood, Fairmount Station, Kansas City, Mo.

MECHANIC — EXPERT IN PENNY ARCADE Machines. Winter or all year around work. Also Pin Game Mechanic. **MIKE MUNVES**, 593 Tenth Ave., New York City. no11x

WANT AGENT — STATE FULL PARTICULARS in first. **MAGICIAN**, 104 Grand St., Brooklyn, N. Y.

WANT MANAGER FOR LARGE SOUTHERN Roller Skating Rink—Must have experience, genial personality and be able to instruct latest skate dance steps. Salary \$25.00 to start. State full details in reply. **BOX C-321, Billboard**, Cincinnati.

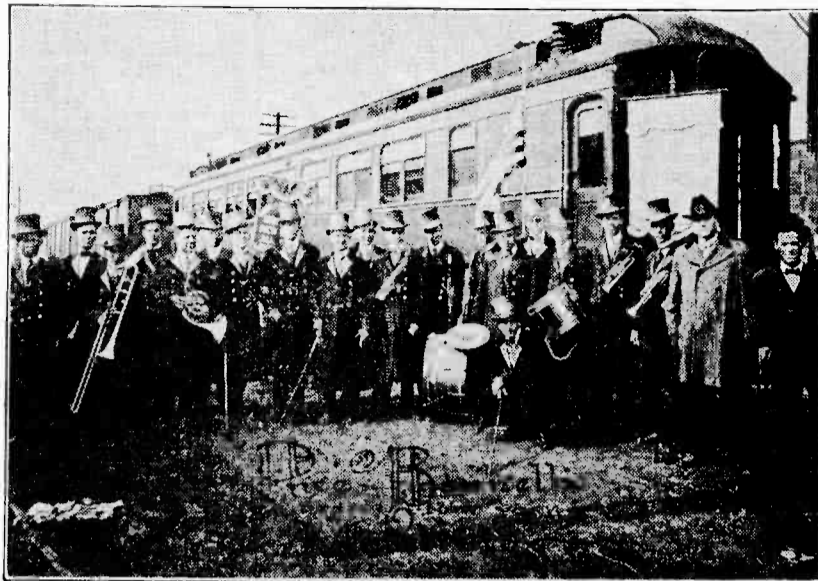
WANT AGENT WITH CAR — CAPABLE OF soliciting merchants for Trades Days. All winter's work. **CONTINENTAL BALLOON CO.**, Collins, Miss.

WANT ADVANCE AGENT WITH EXPERIENCE in Contacting Civic Organizations—Must be neat, around 30 years, single, speak good English, own car. Salary and percentage. Address **HOWARD G. WEBBER**, Teaneck, N. J.

WANT GOOD, RELIABLE AGENT WITH CAR to book theatres. Frank Ketrrow, write. **MACK LUNSFORD**, General Delivery, St. Louis, Mo.

YOUNG GIRL FOR TEETH AND TRAPEZE — State age, weight and height. Immediate work. **BOX 108**, care Billboard, 1564 Broadway, New York.

Show Family Album



THE PRICE-BONNELLI Greater New York Minstrels as they appeared in 1927 while playing a date in Oklahoma. Left to right are **Walter Cooke; Wallie Ray, with Cole Bros.' Circus Band** the past season; **Joe LaFar**, now residing in New York; **C. P. Schuyler; Willard Weber and Bob Ray**, deceased; **DeForrest Elliot**, now living in Cincinnati; **Ed Gould**, deceased; **Charles Conradi**, now doing a novelty act; **Charles Bushman**, now in Cincinnati; **Fred and Walter Cate; Irvin Van Horn; Doc Samson**, deceased; **George Abachi** (stooping); **Russell Widner**, now residing in New England; **Ed Burbridge; Frank Cate; John F. Dusch**, band leader, in recent years with **Lewis Bros.' Circus**; **J. Peelman**, advance agent, deceased, and **James Bonnelli**, owner-manager, now living in Cincinnati.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING — MENTAL- ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. no25

DICE, CARDS, INKS, STRIPPERS AND BOOKS of the latest exposes. Literature free. **VINE, HILL & CO.**, Dept. B, Swanton, O.

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. de9x

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling. Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. **REILLY**, 57 E. Long, Columbus, O.

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY**, 1261 North Wells St., Chicago. Illustrated folder free.

MISCELLANEOUS

CHILDREN BOARDED — INFANT OR CHILD given experienced care, advantages, private home. Phone, write **HENRIETTA LEVIS**, 15 Pinecrest Drive, Hastings-on-Hudson, N. Y.

SPECIAL RATES FOR THEATRICAL FOLKS — Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean. no25x

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 2.

ANYTHING YOU DESIRE IN FILM—16MM., 35MM., Sound or Silent. War, Mystery and Historical Dramas. Specify your needs. Single Reel 35MM. Musical Novelties, \$7.50. **WALDO FILMS**, Cincinnati, O.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. no18

FOR SALE—INVENTION. NEW IDEA NOV- elty Strip Photo. Will draw the crowds. Comic, straight, Fast money getter. Buyer gets exclusive. **WILL KYLER**, Wharton, Tex.

FREE — 1940 DIRECT-POSITIVE CATALOG. Just off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! **MARKS & FULLER, INC.**, Dept. BC-33, Rochester, N. Y. no25x

PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos. Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write **HASSAN**, Box 971, Parkersburg, W. Va. no18x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. no18x

SALESMEN WANTED

CHRISTMAS 21-PIECE DOLLAR BOX ASSORT- ments as low as 28c! Holiday Goods, Calendars, Wreaths, Wrappings, etc. Big profits! Catalog free! **ELFKO**, 440 N. Wells, Chicago. no25x

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. **WILLENS**, 2130 Cladys, Dept. RA, Chicago. x

SALESMEN—ECONOMY COAL-SAVER (BRIT- ish Patent); 60c box saves ton of coal. Your profit 40c. Sell dealers. Supply agents. Exclusive. We credit you. New sales plan eliminates canvassing. Sample box, details, 12c postage. **NATIONAL DISTRIBUTORS**, Louisville, Ky. x

SCENERY AND BANNERS

DYE DROPS — LIKE NEW; OVER 300 DE- signs, from \$10 to \$25, according to size. **SHELL SCENIC STUDIOS**, Columbus, O.

FOR MUSEUMS, STORE SHOWS—ATTRACTIVE Pictorial Displays on Masonite, 30x48 Inch, \$12.50. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago. no11

TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS— 12'x12's, 20'x30's, 20'x40's, 30'x50's, 30'x60's, 40'x60's, 40'x80's, 40'x100's, 40'x200's. State size. Stamp with inquiry. **SMITH TENTS**, Auburn, N. Y. de30x

TENT — 65'x100', IN USE FOR BINGO. GOOD condition. Sacrifice, \$250.00. **STEWART'S RADIO, INC.**, 136 N. Pennsylvania, Indianapolis, Ind. no11

THEATRICAL PRINTING

NO CUTS NEEDED IN PHOTO-OFFSET PRINT- ing—Illustrate your advertising literature profusely at less than cost of printing. Write for information. **ROBERTS SERVICE**, 246 W. 49th St., New York, N. Y. no18x

WINDOW CARDS—100 WHITE 14x22", \$2.50; 2 Colors Ink, \$2.95. Handbills, 1,000 3x8", \$1.10; 4x9", \$1.25; 6x9", \$1.75. **SOLLIDAYS**, Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna. x

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250 2-COLOR LETTERHEADS, \$1.40; 250 EN- velopes, \$1.00; 100 Cards, 50c. Posters, Heralds, Placards, rock bottom. **EXHIBITOR'S PRESS**, 708 E. Matthews, Jonesboro, Ark.

WANTED TO BUY

CASH PAID FOR USED MUSICAL INSTRU- ments. Cameras—Highest cash offer. Ship prepaid. Allow 10 days. **BRADSHAW**, 598 Cohannet, Taunton, Mass. x

WANT TO BUY — TRICK BICYCLE. LOWEST price, condition, dimensions (26" wheels). **GEO. ENNIS**, 54 N. Fitzhugh St., Rochester, N. Y.

WILL PAY CASH FOR ADULTS SMITH & Smith Chairplane, Eli Wheel No. 5, 12 or 16; Grind Show of merit, complete. Write **HARRY SEIFER**, 972 S. Vine St., Denver, Colo.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold, \$5.00, \$7.50 reel. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

ATTRACTIVE BARGAINS — 16MM. VICTOR Factory Rebuilt Sound Projectors, \$125.00 up; Westerns, Comedies, Cartoons, Features, Complete Programs, \$4.00 Reel up. **SOUTHERN VISUAL**, Box 2404, Memphis, Tenn. x

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. no11x

FOR SALE — KOLOGRAPH PORTABLE PRO- jector, 35MM. Sound, complete in cases, like new. A bargain. Card for particulars. **N. C. MORRISON**, Claypool, Ind.

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8 16MM. FILMS — RENT, SALE, EXCHANGE. Silent, Sound, Complete Rental Library. Free catalogue (with Sample Art Film, 10c). **GARDEN EXCHANGE**, 517 W. 50th, New York. x

16MM. SOUND AND SILENT FILMS, CAMERAS, Projectors—New list bargains. We buy, sell, exchange. Write your needs. **J. MAHMARIAN**, 619 15th, Union City, N. J.

35MM. PORTABLE PROFESSIONAL TALKIE Outfits Cheap—Send for 100-page catalog. World's largest house. **S. O. S. CINEMA SUPPLY CORP.**, New York. x

MUSICAL INSTRUMENTS, ACCESSORIES

ELECTRIC HAWAIIAN GUITAR — RICKEN- backer demonstrator. Hundred ten value; sixty-four fifty immediate sale. Just like new. **SLOANE STUDIOS**, Galion, O.

FOR SALE — TWO DEAGAN VIBRA-HARPS and four-octave Xylophone with trunk. Reasonable prices. **ALBERT BOYER**, Mount Pleasant Mills, Pa.

H-M Circus Wins Again for Toronto Shrine

TORONTO, Nov. 4. — Hamid-Morton Circus appeared in Maple Leaf Gardens here on October 23-28 under auspices of Rameses Shrine Temple for the seventh consecutive year, and while official figures were not announced, it was conceded they would run below 1938, when the show made an all-time high of 129,000 paid admissions. Shrine officials stated that in spite of war conditions and lower attendance the date ended profitably.

General admission was 60 cents; reserves, \$1; boxes, \$1.50. Matinees were sold to William Wrigley Company and capacity houses were chalked up at three performances. The press gave liberal advance notices and front-page stories and pictures during the week. Twenty-four sheets featuring Clyde Beatty were spotted thruout the city and street-car cards were utilized. Radio announcements were made over CFRB.

Show ran 2 3/4 hours, in three rings. Joe Basile was billed as guest conductor of Rameses Shrine Band. Acts in the order in which they came on were Miss Harriett, equestrienne; Captain Belew's pony and elephant; Hanneford Jr., rider; George Hanneford and Family, equestrians; Five Queens, high pole and ladder; Flying Harolds; Pape and Conchita, perch pole; Esma Wilson, aerialist; George and Harold Christy, Liberty horses; Esmi Davis and Bob, trapeze; Miss Orton, aerialist; Soleten and Babe, double trapeze; Romas Duo, aerialists; Florenz and Rice-Davidson trios, comedy acrobats; Voices, aerial comedy bars; Mr. and Mrs. Clyde Beatty, lions and tigers; Capt. Tiber's Seals; Jean Evans and Edith Christy, elephants; Helen Reynolds' Skaters; American Eagles, wire; Naida and Perez, perch pole; Solt and Solt, perch pole, and Shorty Flemm, Horace Laird and company, Jimmy Davidson and Florenz Trio, clowns.

Visiting Shriners from Milwaukee, Boston and Buffalo were guests of Director Bob Morton Friday night. Contract was signed for Hamid-Morton Circus to appear in Milwaukee later in the season.

Omer J. Kenyon handled press and was in charge of the advance sale. Dan Pearce was auditor.

GREATER United Shows played Ada (Okla.) Fair on September 21-23 with 10 shows, 10 rides and 30 concessions instead of Waynoka (Okla.) Free Fair and Pioneer Celebration as reported, writes Frank J. Lee, general agent.

WILLIE J. BERNARD reports he will again direct indoor fairs and bazaars under auspices this winter and has already lined up dates in New Hampshire, Vermont and Maine.

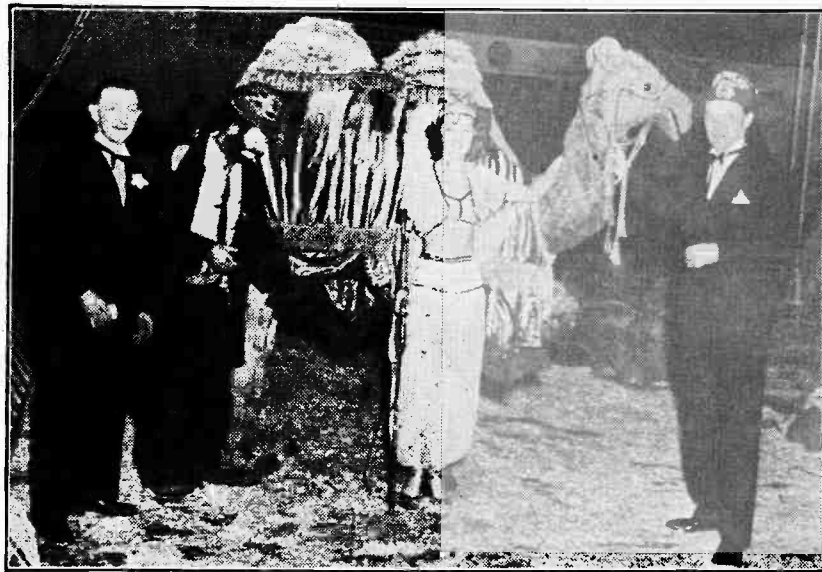


JOHN L. CUMMINGS is president of Harrison County Tobacco Festival and Fair, Cynthiana, Ky., eighth annual having been held on October 17-21 in new four-acre Harrison County tobacco warehouse. It was pronounced an outstanding success and plans for a bigger show in 1940 contemplate addition of several new features.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)



DURING THE SUCCESSFUL ENGAGEMENT of the Hamid-Morton Circus under Rameses Shrine Temple auspices in Maple Leaf Gardens, Toronto, October 23-28, these participants were posed for the cameraman. Left to right: George Hanneford, Emmett Kelly, Doris Hanneford and Director Bob Morton, with Hanneford camel in background. Photo by Len Humphries.

Conn. Grotto Show Draws Good Crowds

NORWICH, Conn., Nov. 4.—Good attendance marked Nemrod Grotto Circus under direction of Frank Wirth in State Armory here on October 23-28, profits of which will be used for medical care of underprivileged children, reports Walter M. Buckingham, secretary of the Circus Fans' Association. Door prizes were awarded nightly and at four matinees for children. Ernest Anderson was equestrian director and Layton Lampham's Band furnished music.

On the bill were Lady Barbara, ponies, dogs and monkey; Les LeTrees, balancers; Jules and Clifton, comedy acrobats; Capt. John Tebor's Seals; Great Paul, trapeze; Jeannette Mae, web, rings and one-arm planges; Alf Loyal's Dogs; Five Elgins, jugglers; Chung Ye Wong Troupe, acrobats and jugglers; whip-crackers, comedy mule; Poodles Hanneford and Family, equestrians; Reuben Castang's Chimps, and Bumpy Anthony, Frankie Provost and Turner, clowns.

After-show was produced by Mack Kassow and presented by Joe Daley. It included Midget Joe; the Fishers, giants, and Shooting Sheriff and Princess Lone Star, trick shots and knife throwers.

Array of Acts Set For Boston Circus

BOSTON, Nov. 4.—Acts to be presented by George A. Hamid at the 10-day American Legion National Convention Committee Circus in Boston Garden include Lucky Teter and his Hell Drivers, the first five days, and Mr. and Mrs. Clyde Beatty's wild animals the final five days. With the Beattys will be George Hanneford Family, Flying Ortons, Christy's Liberty horses, Doris Christy's elephants, Woolfords' dachshunds, Harold's elephants, Great Peters, Les Kimris, Les Romas, Shorty Flemm, Billy Rice, Rice-Davidson Trio, Demnati Troupe, Flying Arlens, Arlen-Bersoni Troupe, Kinko, Cook's Comedy Ford, Houston's high school horses, Monticello's ponies, George's Liberty Stallions and Five Waldos.

Joe Basile will direct a band provided by George Ventri. B. C. Maguire and J. C. Harlacker are handling the ticket sale and more than 10,000,000 have been distributed thru chain stores. Ten Packards will be given away.

Kansas Show Features Acts

WELLINGTON, Kan., Nov. 4.—Sixth annual Merchants' Trade Show under auspices of the Retailers' Association here on October 17-21 in Municipal Au-

ditorium featured some carnival attractions in lobbies and a stage show booked thru B. C. Truex, reports Secretary Clarice O. Clark. On the bill were Harrison, cyclist; Bill Irwin, clown; McFarland and Brown, comedians; Caldwell, magician; Lowell and Bernice, skaters; Perry Twins, dancers, and Paulette Penny, tight wire. Merchandise awards were made nightly.

Cold Weather Hurts Take Of Ind. Corn Fete Midway

FOWLER, Ind., Nov. 4.—Altho cold weather hurt the midway and deficit of \$400 was shown, second annual Indiana Corn Festival here on October 11-14 was considered successful from the standpoint of attendance and publicity gained for the town, said Secretary Richard Stockholm. Show was underwritten by business men, who subscribed about \$1,200. Expenses were about \$5,500. Good crowds attended daily, peak day being Saturday, when 18,000 saw a parade headed by Purdue University Band.

Tommy Sacco, midway manager, booked free acts and seven Miller rides. On the program were Phil Phillips, Marlons, Two Aces and Buddy and Billie Carr. Gov. M. C. Townsend opened the festival and on opening night the corn queen was crowned at coronation ball, played by Rudy Bundy's Orchestra. Kid parade was held Friday afternoon, followed by a mardi gras on the midway that night. Saturday night a cornhusker ball was held.

ABOUT 80,000 attended 11th annual Yankton (S. D.) Fall Pancake Festival on October 19-22 under auspices of Station WNAX and House of Gurney, a commercial firm, reports James G. Gies, publicity director. WNAX acts provided entertainment and there were contests.

MIDWAY CONFAB

(Continued from page 41)

an extended trip thru the West and along the West Coast. The Levins left Kansas City, Mo., on October 9 and made stops in Los Angeles, San Francisco, Seattle; Salem, Ore.; Minneapolis and Chicago. They plan to return to Kansas City about November 10.

"AFTER SPENDING first part of the season with United American Shows as legal adjuster," pencils N. L. Dixon from Aransas Pass, Tex., "I went to Burdick's All Texas Shows, with which I closed recently in the same capacity. Mrs. Dixon operated her midway cafe on both units. We will spend the winter at our home here. Among show-folk sighted the past week were Mr. and

Mrs. H. F. Ellis, Coope Herndon, J. C. (Doc) Jones and family, Mr. and Mrs. H. Tonnings, H. P. (Pink) Hill, Art Hansen and Clyde Hill. All are here for the winter."

CITY COUNCIL of North Little Rock, Ark., last week passed an ordinance taxing carnivals \$25 daily. Under the new rule carnivals must post a \$25 guarantee that grounds where they operate will be left clean; pay the \$25 levy in advance for period of their anticipated operation and are prohibited from operating on Sundays. Ordinance also requires that all shows be sponsored by a "bona fide North Little Rock organization."

CARL TANGNER, Cliff W. Walker and Gene Heins, of Diesel Power Co., Tulsa, visited Rubin & Cherry Exposition recently and made many new friends. Leo Towers, of the same firm, visited Mighty Sheesley Midway in Houston, where he prepared a survey of the show with a view to furnishing Manager John M. Sheesley with a battery of the new Diesel power plants, which have proved successful on the Hennies Bros. Shows.

LAS PASO, Tex., may not have a carnival to close its 1939 season, since Mel Vaught's State Fair Shows, which usually closed there, shuttered near Kansas City, Mo., this year, and Owner Vaught entered a hospital. Frank Burke's Shows are reported booked for Las Cruces, N. M., 40 miles distant. Zeiger's United Shows are headed for Arizona, while reports on Paul Towe's Silver State Shows are not forthcoming. All are usual exhibitors in that area.

"IF I HAD \$1,000,000," remarked Dime Jam Johnson, the side-show orator and brother of noted Hopscothing Troupier Road Map Johnson, "I'd put out two major-league carnivals. One would be legit and the other wouldn't be. I'd place them both in towns, day and date. No. 1 show would work strictly on the up and up. No. 2 would take its best hold. Idea would be to see which one would go broke first. Naturally, one or the other would have to be the guinea pig to settle that old argument of which is right. A million is a lot of money but I'd stake it all for the sake of humanity."

THAT the late Johnny J. Jones had warm affection for Orangeburg, S. C., was evidenced in a story which appeared on the front page of *The Orangeburg Observer* in the issue of October 27 in conjunction with opening of Orangeburg County Fair, where the Johnny J. Jones Exposition furnished the midway. Commenting on the fact that Showman Jones was ill in Branchville, S. C., the paper says: "He was an Elk and when his brother Elks in Orangeburg learned of his illness they immediately extended their services and cared for him abundantly. The showman was highly appreciative of these ministrations and courtesies and never failed to call on the local lodge when playing here and extending to members a cordial invitation to be his guests at his shows." In another column and on its editorial page the paper carried pieces attesting to the cleanliness, attractiveness and showmanship of the organization.

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FLYING BEHEES

"Greatest Flying Trapeze Act in the World Today"

Featured at London — Vienna — Paris
Berlin — Copenhagen
Now Appearing With Bob Morton's Winter Circus

Booking Indoor Dates
Address: GEORGE A. HAMID, Inc.,
1560 Broadway, New York City

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Can use 3 or 4 Rides for

LIONS 1940 MARDI GRAS

July 3-4-5, 1940

What have you?

Write R. K. HUDGINS, Chairman
Lions Mardi Gras, 308 Fillmore St.,
Petersburg, Va.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

SALESBOARD OPS GET SET

Large Cards Gain in Favor As Xmas Business Looms

Three-way radios and furs clicking—holiday items to boost year's takes

NEW YORK, Nov. 4.—While salesboard ops have been working hard these past months pushing one or two outstanding numbers, they have really settled down and gone to work to get Christmas cash. The salescard biz is definitely on the upswing. It is aided by the flow of holidays numbers on the market and the usual spending mood which comes at this time of the year when bumper harvests are in.

Salesboard ops have reaped profits with the three-way radio which, because of its utilization of battery and AC and DC currents, has made it and continues to make it an outstanding item on the market. The radio trend began early this year when the battery portable came on the market. The boys pushed this number and reaped some real money. When popularity waned slightly manufacturers were alert and introduced the three-way combo, which has been a life saver to those with cards. The boys hopped on this number and pushed it to their advantage.

Furs, since the beginning of fall, have made the salesboard business most profitable and the popularity is now far from peak. With every woman desiring a fur coat, chubby, jacket, bolero or scarf, these deals are especially hot. Demand for furs is indicated by numerous ads appearing on these lines in *The Billboard*, and the salescard fraternity is really using them as bread-and-butter items.

Large Cards Used

The theory that only small cards would go has been blasted by the popularity commanded by three-way radios and furs. While some ops had started to believe that only a small card would go, these new numbers have shown conclusively that the public will turn loose cash on a big card if items are outstanding.

Salesboard men feel that manufacturers have fallen down on the job of offering a variety of hit items. Searches for new items have failed to reveal anything sensational, which means that the field, even now, is wide open for new merchandise. There has been much new merchandise introduced, but it has not been the exact type needed by the boys.

With Christmas merchandise now coming on the market, some problems faced by salesboard ops will be solved. Naturally a large variety of items will now be available and cards will profitably carry many toys. Mechanical toys are scheduled to make a decided hit this year, and the boys are standing on the sidelines watching every move in order to get these top items first.

To Push Old Numbers

In addition to the toy angle salesboard ops will make money during the holidays on numbers that have lost a bit of their consumer appeal. This means that the boys will now pick items—and there are numbers of them—that had been popular but which at present are slightly off in demand. Placing these numbers on salescards will give ops a greater variety of items.

While radios and furs will continue to hold top places for several months to come, the boys are anxious to line up some new items. Introduction of new numbers at this time would make the selling job much easier and keep board

ops from carrying all their eggs in one basket. When popularity of one item begins to slacken another could be pushed. This would net ops more money, keep interest up in boards and push a variety of items.

The boys are rapidly getting on location. They realize that salescard items can be used for gifts, and the boys want to get as much of this money as early as possible. With an early start the boys will be able to turn over deals several times. Reports of general prosperity over the country have encouraged the boys and they are looking forward to a banner year. Increased employment and the general yen of the public to win worthwhile merchandise which ordinarily they want but can't afford to buy will put the salesboard op over this year with flying colors.

Xmas Catalogs In the Mail

CHICAGO, Nov. 4.—Now that President Roosevelt's Thanksgiving decree has advanced by one week the official launching of the annual Christmas shopping spree, many special catalogs have already been issued or are about to be released by leading wholesalers.

Salesboard operators, concessioners, bingo ops, specialty men and demonstrators all are busy thumbing pages of early copies, with the idea of getting the jump on opposition.

Special holiday catalogs published to date all seemed to be crammed with merchandise suitable for gifts, as well as suggestions on how they may be most effectively and profitably promoted. In fact, two or three firms that regularly publish Christmas catalogs state that this year's edition contains the fullest line of gifts, toys and novelties in history and that prices quoted are remarkably low in the face of an opposite trend in many lines.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The holiday season is extremely welcome for obvious reasons, of which none the least is the fact that the holidays usually tend to open up the new items market and make available a greater variety of merchandise for operators to use on quick-turning deals.

Following along this line of thought, the number of items offered in last week's issue of *The Billboard* indicates that from now until Christmas there should be plenty of merchandise for operators to work to profit on a card. Among items illustrated, outside of fur coats and radios, which have proved themselves two of the best salesboard numbers, are swing mirror vanity chests, offered by Goldwyn Co.; fruitainer, offered by DeVry Corp.; jackass cigaret dispenser, offered by Kelly Sears;

Thanksgiving Day Set for Nov. 23 In 25 States, D. C.

CHICAGO, Nov. 4.—Salesboard and bingo ops and concessioners will be interested in the tabulation below of dates on which various States will observe Thanksgiving Day this year. Twenty-five States and the District of Columbia will celebrate on November 23 in accord with the wishes of President Roosevelt. Twenty-three will follow the time-honored custom of celebrating it on the last Thursday in November. States celebrating on the 23d are California, Colorado, Delaware, District of Columbia, Georgia, Illinois, Indiana, Louisiana, Maryland, Michigan, Missouri, Montana, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Utah, Virginia, Washington, West Virginia and Wyoming. Remaining States will observe the day on November 30.

Cold Weather Ups Robe, Heater Demand

NEW YORK, Nov. 4.—Cold weather has set the boys to thinking about winter merchandise and bingo operators in the East report growing demand for automobile robes and heaters. An unofficial survey conducted some time ago revealed that slightly more than 50 per cent of automobiles in use last winter were not equipped with heaters.

With this survey as a guide, manufacturers have been quick to note the importance of the prize field as an outlet and are offering a type of heater that is low in price and of high quality. Some of the heaters which made their debuts last season are already high on the sales ladder.

Demand for auto robes at football games has caused manufacturers to bring out new designs. The robes, with college letters and alma mater colors, are now clicking with prize users.

With five months of freezing weather to come, manufacturers, distributors and operators expect demand for motoring accessories to soar. They are planning big seasons and are ordering early so as to have ample supplies on hand before the winter driving season sets in.

Pen-Pencil Sets Are Going Strong

NEW YORK, Nov. 4.—Fountain pens and pen and pencils sets have increased in demand during the past few months, and novelty workers and pitchmen are cashing in on their popularity.

A consistent seller during summer, pens took on added popularity with the opening of schools and colleges. Now with the Christmas season looming, the boys are anticipating another spurt in business. While all types are selling, the water fill pen is one of the top items. Visible ink supply pens are also being distributed in large quantities.

Distributors of pen and pen and pencil sets are offering new low prices on the items.

Thimble Theater Mystery Playhouse, offered by Harding Products Inc., and tapestry table covers, offered by S. & K. Sales, Inc.

Since his first announcement in *The Billboard*, I. Cohen, of I. Cohen & Sons, has been pleasantly surprised at the volume of orders and consistent repeats (See *DEALS* on page 52)

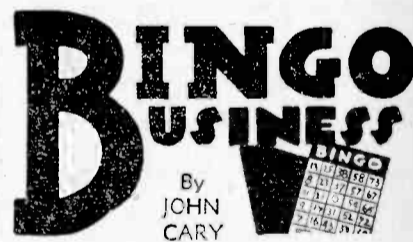
Canton Candy Bingo Clicks

CANTON, O., Nov. 4.—This town is agog over introduction of candy bingo by the Madge Kinsey Players, repertoire troupe currently at the Grand Opera House. While the town has always gone for bingo, most fraternal organizations having sponsored bingo several nights a week for the past two years, the novel set-up at the theater has packed the playhouse several times a week.

Merchandise is a real flash and is presented on the stage prior to the opening curtain of each bill. A member of the company makes a brief introductory talk about the candy and the bingo card within. Salesmen canvass the house, dispensing sweets at 10 cents a box. A coupon within the box designates the award. Patrons then go to the stage and receive the merchandise prizes.

According to Madge Kinsey, head of the company, much care is given to selection of merchandise. Awards include aluminum cookers, scarfs, tapestries, blankets, lamps, card tables, silverware, crockery, dinnerware, glassware, kitchen accessories, mantel decorations and juvenile games and books.

For a grand prize patrons are advised to retain the bingo card in the box and numbers are drawn for the final bingo play. Winner is privileged to make a selection of the merchandise. House when filled will buy an average of 550 boxes at a performance. Miss Kinsey attributes consistently good business to the bingo build-up.



WE FEEL more encouraged than ever about the future of bingo business because equipment manufacturers are supplying new devices. As long as manufacturers are engaged in improving equipment everyone connected with the business may rest assured there is plenty of life in the game.

BINGO operators are lucky in that they don't have a lot to worry about since manufacturers and jobbers of equipment are alert and watch for every need of counselors. It is this sort of work that keeps the game above par and makes it outstanding.

OPERATORS and groups operating their own games are taking advantage of new equipment and stocking the latest numbers. Many counselors took advantage of the opportunity to purchase new equipment when they moved indoors. This was a wise move because quality equipment adds to the enjoyment of bingo. Bingo operators are advised to read *The Billboard* closely, for there are always advertisements of new equipment.

THERE'S ONE POINT we'd like to make clear. We have received numerous requests for information on bingo. The requests read: "Do you know where I may secure a booklet on how to conduct bingo?" The answer is "yes." A booklet titled *How To Conduct Bingo* will be mailed you free if you drop us a card (See *BINGO BUSINESS* on page 52)

DON'T

**DO YOUR
CHRISTMAS
SHOPPING**

until you get our Big New Holiday Super-Bargain Circular! 65 Sensational Values in Silverware, Radios, Appliances and Novelties at startling low prices. Get on our mailing list! You'll save money! Write to . . .

Evans Novelty Co.
800 Washington Blvd.,
Chicago

MAGNETIC NOVELTIES



\$14.70
GROSS
\$1.35
DOZEN

NEW LOW PRICES

B15X60—SNIFTER PUPS. Enamelled Black and White Scotties on Silvered Bases. G. E. magnets, exceptionally lively and active. Per Gross, \$14.70. Per Dozen, \$1.35.

Sample Dozen Postpaid, \$1.50.

B15X62—SNIFTER PUPS on display Cards. Packed 12 on card. Ideal 1c to 39c deal item. Per Card, \$1.50; Per 10 Cards, \$16.50.

B15X70—FRIENDLY ENEMIES. Original G. O. P. Elephant and DEM. Donkey. Per Dozen Pairs, \$2.00; Per Gross, \$22.80.

B15X63—SOLDIERS. Per Dozen Pairs, \$2.00; Per Gross, \$22.80.

4 Pairs Any Number or Asst. Postpaid, \$1.00. Catalogs 396 and 395 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN COMPANY

The World's Bargain House.
217 & 223 W. Madison St., Chicago, Ill.

The Best Values in FUR COATS & JACKETS



the best buys—latest styles
Marminks, Muskrats, From
Muskratines, Caraculas,
Sealines, Squirrelletoes,
Striped Coneys, Coco-
lottes, Piced Seals, etc. Up
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

WATCHES

ELGIN OR
WALTHAM
REBUILT

GUARANTEED LIKE NEW
MEN'S WRIST AND
Pocket Watches **\$2.95**

20% WITH ORDER. BALANCE C. O. D.
Write for Catalog of other MEN'S and LADIES'
Watch Bargains.

JOSEPH BROS., Inc.
59 E. MADISON STREET, CHICAGO

REPEAT ORDERS ASSURED BY OUR
FUR COATS FREE CATALOG

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (80 varied money makers), All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded in 3 days. Same day deliveries. 25% Dep., Bal. C. O. D. **LOWEST PRICES.**

H.M.J. FUR CO.
150 W. 28 ST.
N.Y.C.

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.

Fruitainer

Prize users who have been looking for something unusual welcomed the introduction of Fruitainer, DeVry Corp. reports. Fruitainer makes it possible to obtain the finest orange marmalade and honey-orange jelly in their own natural containers. The marmalade is made of fruit ripened on the tree and combined with sugar. The jelly is likewise made of tree-ripened orange juice combined with honey. The unusual part of Fruitainer is that the container as well as the contents are eaten. The Fruitainer is easy to use and simple to open. All that is needed to open the container is a sharp knife to cut around the sugar-pectin seal, which serves to keep contents fresh for long periods. While the item appeals to both men and women, prize users are offered an unusual opportunity to make money, the firm reports.

Playful Cat



The mechanical toy, Playful Cat, has potentialities of being a record maker and earning much cash for pitchmen and streetmen, Cohen Bros. report. Built sturdily, the cat runs on the floor or table and pushes a varicolored ball which it holds between its front paws. The ball revolves as the cat moves and in addition to this the cat rolls over and over as a household pet does. The cat is black with a long fuzzy white tail and has a red ribbon about its neck. Because the colors are well selected and the cat does such unusual antics, the number has plenty of flash. For those boys who want an item that is a fast seller and yet offers a good margin of profit, the Playful Cat fills the bill, the firm reports.

Musical Door Knocker

What looks like a knockout selling number is the new non-electric musical door knocker introduced by NuTone Chimes, Inc. A turn of handle sounds the double-chime tone. The brass knob and escutcheon plate match all colonial brass hardware and the item is easily and quickly installed. The adjustable shaft, 7 1/2 inches long, fits all door thicknesses. It is available on a wood display stand that makes a striking appearance, the firm reports.

Spare-Air Pump

Spare-Air is the name of a new gadget for pumping up flat tires and it is getting a remarkable reception, according to the maker, Spare-Air Co. The item is so small that it requires no pressure tank, no installation and may be carried in the car's glove compartment, yet it is ready to blow up a flat in less than a minute without pumping. Specialty men and demonstrators are finding it a fast seller, the firm reports, and it is priced to net an unusually handsome profit, it is said.

Thimble Theater

Thimble Theater Mystery Playhouse is a natural for salesboard operators. Harding Products, Inc., reports. Starring Pop-eye, Wimpy and Olive Oyl, the show goes off just as a Broadway production, with these self-walking actors performing in a scenic setting. The theater is 12 by 10 by 3 1/4 inches in size. Figures are molded from wood pulp and stand 5 1/2 inches high. The item comes individually packed (See POPULAR ITEMS on page 53)

DEMONSTRATORS

Here's the Hottest
XMAS ITEM
Ever!



**CROWN
Electric
PRESSER**

It's a honey of a number made to order for convincing demonstrations. No time is wasted building up a tip. You actually "press 'em while they wear 'em," thus assuring you of a constant tip.

Crown Electric Presser presses men's pants, sleeves, collars, lapels in a jiffy. Presses women's scarfs, pleated skirts, hat brims, hemmings and bastings just as fast! Saves time, money and clothes.

15,000 SOLD BY ONE DEMONSTRATOR

Yes, Jerry Berns sold 15,000 of our Standard model at \$1.39 during Xmas Season last year at a stand in a leading New York department store.

CHECK THESE POINTS

- ★ Operates on AC or DC.
- ★ Automatically controlled — No burn, scorch or shine.
- ★ No board or moisture required. "You press 'em while they wear 'em."
- ★ Finished in chromium and walnut.

TWO MODELS TO CHOOSE FROM

Come individually packed in two color gift box.

DELUXE MODEL

Deluxe model as illustrated is brand new. Never before seen in stores. Comes complete with cord and plug. A \$1.50 retailer.

Price to demonstrators only
\$7.20 a doz. Sample 75c.

STANDARD MODEL

This is the model Jerry Berns introduced last year in New York as a \$1.39 retailer. Looks the same as deluxe model but has no cord. You plug it into wall socket, let heat for 3 minutes, then pull it out and press. A \$1 retailer.

Special to demonstrators only
\$5.45 a doz. Sample 65c.

ORDER TODAY! 1/3 cash with order; Balance COD.

THE HALL CO.
MERCHANDISING, INC.

1775 BROADWAY
NEW YORK CITY

FAST-SELLING MECHANICAL TOYS
... at New Low Prices

No.	Description	Dozen	Gross
No. 2262	—Large Crawling Baby Doll	\$1.50	\$17.50
No. 4043	—Small Crawling Baby Doll	.80	9.00
No. 4042	—Large O-U-Dog With Sock	1.35	15.00
No. 4035	—Small O-U-Dog With Sock	.80	9.00
No. 2263	—Tumbling Clown	1.25	13.50
No. 4037	—Monkey With Comb and Brush	1.60	18.00
No. 4036	—Monkey With Hat and Bouquet	1.80	18.00
No. 4045	—Dancing Couple	.65	7.20

Make big money this Season! Send for Free Copy of our big General Catalog Today!

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

Powerflo
6 Bearing — Noiseless — Extra Bright
Batterless FLASHLIGHT

A sensational new pocket size, **batterless** light. Entirely eliminates expensive batteries. Simple mechanism generates own current and transforms it into immediate light. Press of lever produces instant, abundant light—no flash or continuous beam. Anyone can use it—Anyone can sell it.

Generator is PERMANENT MAGNET flywheel, operating on special field coils—never loses generating capacity. Smooth running and noise-free. Coils and gears cushioned with Oilite (oilless) bearings. Uses genuine Mazda bulb encased in aluminum head with magnifying lens. Assembled in attractive case of glossy black molded Teatex. Will last indefinitely regardless of amount of use.

A Demonstration Sells It! Only **\$1.85**

Powerflo light not to be confused with inferior premium or punch-boarded lights now being sold. It is a high quality, highly perfected product being sold in large quantities by finest stores everywhere. Fully guaranteed for 90 days. A demonstration sells it—every user sells another. A regular \$3.50 selling light. **postpaid anywhere in U.S.A.**

Rush in your order for sample NOW at this low introductory price. (Terms: Cash with Order or C.O.D.)

Dept. 888 **Powerflo Co.** Chicago

BULOVA - GRUEN - ELGIN - WALTHAM

3,000 ON HAND POSITIVELY LOWEST PRICES

NORMAN ROSEN
Wholesale Jeweler

Wrist & Pocket Watches FOR LADIES AND GENTS
Reconditioned. Guaranteed Like New. 1940 Styles now available. Write for Free Catalogue.

801 SANSON ST., PHILADELPHIA, PA.

Your Cost \$1.00 EACH COMPLETE



YOUR PROFIT \$4.00 ON EACH SALE

Packed in sturdy, handsome 3-color lithographed carton. TO RETAIL AT \$5.00

FEATURES

- EXCLUSIVE UNDERWOOD DOUBLE-ACTION CUTTING HEAD.
- MULTI-WAY BEARD PICKUP.
- DISTINCTIVE STREAMLINED DESIGN.
- PRECISION BUILT MOTOR.
- EQUIPPED WITH SIMULATED PIGSKIN POUCH.
- SELF-STARTING . . . SELF-SHARPENING.
- NO RADIO INTERFERENCE.
- 110-120 V. — 60 CYCLE A. C. OPERATION.
- APPROVED BY UNDERWRITERS LABORATORIES.
- LIFETIME GUARANTEE.

THE NATIONALLY KNOWN GENUINE

UNDERWOOD ELECTRIC DRY SHAVERS
IVORY RUBBER GRIP

At Last! A Dry Shaver of Distinction Priced To Meet the Requirements of Mr. and Mrs. Average Customer With EXCLUSIVE UNDERWOOD FEATURES THAT ARE EQUAL IN QUALITY AND PERFORMANCE TO ANY SHAVERS SELLING FOR MANY TIMES YOUR LOW COST!

PRICE IN LOTS OF 50 OR MORE, EACH 90c
25% Deposit With Order, Balance C. O. D.

DEANE SALES CO. 134 WEST 32ND ST., NEW YORK, N. Y.

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.

Holiday Goods--Big Profits!

Xmas Folders With Envelopes, Unusual Values. Send 60c for 3 Sample Boxes.
Xmas Wreaths, Seals, Ribbons, Turkey and Push Cards, Perfumes, Electric Clocks, Lamps. FREE CATALOG. Hundreds of New Items for Wagon Men, Agents, Premium & House Canvasers.
CHAMPION SPECIALTY CO., 814-C Central Street, Kansas City, Mo.

UNDERWOOD ELECTRIC SHAVERS

Sensational Value
\$1.00 Each Plus Postage (25% Deposit)

BIG PROFITS for Salesboard Operators
HANDLING OUR NEW CANDY ASSORTMENTS
COMPLETE DEAL OF 21 BOXES COSTS ONLY \$5.75
Brings the Dealer \$15.00
A Deposit of \$3.00 is Required on C. O. D. Orders
1 Doz. Knives on a Display Card. Photo Knives. Novo Pearl Knives. Asst. Color Knives. Midget Photo Knives. Midget Novo Pearl. Sportsman's Knives.
YOUR CHOICE PER DOZEN \$1.95
Quantity buyers' prices on request. Just the item for 1c to 39c deals. 25% deposit with C. O. D. orders.
Send for complete list of Turkey Cards and new Salesboards when requesting a copy of our Catalog.
XMAS CATALOG NOW READY
Write for Your Copy
LEVIN BROTHERS
TERRE HAUTE, IND.

FURS! FURS! FURS!
Seidel Offers BIG VALUES
In Beautifully Illustrated Catalog, Showing All the Latest Styles in CONEYS, SEALINES, COCOLETTES, From \$8.00
SQUIRRELS, MUSK-RATS, GENUINE UP SQUIRRELS, CARACULS, PERSIANS, Etc. Also Scarves and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.
SALESCARDS \$8.00 Per 100
M. SEIDEL & SON
243 West 30th St., N. Y. C.

Elgin and Waltham RB and GUARANTEED
SPECIAL VALUES
O Size, 7-Jew., Star Case, \$3.00
12x8, 7-Jew., Gold Color \$2.50
18 Size, 7-J., Gold Color, 2.75
Med. Size 7-J., Gold Color, Free Chain, \$2.25. Pocket Watches with Keystone Cases, 25% with order. Bal. C. O. D. Samples, 50c Extra.
M. FRIEDMAN 74 FORSYTH ST. N. Y. C.

BINGO BUSINESS

(Continued from page 50)
or letter. You assume no obligation by writing for this booklet.
LET'S keep this year going strong by sending in new game ideas as they develop. Bingo is definitely on the upswing and new ideas do a great deal to keep the popularity of the game on the upgrade.

FREQUENTLY we hear folks refer to bingo as a new game or a new pastime. Nothing could be further from the truth. A simple explanation of the game, much as it is played today, appears in an old encyclopedia published some 22 years ago. Here it is:
"Each player selects a card or cards bearing a series of numbers in lines of five each, paying a set price for each card. Each player puts a button on any number on his card which is announced as drawn from a wheel, and he who first has five buttons in a row wins a prize."

IN FORT WAYNE, Ind., the indoor bingo season has gotten off to a flying start, with about the same number of games operating as last year's peak-popularity season. Observers estimate that between 15,000 and 17,000 of the city's 125,000 population are confirmed players. This is in addition to thousands who play the game at charity functions and church bazaars. Biggest factor in drawing crowds week after week, it is reported, is the type of colorful useful merchandise items featured as awards, practically all of which bears the unmistakable mark of quality.

DEALS

(Continued from page 50)
he has received from operators for his line of fur coats and jackets. The way business is shaping up, Cohen is looking forward to the biggest Christmas season his company has ever had.

Kelly Sears sent along one of his jackass cigaret dispensers. It's a funny-looking affair and may hit the fancy of operators who are looking for something novel to offer as a consolation item, or for an inexpensive number to be used as major award on a small card with several of them given away. The dispenser is a miniature wooden replica of a comical jackass with movable head and tail and with a cutout that serves as a receptacle for cigarets. Move the head of the jackass and a cigaret is dispensed underneath the tail. It should be good for a laugh at any gathering.

Leather wallets and other leather specialties such as beverage kits and traveling sets are coming back as popular salescard items, according to S. E. Knee, of Philip Florin Co. Leather goods have always been a good staple for premium promotions, but, says Knee, it should be especially good for holiday deals if orders already received mean anything.

Leather merchandise lends itself to double duty on a card. Expensive items may be used as major awards, the less costly as consolation awards.

HAPPY LANDING.

RED HOT
MAGNETIC TRICK DOGS
Genuine Alnico G. E. Magnets. Quality guaranteed. Large size dogs. Each set to box.
SAMPLE PREPAID 15c
Doz., \$1.30—Gr., \$14.75

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

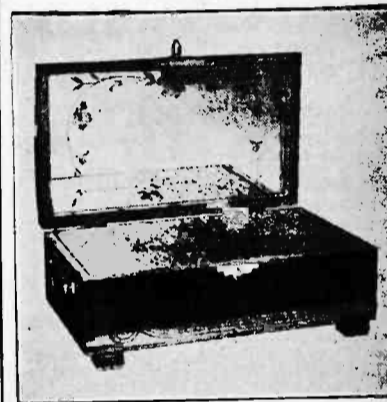
ELGIN, WALTHAM, BULOVA
Renewed Guaranteed. **STARTS AT \$2.95**
MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
728 Walnut St., Philadelphia, Pa.

TWO BIG HITS



35,000 PHOTO FRAME BOXES
22" Long, 18" Wide
Sold in 3 Months
Gold Bevel Edge. Packed with 5 lbs. high-grade asst. Chocolates. OPERATORS CLEANING UP \$15 to \$20 a day.
\$1.88 In Dozen Lots or More. \$2.00 Each Case Lots (4 to Case).
Sample \$2.25
Deal No. 400—40-Hole Push-Card (1c to 15c). Deal takes in \$4.95, or same deal can be had with 50-Hole Push-Card, deal takes in \$8.45.
Genuine

CEDAR CHEST WITH MIRROR



10 1/2" Long, 8" Wide, 4" High
A Beautiful Embossed Cedar Chest with FULL size Plain Mirror inside of cover. Packed with a one-lb. box of high-grade Chocolates. BIG PROFITS FOR OPERATORS.
\$1.65 Ea. in Doz. Lots or More. \$1.75 in Case Lots (6 to Case). With Decorated Mirror, 15c Extra. Sample \$2.00.
Deal No. 500—50-Hole Push-Card (1c to 10c) takes in \$4.55, or same deal with 80-Hole Push-Card (1c to 10c) takes in \$5.55.
* Be Sure To Specify Card Wanted.
Terms: 1/3 Dep. With Order. Bal. C. O. D. F. O. B. Chicago. Personal checks not recommended, will hold up your order.
ORDER TODAY.
CAPITOL SALES CO.
1233 East 53rd St., CHICAGO, ILL.

Extra Value! \$2.25 EACH
5 for \$10.50
No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.
ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B" Chicago

START YOUR OWN BUSINESS!
FREE! SILK LINED TIES, 15.00 Gro. 1.50 Doz. Custom Made TIES, 18.00 Gro. 1.80 Doz. NEW FALL LINE features: Hand and Machine-made Ties; 3-piece Muffler, Tie and Kerchief Sets; Multiple Tie and Jewelry Sets; NEW Slide-On Ties. The Fall and Holiday trade is waiting for you. GET STARTED NOW!
EMPIRE CRAVATS
22 West 21st St., Dept. H-24, New York, N. Y.

NOTES from SUPPLY HOUSES

Hagerstown Leather Co. has released its new 20-page catalog of personal leather goods. With the catalog is a confidential eight-page price list. The catalog contains scores of attractively illustrated and fully described premiums, gifts and advertising specialties of genuine leather and is printed in three colors.

Tip-Top Products Co., which recently opened a new and larger quarters, has become distributor for Laymon's line at factory prices. Manager Lee Rickles announces. Pitchmen are taking out Span blades, he says, and Miracle can opener is reported a good item. Rickles was surprised the other day when a painter to whom he had given a sample of Dr. Steiner blades came back with a sign for

IF IT'S BIG PROFITS YOU WANT—SELL THE PERFECT ELECTRIC DRY SHAVER



60c EACH

- SURE GRIP RUBBER SLEEVE
- Ivory Tenite Case
- Simulated Pigskin Wallet
- Long Life Motor
- Swedish Steel Cutter
- Underwriters' Approved Cord

STAN-TEST CORP.

222 S. MORGAN ST. CHICAGO • ILLINOIS

his window advertising that the blades gave guaranteed satisfaction.

Admiration Products Co. has been appointed distributor for the Telechron line of electric clocks manufactured by Warren Telechron Co. A large stock of all models will be carried for immediate delivery. The firm has also enlarged its sales force with the addition of Manuel Saxe, covering Philadelphia, Baltimore and Washington, and Murray J. Saltzman, covering New Jersey and Pennsylvania.

S. E. Knee, Eastern sales manager for Philip Florin, Inc., manufacturer of leather specialties, is optimistic about the present market for his products. He anticipates a lively salesboard and bingo season. Knee is regarded as an expert in the premium field and represents his firm at many trade shows throught the country.

James Edelson has organized the Manufacturers' Outlet Sales Co. to distribute a complete line of cosmetics, notions, novelties for pitchmen, streetmen and fair workers. Edelson has been in the business for years and understands what workers need to get coin. He plans on running specials constantly and invites those in the metropolitan area to visit him.

POPULAR ITEMS—

(Continued from page 51) in printed shipping container. It is educational and entertaining and offered at a new low price, the firm reports.

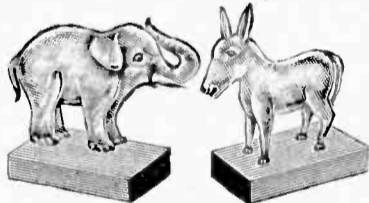
Electric Presser

"The outstanding Christmas item of the year that's made to order for demonstrators," is the way Hall Co. Merchandising, Inc. heralds its new Crown Electric Presser. Looking much like an expensive electric shaver, this handy item is made to order for flashy, convincing demonstrations, since it is possible for the demonstrator to press prospects' pants, hat brims, ties and scarfs while they wear them, the company states. Presser operates on AC or DC and heat is automatically controlled. No board or moisture

is required to give pants and other items a razor edge, it is reported, nor need



MAGNETIC TRICKY ELEPHANT and DONKEY



HOTTEST SELLERS IN YEARS

Elephant and Donkey 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. BIN41 Per Gross Sets \$15.00
Per Dozen Sets 1.35

Same as Above, But

TWO SCOTTY DOGS

No. BTN30 Per Gross Sets \$15.00
Per Dozen Sets 1.35

MEN OF WAR

Two Soldiers Fighting. Act Same as Dogs.
No. B1N46 Per Gross Sets \$15.00
Per Dozen Sets 1.35

WE GUARANTEE OUR PRICES TO BE THE LOWEST, QUALITY CONSIDERED

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

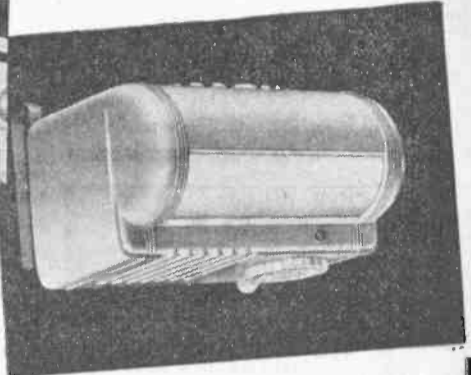


THE Lullaby

BED LAMP - RADIO

COMBINATION BED LAMP and

RADIO



SHIPMENTS now going out on Schedule
THANKS FOR WAITING—We were swamped

You swamped us with orders. How you took to Lullaby gave us the surprise of our lives. One day shipping service from now on. Everybody who saw this "Premium" sensation wanted it. It's clicking everywhere. It's got loads of eye appeal—it gives you novelty and utility in one compact unit. Fits any bed. Measures only 9x5x6 1/2 inches.

IT'S CLICKING EVERYWHERE

Bed lamp and radio in one. Has tremendous novelty appeal with practical utility value. Seventube performance, brings in distance like locals. Dynamic Speaker for perfect tone. No aerial or ground needed. New G. E. tubular-type bulb for reading—easy on the eyes. Beautiful plastic cabinets in Walnut or Ivory. Looks and performs like four times the money. Free display stand—gorgeously colored—tells the Lullaby story—shows it in a natural setting. 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

\$12.95
F. O. B. CHI

IVORY OR WALNUT

NATIONAL PREMIUM REPRESENTATIVES
CHICAGO, ILLINOIS

HOTTEST ITEM in 10 YEARS— KNIGHTHOOD in FLAME!

Beautiful satin-metal finish. Hamilton "KNIGHT-IN-ARMOR LIGHTER." Very useful—extremely ornamental—ideal for desk, den and radio. A marvelous gift for the Holiday Season.

Take Advantage of These Low Prices—
Place Your Order Today for Immediate Delivery!

PRICES: Sample Orders of 1 to 3, each . . . \$1.95

Offered in quantity lots at \$21.00 per dozen.

Terms: 2% for Cash With Order—20% Deposit on C. O. D. Orders.

PLEASE PREPAY TELEGRAMS

GOLD SEAL NOVELTY COMPANY
809 W. Madison Street, CHICAGO, ILLINOIS



there be any fear of scorch or shine. Item comes in two models priced low enough to offer demonstrators a better than usual profit margin. It was tested in a leading New York department store last year, Hall Co. reports, where one demonstrator sold 15,000 of the standard model during the holiday season.

Events for 2 Weeks

November 6-11

- ARIZ.—Phoenix. Fiesta del Sol, 6-11.
 - Sells. Papago Indian Fair & Rodeo, 10-12.
 - CALIF.—Custine. Armistice Celebration, 11.
 - Huntington Beach. Armistice Parade & Celebration, 11.
 - Indio. VFW Celebration, 10-12.
 - Oakland. Armistice Celebration, 11.
 - Porterville. Armistice Celebration, 11-12.
 - San Diego. Armistice Celebration, 11.
 - Santa Cruz. Armistice Celebration, 11.
- (See EVENTS on page 57)



5 PIG PUZZLE

When folded see HITLER'S FACE. 100 postpaid, 30c; 1000 for 1.25. What Yids think of Hitler, China's answer to Japan. 2 Klover Komic Fold Letters, 15c doz., or 90c a 100. Hitler Will (Nolsy Letter), 25c doz. THE LAST WILL & TESTAMENT OF ADOLPH HITLER. Looks like a real will, but it's chock full of fun. Copyrighted. Outsets the pigs. Doz., 20c; 100, 1.10; per 1000, 7.50; printed in 2 colors.

NEW RADIO VOICE TESTER, the Victim hears his own echo, "OUCH," doz., 75c. XMAS CATALOGUE NOW READY. 2000 Items.

COMIC SPICY XMAS CARDS & FOLDERS
Asst. 1, 17 dif., 3 colors, per 1000 2.00
Asst. 2, 40 dif., in 1 color, Per 1000 3.00
Asst. 3, 35 dif., in colors, Per 1000 4.00
Baronials, 500 for \$3.50; Per 1000 5.50
Poetry, Per 100 2.00
Cartoons, Per 100 2.00
SANTA CLAUS' Sand Card, Doz., 50c; 100, 3.50
HITLER ROLL OF TOILET PAPER, Sample 20c; Doz. 80c; Gross 8.50.
Send 2.00 for Our Sample Assortment & Catalog.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

QUALITY FLASH OAK HYTEX BALLOONS VARIETY VALUE

FERDINAND THE BULL TOSS-UP

A clever characterization of one of Walt Disney's most popular figures. Stands 20 inches high. Supplied with cardboard "hoofs."

Ask your jobber, or write us for details.

The OAK RUBBER CO. RAVENNA, O.

PIPES for PITCHMEN

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

by **BILL BAKER**

(Cincinnati Office)

CHIEF WHITE HORSE blasts from Youngstown, O.: "Nothing much going on here. I haven't worked here yet, altho it's okeh with a \$2 reader. So far I haven't seen anyone working. Pittsburgh is open, but you have to be the real Indian; otherwise it's n. g."

a turn about the country and a few red stands wouldn't upset my nervous system. I wish someone would get a brainstorm and pipe in with a good line on how to bally gasoline. Darned if I don't believe I'd get me a box and go to work. It would at least fill that empty space I'm carrying around."

"THINGS LOOK GOOD for a prosperous Christmas season around Pittsburgh," pipes Ray Owens, auto polish worker. "The auto show here in the new Hunt Auditorium was unsuccessful. Saw the well-known clown, By-Gosh, there. He bought a new Packard and proved that he had a good summer under canvas by laying the cash on the line for the car. He is producing the By-Gosh Seldom-Fed Minstrels in this section to good returns. Halloween novelties are going well. I am getting a good living out of auto polish and the Hitler pig puzzles. Why not a pipe from Chic Denton and George Bishop?"

EXERT the initiative and ingenuity within yourself and you'll have little difficulty grabbing off the lucre.

BUENOS AIRES has lots of street workers, handling chiefly toys and knives, according to James T. Murrah. He says Rio de Janeiro has its share of pitchmen and all seem able to work spots without interference from the cops. Puzzles get a good play, says Murrah.

DICK CLARKSON has been working inhaling oil thruout the factory belt in Illinois. He pens: "Found Peoria very good, Decatur fair, Moline good and Rockford a total blank. Jumped into Oregon, Ill. for a Saturday. I had a real old-time day there, getting a dollar or so here and there by real hard plugging."

A BULLETIN from H. B. McMurphy from Columbus, Ga.: "Am still working med. There's plenty of money here, but locations are hard to get. The South, as I have found it so far, is not so good. Saw Doc E. B. Graham passing thru with a new trailer, looking plenty prosperous. Would like to see a line from J. D. Lance."

WHY NOT let old Gas Bill in on some of the comedy emanating nightly from the hot stove, fireplace and pipe-shooters' league? It makes for good reading.

DONALD E. CRABB blasts: "I closed the fair season in Mitchell, S. D., at the Corn Palace, which was a bit rocky due to cold weather and bad crops, and on a whole this was my worst season in some time, altho I did manage to finish with more than I started. After Mitchell, my wife and I took a trip to Michigan to see our folks, and while there I noticed a scarcity of pitchmen. In Grand Rapids and Kalamazoo I found none on the streets or in stores, where they have always been in evidence, and in Muskegon, the home town, I found none, altho shops were going well at the time and the Norge factory was paying off every week. I worked a week-end in a chain store there with cleaner to good biz, and made a couple of shops at shift changes to fair passouts with the slum package. I will work Rochester, Minn., for 10 days before returning to the Twin Cities for the winter, where I hope to garner enough long green to get me a new trailer before spring. I'd like to see pipes from Eddie Kiehl, Carl Swanson, Al Decker, Clarence Smith, Curly Fredrickson, George Hess Jr. and Shorty Macks."

MRS. ROSS ELIJAH pencils from Vincennes, Ind., that she met Si Ulman there recently. Si said he had been working Kentucky to good business. He was waiting for Pinkie Hamilton.

WHAT'LL you work during the holidays? If you have decided upon your specialties order your stock now.

COTTON in the delta is about over," pens Bob Posey from Clarksdale, Miss., "and it's nothing to rave about. Hot, dry weather has enabled pickers to work every day and finish early. I wouldn't advise anyone to come here. Why not a pipe from Al Decker?"

DOC JERRY COATES is working herbs in New York to fair takes. He scribes: "Business in general is very slow because we are so near the holiday season. Bookings on anything except reasonable merchandise are nearly impossible to get. I advise any of the (See PIPES on opposite page)

NOW'S THE TIME the boys and girls are debating with themselves as to whether it's wiser to buy overcoats or go south.

A. W. O'TOOLE explodes from Parkersburg, W. Va.: "This is a good Friday and Saturday town. On the main streets the reader is \$2 for doorways."

DR. FRANK CURRY is working drug store windows in Rocky Mount, N. C., and is reported coining the dough.

DR. J. C. MILES is gathering the long green in Rocky Mount, N. C., and Doc Wood is calling on rural trade thereabouts.

TRIPOD OPININGS: "Take inventory of yourself, not your fellow workers, when you find you're not clicking with your tips."

RAY HERBERS pens from Chicago that he has closed with oil and will work defrosters for the next few months. Herbers writes: "Heard from Lester Mann, the piano wiz, formerly a med performer, who is contemplating going back into vaudeville. While in New York this summer I never got out to the fair, as I was too busy trying to keep cool around Times Square, Buffalo Cody, where are you?"

GEORGE W. ORMAN pen purveyor, is reported working to good results in Cleveland.

DOC H. A. WILLIAMS is still clicking on Maxwell street, Chicago, with Fruitina.

THE SUCCESSFUL pitchman doesn't have to alibi. He just goes on making the gelt.

KNIGHTS OF THE LEAF are at it in all the hills and gullies of the Allegheny Mountains of Virginia, including George Brownfield, J. H. McCaskey and Col. C. A. Maitland, according to Jack (Bottles) Stover, who asks Phil Babcock and Judge Patterson to pipe in.

STANLEY NALDRETT arrived in New Orleans November 1 and will be there until Christmas.

WENDELL HEDDEN has been working around Chicago the past month with juicers and graters. He has found things very good and says that everyone there seems to be getting money.

"IT'S BEEN my contention all along that the only way a fellow can assure himself of success is to continually go forward."—Tripod Terry.

"SINCE LEAVING the road in 1938," obliges Al (Slim) Charak, "I haven't piped in much. Haven't turned a tip since May, 1938, when I went to work on a Chicago newspaper. After losing out in a strike last December I threw in for a half interest in a filling station in Chicago. Business has been fairly good and I'm not squawking, but I don't mind saying that

Just Out! NEW CATALOG No. 24

FEATURING . . .

- New Engraving Pins with either '36 or '40 year guards—styles that are clicking!
- timely styles like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring a big "Mother-of-Pearl" Locket
- Best Selling Whitestone Ring Styles . . . Cameo Rings . . . Bill-folds . . . Compacts . . . Photo Jewelry. Write for Catalog 24 Today.

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

FREE CATALOG!

Showing newest fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Cameo and White-Stone Rings. Send \$2.00 for complete samples.

JACK ROSEMAN CO.,
307 Fifth Avenue, New York City.

PUSH-A-MATIC
It's New • Transparent • Novel

Plungers • Combos • Sets

JOHN F. SULLIVAN,
458 Broadway, New York City

ELGIN & WALTHAM
REBUILT WATCHES \$175

7 Jewel, 18 Size, in S. H. Engraved Cases, at

Send for Price List. Money Back if Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

ENTIRELY DIFFERENT! A NEW XMAS SIGN!
Glistening Chromium Silver Metal Card!

Merry Christmas Happy NEW YEAR

Crimson Red & Holly Green on brilliant Chromium surface! Size 12 1/2 x 10 in. Easy 25c seller! Earn \$10.00 daily! Price 6c each in 100 lots; less, 7c ea. Sample 10c.

H. HIRSCH 148 W. 23d St., New York City

CHEWING GUM 22¢ BOX

RETAILS FOR \$1.00.

Each box holds 20 Cellophanned 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (pre-paid). GREAT FIELD FOR AGENTS. Write

AMERICAN CHEWING PRODUCTS CORP.,
4th and Mt. Pleasant Ave., Newark, N. J.

BEST ITEM IN U. S.

Stickers for Autos, Homes, Stores, Etc. Worded as follows:

I WILL DEFEND MY FLAG AND HOMELAND BUT WILL NOT FIGHT ON FOREIGN SOIL. In 3 colors, Red, White and Blue. Has American Flag in center. Size of sticker 3 1/2"x6". Send 50c for samples.

LYNCH, 13 N. 13th St., Philadelphia, Pa.

Veterans Wake Up!

Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other seasonable features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for samples. **VETERANS' SERVICE MAGAZINE, 168 Duane St., New York City.**

PERFUMES

Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Two-Dram Bottles of Assorted Odors.

LE-MAR LABORATORIES,
37 West 20th St., New York City

ORIGINAL SLIP-NOT-TIES

New XMAS Line, \$2.50 Doz. REAL 50c SELLERS. Repeaters. Send for Sample Dozen and be convinced. Free Catalog.

GILT-EDGE MFG. CO.,
Original, Patented. 13 N. 13th St., Phila., Pa.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

OUR NEW
Fall-Winter line is SENSATIONAL!!! LATEST in White-stone and Cameo Rings, LOCKETS, CROSSES, RELIGIOUS ITEMS, COSTUME JEWELRY, ENGRAVERS' JEWELRY, etc. Rush \$2.00 for samples, or write for FREE NEW CATALOG. **MAESTRO BEAD & NOV. CO.,** 307 6th Ave., New York, N. Y.

DOUBLE ACTION PLUNGER PENS

\$15.00 PER GROSS, WITH DURUM POINTS

Finest Low-Priced Pen on the Market—Quality and Appearance.

3 Assorted Samples, Postpaid 50c.

ASS'TD PEN. Mfrs., 187 Lafayette, N. Y. C.

BIG PROFITS

Own Your Own Business. Stamping Key Checks, Social Security Plates. Sample with Name and Address, 25c. Send for Catalogue No. 38.

HART MFG. CO.,
Brooklyn, N. Y.

311 Degraw Street,

INK-VUE
Trade Mark Reg. U. S. Patent Office.

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS

New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality.

ARGO PEN-PENCIL CO., Inc.,
220 Broadway, New York, N. Y.

SOCIAL SECURITY

Start in business for yourself. Stamp names and numbers on Social Security coins with key chains 200% profit. For as little as \$8.00 we will give you a stamping outfit, consisting of a complete set of dies, including alphabet and figure and 50 coins and 50 chains all for \$6.00. When you need more coins and chains we will sell you 100 coins for \$2.50 and 100 chains for \$1.00. A small deposit is required on C. O. D. orders.

RELIABLE SALES CO.,
Dept. BW, 1133 Broadway, New York City

They're Here! WALTHAM PENS

The Greatest and Fastest Selling Name in Fountain Pen History!

Write today for completely illustrated catalogue of every type Fountain Pen and Pencil. **PRICES NOW LOWER THAN EVER BEFORE.** The season is starting off now with a BANG with WALTHAM PENS, so get started now with the pen that is going over best—**NEW STYLE PUSH BUTTON PENS NOW READY.** **STARR PEN CO.,** 300 W. Adams, Dept. B-29, Chicago.

NEW TURN SIGNAL

FLASHES FROM REAR WINDOW—DASH Control AGENTS

A whirlwind seller. Drivers buy on dash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush.

WATCH-MY-TURN SIGNAL CO., Dept. W4311A,
Walnut Bldg., Des Moines, Iowa

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

187 E. Spring St., Columbus, Ohio

Pitchmen's Rights as Citizens

Reading and Writing and Arithmetic

(SEVENTH OF A SERIES)

By EDWARD L. KIEHL

THE most brilliant men cannot accomplish the simplest things with attempted arrival at the apex of perfection unless they think. Thinking can be weak or it can be strong and constructive, but in either case, thinking is work. When you pick up one of the "slick" magazines and start reading a smoothly written mystery story you no doubt see only the story and the absorbing emotional stir which it gives you. But one very seldom can visualize the hard work, in thinking, the author has put into every word. And the smoother a story reads, the finer the word texture, the harder the author has worked to make it so.

process of law to any individual or corporation, which can be seen very plainly in an opinion of our Supreme Court in its disposition of the case of Cuyahoga River Power Co., appellant, vs. city of Akron (see 240, U. S. 462). The bill presented a federal question because it trod upon the toes of a citizen of the United States and did not allow individual rights to function. The city had decided that it wished to take over a dam, but the Supreme Court made this impossible.

Federal Questions

In the case of Home Telephone Co. vs. city of Los Angeles (227, U. S. 278), we find that the federal district courts may not decline in the hearing of the rights of federal questions aired, regardless of their nature.

A federal district court may not decline to take jurisdiction of a suit to enjoin or prohibit the enforcement of a municipal ordinance which is averred to violate the "due-process-of-law" clause of the United States Constitution (14th Amendment) on the mere theory that action cannot be predicated upon the ordinance, because if it should be treated as repugnant to that clause it would also have to be considered as in conflict with a similar provision of the State constitution until the court of last resort of that State had adjudged to the contrary. In other words, no infringement is ever considered without redress or distaste by our court if it can be proved an infringement.

The prohibitions and guarantees of United States Court, 14th Amendment, are addressed to, and control, not only the States, but also every person, whether natural or juridical, who is the repository of State power.

A case where one in possession of State power uses that power to do wrongs forbidden by the 14th Amendment is within the purview of that amendment, even tho the consummation of the wrong may not be within the powers possessed, if the commission of the wrong itself is efficiently aided by the State authority lodged in the wrongdoer. Meaning, mostly, that even if a State authority does pass a valid prohibitive law, we still cannot be abused, literally.

Acts done under the authority of a municipal ordinance passed in virtue of the power conferred by a State are embraced by the 14th Amendment.

Such federal questions give the district court jurisdiction, even tho the case presents State questions.

We may get an injunction to stop any local ordinance preventing us from working. This the pitchman can do with the aid of a lawyer. The injunction is presented to the tax department or city government, and the pitchman works on and on. After an injunction is obtained against a city no informed city attorney will fight an exorbitant or prohibitory tax case.

Editor's Note—The eighth article of the series will appear within a few weeks.

So it is with the study of our rights as Pitchmen. One cannot grasp the full meaning of all law opinions with a "once-over shave" of the context. So you will find by reading these cases over and over the ofttimes hidden meaning comes to light. Thus you can see clearly where we can fit into the picture.

One of the reasons that almost every law opinion is referred to another opinion is that each court wishes to be as unanimous as possible with its decisions, and in that way it speaks the closer approach to the voice of the people and lends authenticity to universal understanding as well. But in many cases it is very hard to understand just what is meant unless it is boiled down to words that are more directional and concise. So in the following opinions I shall attempt to show where our courts are bound to hear our cases and in each circumstance, whenever the case arises, we can win our point in our citizenship rights provided we have not violated the right of another. This must be constantly guarded against.

Due Process of Law

No city has any right to deny the due

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Charles Ufert Co. Service and Values Since 1913.
19 East 17th St., NEW YORK

PIPES

(Continued on opposite page)

boys fortunate enough to have a spot to stay put. I saw Tisha Budda at the Aristo Hotel. Prince Hajeer just finished in Mt. Joy, Pa., on herbs to fair takes. I would like to see pipes from George Brush, Bob Artman, Sam Spechter, Doc Meader, Charles Rice and Jimmy Stone."

THINGS WE NEVER HEAR: "It's been our experience with pitchmen that they need never ask anyone for a job. Nine times out of 10 you'll find they create their own."—Local police chief.

PANTS PRESSERS . . . are being worked in New York by Bob White, just in from Chicago.

SAM GOLDBERG . . . is reported headed for Rochester, N. Y., to work pants pressers.

HERBIE WILSON . . . is doing fair with Sphinx tea in the Big Town.

SAM BERMAN . . . will make the foundry in Saginaw, Mich., for a few days, as they are working three (See PIPES on page 57)

NEW JOKER'S SOAP!

Looks like Soap! Smells like Soap! But positively will Not Lather. Selling like wildfire in CHGO. Great Convention and Factory Item. Cellophane Wrapped, 75c doz. Beautifully Boxed, 90c doz. 2 Salable Samples, 25c. Distributors and jobbers, write for discounts. Princess Novelty Co., 321 S. Clark, Chicago.

Two Outstanding Values



OH-U-DOG Bk. or White. Wags tail. Doz., .75; Gr., \$8.00

LARGE SIZE MECHANICAL SEAL with Balancing Ball. Formerly \$4 Doz. NOW \$2.25 Doz., Gr. . . . \$24.00


Send \$2.50 for Samples of Best Sellers. Price List on Request.

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STORE ROUTE

Start Making Big Money first day. Carry a complete "Wholesale Supply House" in your hand. Show Storekeepers in every business how to beat competition and DOUBLE profits on nationally advertised goods. Over 200 Products retailers buy regularly. No experience needed. We supply everything. Free Book gives amazing facts.

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YOU EARN MORE SELLING OUR TIES!

BEST VALUES OF THE YEAR

\$1.50 Doz.
\$18.50 Gross
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Best Proposition of the Year

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BIGGEST AND MOST BEAUTIFUL SELECTION OF TIES EVER ASSEMBLED
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CARTOON KICKS

REAL RIB TICKLER CARTOON KICKS

Full of Pep and Laughter. We have a large assortment. Order some today and get some real Belly Laughs. 25 assorted (all different). 50c; 100 assorted, \$1.00; Special, 1,000 for \$5.00. All orders sent prepaid. None Free. (Postage extra on C. O. D. orders.)

FRABA SALES, Dept. B-2, Cashton, Wisconsin

SELL SIGNS

to Stores, Taverns, Gas Stations, nearest 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations. Also Religious Motives. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A.

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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.

In the Dog House?

Get Membership Card and Ormalu Gold Button, 25c (coin). Salesmen sell to firms for advertising. Lower quantity price. 20% commission or 25% jobbing. Ad printed on back. Give Dog House membership to your friends. Keep a few on hand.

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OVER 20 CARDS AND FOLDERS All in 4 to 6 Colors.

COST 2c; SELL FOR 10c.

Send 15c for Sample Cards and Folder.

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Comic Xmas Greeting Cards

The kind hard to get. Sell like hot cakes at 10c. 20 classy, flashy designs in two colors, with envelopes, 100, \$2.50; 500, \$10.00; 1,000, \$18.00; 20 Samples, \$1.00.

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BOOK YOUR SALES FOR SINDERELLA HOME WAVE

No Demonstrators Needed for Sales. It's a Repeater at All Locations. Retail 59c — Promote Dept. Stores.

SINDERELLA HOME WAVE

Packed "Beautiful" Boxes—50 Curlers, 50 Tin Foil Waving Powder, Shampoo—Also Mats. Free Coupons With Gross Orders—\$30.00 Gross. Send Money Order—Wholesale to Operators Only.

THE SINDERELLA CO., 1162 Broad St., AUGUSTA, GA.

Los Angeles

LOS ANGELES, Nov. 4. — Joe De Mouchelle came in for the winter and reported a satisfactory season with the E. O. Douglas Shows. He is planning several winter promotions. Claude and Leona Barle, past season with O. H. Hilderbrand's United Shows, will enter business here.

G. H. Hilliard came in from the W. C. Huggins Shows, where he was an agent. He plans to winter in Southern California. O. L. Henderson has the Fresno, Calif., Stunt Show contract, with Skip and Bob Fordyce to supply the acts. Harry Fink reports his last San Fernando Valley promotion was a prosperous one. He will winter at his home on Sepulveda boulevard near San Fernando.

Ed Smithson is working special events. John A. Pollitt, with the Crafts Enterprises, was sighted around the showmen's hangout. Leo Haggerty has the contract for the Santa Susanna Show.

Philadelphia

PHILADELPHIA, Nov. 4.—South Street Museum this week has Walter Smith's Hot Chocolate Colored Revue; Sims, juggler; Jimmy Durant, anatomical demonstration; Doraldina, human enigma, and Mme. Camille, mentalist, in the main hall. Dancing girls in the annex.

Eighth Street Museum is presenting El Cayotte and Co; Takayama, Japanese juggler; Charles Moran, magician; Mysteria and headless woman illusions, and Poses Plastique in the main hall. In the annex are dancing girls.

ROUTES

(Continued from page 20)

McLean, Barbara (St. Regis) NYC, h. McMahon, Larry (Pastor's) NYC, nc. McNaughton, Virginia (Bertolotti's) NYC, nc. McNeil, Claudia (Black Cat) NYC, nc. McNeillis, Maggi (Fefe's Monte Carlo) NYC, nc. MacArthur, The (Boulevard Tavern) Jamaica, L. I., nc. Mack, Tommy, & Co. (Oriental) Chi, t. Mack, Patsy (Minuet) Chi, nc. Madera, Nedra (Club Gaucho) NYC, nc. Magean Sisters (Diamond Horseshoe) NYC, nc. Mann, Lloyd, & Dancing Marionettes (The Madison) Baltimore, nc. Mann, Peggy (Taff) NYC, h. Manners, Gloria (Radio Franks) NYC, nc. Manno & Straford (Nicoret) Minneapolis, h. Manor, Molly (Paddock Club) Chi, nc. Mara (Park Central) NYC, h. March, Linda (Bertolotti's) NYC, nc. Marcus-Barger's Night at the Moulin Rouge (City Aud.) Long Beach, Calif., 8; (City Aud.) San Bernardino 9; (Casa Manana Tent) Phoenix, Ariz., 10-11; (Liberty Hall) El Paso, Tex., 12; (Memorial Aud.) San Antonio 13; (New Coliseum) Waco 14. Mario & Floria (Waldorf-Astoria) NYC, h. Markoff, Misha (Russian Yar) NYC, nc. Marilyn & Michael (Rainbow Grill) NYC, nc. Marne (606 Club) Chi, nc. Marsh, Gloria (Jimmy Kelly's) NYC, nc. Marshall, Bill (Audubon) NYC, t. Martell, Ray (Silver Cloud) Chi, nc. Martin, Tommy (Roxy) NYC, t. Martin & Lee (Barney Rapp's) Cincinnati, nc. Martin, Jaye (Village Barn) NYC, nc. Martin, Raymond & Lee (Royal Box) NYC, nc. Martin & Margo (The Casino) Chi, nc. Martin, Tommy (Esquire) St. Louis, t. Martin, Herbert (Zimmerman's Hungaria) NYC, nc. Mason, Gil & Bernie (Paradise) NYC, nc. Marvelle, Lisa (606 Club) Chi, nc. Mauser, Irene (Cinderella Club) NYC, nc. May, Marguerite (Casino Comique) NYC, nc. May, Bobby (Roxy) NYC, t. Mayer, Lottie, & Diving Girls (Lyric) Indianapolis, t. Meyer, Theresa (Bismarck) Chi, h. Michon, Michel (Russian Kretchma) NYC, nc. Miles, Jackie (Club Maxim) Bronx, N. Y., nc. Miller, Susan (Earl Carroll's) Hollywood, nc. Milton, Kenneth (Show Box) Seattle, nc. Miralles, Soledad (El Chico) NYC, nc. Miranda, Carmen (Waldorf-Astoria) NYC, h. Mirova, Nadia (Russian Kretchma) NYC, nc. Mode, Jean (Harry's New Yorker) Chi, nc. Modernaires, Four (New Yorker) NYC, h. Moffett, Adelaide (Versailles) NYC, nc. Molino, Phil (Club Kona) El Cerrito, Calif., nc. Monahan, Dave (Lyric) Indianapolis, t. Montez, Maria (Chez Paree) Chi, nc. Moore, Lelia (Earl Carroll's) Hollywood, nc. Moore, Jeanne (Nappo Gardens) Chi, nc. Moore, Diane (Troop) NYC, nc. Moore, Monette (Swingland) Chi, nc. Moreno, Consuelo (Cuban Casino) NYC, nc. Morgan, Grace (Whirling Top) NYC, nc. Morgan, Stuart, Dancers (Chicago) Chi, t. Morgan, Helen (Mayfair) Boston, nc. Morgan, Johnny (Troop) NYC, nc. Morris, Will, & Bobby (Indoor Circus) Baltimore. Morris, Gloria (Continental Club) Kansas City, Mo., nc. Morton, Page (Pierre) NYC, h. Mozelle (Club Kona) El Cerrito, Calif., nc. Murray, Jackson, Octet (Old Heidelberg) Chi, re. Murray, Steve (Barrel of Fun) NYC, nc. Murray, Muriel (Willowmere Inn) Union City, N. J., nc. Murray, Elizabeth (Diamond Horseshoe) NYC, nc. Murray, Honey (Wivel) NYC, nc. Myers, Timmie (National) Detroit, t. Nadja (Paddock) Chi, nc. Nash, Shirley (New Fulton Royal) Brooklyn, nc.

Naughton & Margo (Grand Terrace) Chi, nc. Negin, Kolia (Casino Russe) NYC, nc. Neller, Bob (Palmer House) Chi, h. Neu, Harry (Weismantel's) Brooklyn, nc. Nevins, Thelma (Barrel of Fun) NYC, nc. Nichols, Rudy, & Hollywood Premieres (Valencia) Walsenburg, Colo., 8-9, t. Nichols, Howard (Earle) Washington, D. C., t. Niesen, Georgie (Avalon Tavern) Potsdam, N. Y., nc. Nikogosoff, Yasha (Casino Russe) NYC, nc. Nirska (Earl Carroll) Hollywood, t. Nite-Wits (Casino Comique) NYC, nc. Noble, Phyllis (Club Minuet) Chi, nc. Nolan, Charles (Club Kona) El Cerrito, Calif., nc. Noland, Nancy (Elysee) NYC, h. Norman, Camille (Swingland) Chi, nc. Nortons, The (Grand Terrace) Chi, nc. NTG Revue (Colosimo's) Chi, nc. Nunn, Claire (Netherland Plaza) Cincinnati, h. O'Brien, Grace (Jimmy Kelly's) NYC, nc. O'Day, Anita (Off-Beat Club) Chi, nc. O'Dell, Dell (Warwick) NYC, h. Old & Burns (Weismantel's) Brooklyn, nc. Omann, Lester (Coo-Coo Club) Ft. Worth, nc. Ondrea, Andree (Jefferson) St. Louis, h. Orelia, Princess, & Co. (Cotton Club) NYC, nc. Padeken, Lily (St. Regis) NYC, h. Page, Grant (Grand Terrace) Chi, nc. Palermo, Bill (La Marquise) NYC, nc. Pammer, Helen (Paradise) NYC, nc. Park & Clifford (Lyric) Indianapolis, t. Parker, Lew, & Co. (Lyric) Indianapolis, t. Parker, Patsy (Biltmore) NYC, h. Parra, Emile (Geo. Washington) Jacksonville, Fla., h. Parsons, Kay (International Casino) NYC, nc. Patricola, Tom (Diamond Horseshoe) NYC, nc. Payne, Frank (Sherman) Chi, h. Peabody, Eddie (Oriental) Chi, t. Penny, Paulette, & Co. (Tower) Kansas City, Mo., t. Perry, Kathryn (Grand Terrace) Chi, nc. Petch & Deauville (Tower) Kansas City, Mo., t. Petty, Ruth (Oriental) Chi, t. Pickens, Jane (Plaza) NYC, h. Pierson, Don (Marie's Crisis) NYC, nc. Pinkus, Bobby (Grace Hayes Lodge) Hollywood, nc. Pobedina, Jennie (Russian Art) NYC, re. Pollakova, Nastia (Russian Kretchma) NYC, nc. Pope, Glen (St. Moritz) NYC, h. Pops & Lurie (Swingland) Chi, nc. Powell, Eddie (Minuet) Chi, nc. Powell, Dick (Paramount) NYC, t. Powell, Ted, & Band (Paramount) NYC, t. Prince, Jack (Colosimo's) Chi, nc. Princess Red Rock (Ye Olde Cellar) Chi, nc. Quentmeyer, Bill (Gay Nineties) NYC, nc. Quinn, Katherine (Cinderella Club) NYC, nc. Quinn, Kathlyn (La Salle) Chi, h. Radio Ramblers (Capitol) Washington, D.C., t. Raifone Sisters & Gay (Mayflower) Akron, h. Randall, Betty (Rainbow Room) NYC, nc. Rane, Victoria (Old Roumanian) NYC, nc. Ray, Shirley (Paddock Club) Chi, nc. Ray, Marcia (606 Club) Chi, nc. Raymonds, Bill (Klub Nemo) Union City, N. J., nc. Reardon, Little Joe (Bismarck) Chi, h. Reckless, Dolly (Greenwich Village Casino) NYC, nc. Reds & Curly (Grand Terrace) Chi, nc. Reed, Diane (Royal Box) NYC, nc. Reynolds, Ray (Thompson's 16 Club) Chi, nc. Reynolds, Jane (Colosimo's) Chi, nc. Reynolds, Helen, Skating Girls (Shrine Circus) Baltimore. Rhythm Ramblers, The (Casino) Toronto, Ont., t. Rhythm Rockets, Twenty (Capitol) Washington, D. C., t. Rhythmettes, The (Willowmere Inn) Union City, N. J., nc. Ringo & Harris (Whirling Top) NYC, nc. Rios, Rosita (Havana-Madrid) NYC, nc. Rios, Elvira (La Martinique) NYC, nc. Rives, Tubby (Club Petite) Pittsburgh, nc. Roark, Edith (Pastor's) NYC, nc. Robbins & White (Sherman) Chi, h. Robbins, Jerry (Ernie's) NYC, nc. Roberts, Dave & June (Katsina's Cafe) Champaign, Ill., nc. Robinson Twins (Mayflower) Akron, h. Roche, Chickie (Howdy Club) NYC, nc. Rock, Will (Orpheum) Los Angeles, 8-14, t. Rodriguez, Ted (Roxy) NYC, t. Rogers, Marion (606 Club) Chi, nc. Rios, Juanita (Casino Comique) NYC, nc. Rollickers Trio (Erie Press Club) Erie, Pa., nc. Roman, Aerial (Shrine Circus) Baltimore. Rooney, Pat (Roxy) NYC, t. Rosalean & Seville (La Conga) NYC, nc. Rose, Harry (Royale Frolles) Chi, nc. Rosella, Jessie (Silver Cloud) Chi, nc. Rosier, Rose (Pepper Pot) NYC, nc. Rosini, Paul (Commodore) Detroit, h. Ross Greta (Eagan's) Schenectady, N. Y., nc. Ross, Geraldine (Bismarck) Chi, h. Rossi, Pat (Pastor's) NYC, nc. Ruiz, Maclovina (Havana-Madrid) NYC, nc. Russell, Bob (Walton) Phila., h. Sarito & Tito (Rainbow Room) NYC, nc. Satch & Satchel (Barrel of Fun) NYC, nc. Sato, Ruth (Leon & Eddie's) NYC, nc. Sava, Marusia (Casino Russe) NYC, nc. Savage, Helen (Town & Country Club) Milwaukee, nc. Scheff, Fritz (Diamond Horseshoe) NYC, nc. Seton, Monroe (Boulevard Tavern) Jamaica, L. I., nc. Sharratt, Salley (Old Heidelberg) Chi, re. Shaw, Esther (Lexington) NYC, h. Shea & Raymond (Strand) NYC, t. Shelvin, John (St. George) Brooklyn, h. Sherwin, Julie (Blackhawk) Chi, nc. Shore, Willie (Hi-Hat) Chi, nc. Shutta, Ethel (Belmont Plaza) NYC, nc. Singing Moods, Three (Harry's New Yorker) Chi, nc. Slepoushkin, Stephan (Casino Russe) NYC, nc. Smart, Richard (Fefe's Monte Carlo) NYC, nc. Smith, Ione (International Casino) NYC, nc. Smith, Lorraine (Rose Bowl) Union City, N. J., nc. Smoothies, The (Strand) NYC, t. Snodgrass, Harry (Continental Club) Kansas City, Mo., nc. Spalding, Marie (Pierre) NYC, h.

Spitalny, Phil (Orpheum) Indianapolis, t. Stapletons, The (Chez Paree) Chi, nc. Stefanescu, Georges (Casino Russe) NYC, nc. Stephenson, Gail (Gayety) Detroit, t. Sterling, Dolly (606 Club) Chi, nc. Stevens, Marsha (Wilson) Harrisburg, Pa., h. Stevenson, Emily (Gay 90s) NYC, nc. Stewart, Bernice (St. Regis) NYC, nc. Stewart, Jerry (Netherland Plaza) Cincinnati, h. Stewart, Helen (Black Cat) NYC, nc. Stone, Bebe (Grand Terrace) Chi, nc. Strickland, Charles (Gay 90s) NYC, nc. Stuart & Lea (Lowry) St. Paul, h. Sumner, Helen (Ivanhoe Gardens) Chi, nc. Sutherland, Ann (356 Club) San Francisco, nc. Suzanne & Christine (Park Plaza) St. Louis, h. Sweeney, Bud (Lookout House) Covington, Ky., nc. Sweet, Ancil (International Casino) NYC, nc. Taft, Ted & Mary (Show Box) Seattle, nc. Talla (Blackhawk) Chi, nc. Tamara (Chez Paree) Chi, nc. Tanner Sisters (Biltmore) NYC, h. Tanya (Jimmy Kelly's) NYC, nc. Tapia, Cesar (Havana-Madrid) NYC, nc. Tapps, George (International Casino) NYC, nc. Taras & Masters (International Settlement) San Francisco, nc. Taylor, Lou (Club Maxim) Bronx, N. Y., nc. Taylor, Peggy, Trio (Shubert) Cincinnati, t. Taylor, Billy (State-Lake) Chi, t. Taylor, Peggy, Trio (Colonial) Dayton, O., t. Temple & Jarin (Queens Terrace) Woodside, L. I., nc. Texas Rockets, Five (Dinty's Terrace Garden) Albany, N. Y., nc. Thompson, Dorothy & Gene (Broad-Mont) Chi, nc. Thorson, Carl (Kaufman's) Buffalo, nc. Tiny Ann & Tony Small (Earle) Washington, D. C., t. Tip, Tap & Toe (State) NYC, t. Tisdale Trio (Coq Rouge) NYC, re. Tobin, Al (Grand Terrace) Chi, nc. Trado Twins (Colonial) Dayton, O., t. Travers, Helen (Swing Club) NYC, nc. Travers Sisters (Kaufman's) Buffalo, nc. Tree, Walker & Slate (Colosimo's) Chi, nc. Trixie (State) NYC, t. Tryon Sisters (Oriental) Chi, t. Tung Pin Soo (Schroeder) Milwaukee, h. Uncle Willie & Patsy (Pappy's 66 Club) Dallas, nc. Usdonoff, Mische (Russian Kretchma) NYC, nc. Valentine, Ann (606 Club) Chi, nc. Valentinoff, Val (Paradise) NYC, nc. Van, Gus (Hi-Hat) Chi, nc. Van Sicke, Margaret (Palmer House) Chi, h. Van Deusen, Bert & Arrvola (Beacon) Vancouver, B. C., t. Vance, Valeria (Jimmy Kelly's) NYC, nc. Variety Singers (Roxy) NYC, t. Velez, Angela (Chateau Moderne) NYC, nc. Vici, Count Bernie, Unit (State-Lake) Chi, t. Waldman, Ted, & Susie (State-Lake) Chi, t. Waldron, Jack (Paradise) NYC, nc. Wallace, Beryl (Earl Carroll's) Hollywood, nc. Walters, Gene (Jimmy Kelly's) NYC, nc. Walters, Jean (Queen Mary) NYC, nc. Ward & Lane (Riverside) Milwaukee, t. Wayne, Millie (Kaufman's) Buffalo, nc. Weems, Ted, & Orch. (Earle) Phila.; (Century) Buffalo 10-12, t. Welch, Kathryn (State-Lake) Chi, t. Welch, Roberta (Bertolotti's) NYC, nc. Wences (Paramount) NYC, t. Wencil, Ray (Town & Country Club) Milwaukee, nc. Whalen, Gertrude (Hi-Hat) Bayonne, N. J., nc. White, Jack (18) NYC, nc. White, Jerri (Village Brewery) NYC, nc. White, Danny (Chez Ami) Buffalo, nc. White, Eddie (Royale Frolles) Chi, nc. Whitman, Flo, Revue (Ann Millstone) Chi, nc. Whitney, Dorothy (Gay 90s) NYC, nc. Wicke, Gus (Gay Nineties) NYC, nc. Wilkins, Lucille (Grand Terrace) Chi, nc. Willard, Harold (Gay 90's) NYC, nc. Williams, Rosa (Bill's Gay 90's) NYC, nc. Wilson, Tommy (Sherman) Chi, h. Wilson, Marie (Colonial) Dayton, O., t. Wood, Johnny (Earl Carroll's) Hollywood, nc. Woods & Bray (Cocoonat Grove) Boston, nc. Woods, Joan (606 Club) Chi, nc. Woods, Al (Open Door) NYC, nc. Woods, Ginger (Gay 90's) Chi, nc. Worthy, Mildred (Diamond Horseshoe) NYC, nc. Ygor & Tanya (Earl Carroll's) Hollywood, nc. Yost Men, Four (Diamond Horseshoe) NYC. Youman Bros., Three (Minnesota) Minneapolis, t. Yun, Helen, (Coq Rouge) NYC, nc. Yvonne & Everett (Thompson's 16 Club) Chi, nc. Zalus, Hazel (Silver Cloud) Chi, nc. Zandra (Maynard) Seattle, nc. Zink, Betty (Merry-Go-Round) Dayton, O., nc. Zitz, Bernie (Club 18) NYC, nc.

Barrymore, John; (Selwyn) Chi. Chatterton, Ruth; (Cox) Cincinnati. Colbourne & Jones; (Royal Alexandra) Toronto, Ont. Cornell, Katharine; (Harris) Chi. Desert Song; (Biltmore) Los Angeles. DuBarry Was a Lady; (Shubert) New Haven, Conn., 9-11. Evans, Maurice; (Grand O. H.) Chi. Horton, Edward Everett; (English) Indianapolis, 9-11. Hot Mikado, The (Boston O. H.) Boston. I Married an Angel; (Municipal Aud.) St. Paul, 10-11. Key Largo; (Hanna) Cleveland. Kiss the Boys Goodbye; (Locust Street) Phila. Leave it to Me; (Nixon) Pittsburgh. Lunt & Fontanne; (Mayfair) Portland, Ore., 9-11. Mamba's Daughters; (American) St. Louis. Mornings at Seven; (Plymouth) Boston. Muni, Paul; (Erlanger) Buffalo, 9-11. Nice Goin'; (Shubert) Boston. On Borrowed Time; (Municipal Aud.) Kansas City, Mo., 9-11. Outward Bound; (National) Washington, D. C. Tobacco Road; (Kenosha) Kenosha, Wis., 9; (Parkway) Madison 10-11. Very Warm for May; (Colonial) Boston. White Steed; (Erlanger) Chi.

BURLESQUE

(Hirst Circuit Shows)

Black & White Revue; (Howard) Boston 6-11; (Hudson) Union City, N. J., 12-17. Bring on the Girls; (Gayety) Baltimore 5-11; (Gayety) Washington 12-18. China Dolls; (Shubert) Phila., 6-11. Cord's, Marie, Show; (Mayfair) Dayton, O., 11-17. Daughters of Eve; (Casino) Pittsburgh 5-11; (Shubert) Phila 12-17. Fast & Loose; (Empire) Newark, N. J., 5-11; (Gayety) Baltimore 12-18. Hart's Margie, Show; (Troop) Phila 12-17. Heart Breakers; (Garrick) St. Louis 4-10. LaRose's, Rose, Show; (National) Detroit 12-17. Park's, Valerie, Big Show; (Gayety) Washington 5-11. Red Lamp; (National) Detroit 10-16. Strip-Look-Listen; (National) Detroit 3-9; (Garrick) St. Louis 11-17. Topical Teasers; (Troop) Phila 5-11; (Empire) Newark, N. J., 12-18. Torrid Teasers; (Mayfair) Dayton, O., 4-10; (Casino) Pittsburgh 12-18. Undressed Parade; (Hudson) Union City, N. J., 5-11; (Howard) Boston 12-18.

MISCELLANEOUS

Arthur, Magician; Pisgah, Ala., 8-9; Henagar 10-11. Birch, Magician; McMinnville, Ore., 7; Dallas 8; Salem 9; Cottage Grove 10. Campbell, Loring, Magician; Keene, N. H., 7; Leominster, Mass., 8; Palmer 9; Springfield 10; North Adams 13; Greenfield 14; Brattleboro, Vt., 15; Pittsfield, Mass., 16; Sheffield 17. Cannon's Show; Fairmount, Ga., 6-11. Collegians, Four; (Keith's Theater) Boston 9-12. Coward, Linden; Jefferson City, Tenn., 6-11. Daniel, B. A., Magician; Parr, Ind., 9; Enos 10; St. Anne, Ill., 11; Martinton 12-13. Eagleson Animal Show; Lake View, S. C., 6-11. Eckardt Bros.; Durham, Ont., 13; Chesley 14; Paisley 15; Hanover 16; Wingham 17; Seaford 18. Emerald Sisters; (Carmen Theater) Phila., 6-9. Geddis, George, & Pal Rowdy; (Nut Club) New Orleans, 6-11. Green, Magician; Kakospasking, Ont., 7-9. Ideal Comedy Co.; Clifton, O., 6-11. Jaxon, Ventriloquist; La Crosse, Wis., 6-11. Leonard Players; Eustaquille, S. C., 6-11. Lewis, H. Kay, Hollywood Varieties; Livingston, Ky., 6; Lancaster 7; Manchester 8; Berea 9-10. Lippincott, Magician; Morganton, N. C., 6; Oak Hill 7; Glen Alpine 8; Salem 9; Hildebrand 10; Morganton 11; Lexington 13; Liberty 14; Moncure 15; Pittsboro 16; Zebulun 17. McCall's Variety Show; Hainesburg, N. J., 6-11. MacKnight, Hypnotist; (Rex Theater) Cheney, Wash., 13-15; (Rialto Theater) Cashmere 16-18. Manhattan Players; Wadesboro, N. C., 6-11. Marquis, Magician; De Kalb, Ill., 7; Sterling 9; Morrisson 10; Davenport, Ia., 13; Aledo, Ill., 14; Mt. Pleasant, Ia., 15; Burlington 16; Carthage 17. Mel-Roy, Magician; (Liberty) Shamrock, Tex., 7-8; (Lavista) Hollis, Okla., 9-11; (Monogram) Kidders, Tex., 12-14; (Palace) Paddock 14. Miller, Al H.; Bluffton, Ga., 6-11. Milo, Mystic; Gloster, Miss.; Natchez 13-18. Rehey, Jean; (Half Moon Club) Steubenville, O., 6-11. Rippel, Jack, Tent Show; Phillips, Va. Sadler's Own Co.; O'Donnell, Tex., 9-11. Silvers, Dr. E. F.; Ocala, Fla., 7-11. Slout, L. Verne, & Theater Workshop; El Dorado, Kan., 6; Council Grove 7; Chapman 8; Lexington, Mo., 9; Merriam, Kan., 10. Taber's Monkey Circus; Evanston, Wyo., 14; Downey, Ida., 17. Virgil, Magician; Fine Bluff, Ark., 9; Benton 10; Hot Springs 11; Prescott 13; Hope 14; Magnolia 15; Haynesville, La., 16; Shreveport 17-19. Wassaw, Magician; Bradford, Tenn., 7-8; Tatunville 9; Eaton 10; Trenton 11. Wyn & Hurwyn; (Shubert Theater) Phila 6-11.

CARNIVAL

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

B. & H. Am. Co.; Bonneau, S. C. Barfield's Cosmopolitan; (Armistice Celebration) Donalsonville, Ga.; (Fair) Valdosta 13-18. Blue Ridge; Bloxi, Miss. Brown Family Rides; Claxton, Ga. Buckeye State; (Fair) Hattiesburg, Miss.

GRAND-STAND AND FREE ATTRACTIONS

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

Cowdens, Aerial; Orlando, Fla., 6-10. Eaton Sisters, Aerial; (Fair) Thomasville, Ga. Ricardo, Great; Ozark, Ala., 7-11. Valentino's, Flying; Greenville, Miss. Wolandt; Chesterfield, S. C.

DRAMATIC AND MUSICAL

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

GRAND-STAND ACTS & FREE ATTRS—
DRAMATIC & MUSICAL—McC

A Night at the Moulin Rouge; (Curran) San Francisco. Abe Lincoln in Illinois; (Forrest) Phila. Barrymore, Ethel; (Cass) Detroit.

Bullock Am. Co.: (Fair) Ellmore, S. C.; (Fair) Bowman 13-18.
 Clark, J. J. Am. Co.: (Armistice Celeb.) Waycross, Ga., 6-14.
 Coiner's Modern Midway: Cabot, Ark.; De Valls Bluff 13-18.
 Crescent Am. Co.: De Funiak Springs, Fla.
 Crystal Expo.: (Fair) Marion, S. C.
 Dixie Model: (Armistice Celeb.) Jacksonville, N. C.
 Down East Attrs.: Lake View, S. C.
 Dudley, D. S.: Rule, Tex.
 Dyer's Greater: Philadelphia, Miss.
 Endy Bros.: Clinton, S. C., 5-11.
 Evangeline: Breaux Bridge, La.
 Falls City: South Pittsburg, Tenn.; Chatsworth, Ga., 16-21.
 Fleming, Mad Cody: Lexington, Ga.
 Frank's Greater: (Dougherty Co. Fair) Albany, Ga.; (Baker Co. Fair) Newton 13-18.
 Funland: (Ben Hill Co. Fair) Fitzgerald, Ga.
 Golden State: Gloster, Miss.; Natchez 13-18.
 Greater U. S.: Bradley, Ark.
 Greater United: Beville, Tex.
 Groves Greater: Hot Springs, Ark., 6-18.
 H. B. Am.: Pringle, Ark.
 Hames, Bill: Lagrange, Tex.
 Heller's Acme: (Fair) Smithfield, N. C.; (Fair) Great Dunn 13-18.
 Heth, L. J.: (Fair) Roanoke, Ala.
 Hilderbrand's United: Huntington Beach, Calif.
 Hippodrome: Gould, Ark.
 Hyde, Eric B.: Pageland, S. C.
 Jones, Johnny J.: Macon, Ga.
 Kaus Expo.: (Merchants' Expo & Armistice Celeb.) New Bern, N. C.
 Kaus, W. C.: (Armistice Celeb.) Warsaw, N.C.
 Keystone Modern: Thomasville, Ga.
 Lang's, Dee, Famous: (Fair) Huntsville, Tex., 5-11.
 Large, H. P.: Philipp, Miss.
 Lee Am. Co.: Tallahassee, Fla., 7-11.
 Liberty United: Shafter, Tex.
 Magic Empire: Wynne Wood, Okla.
 Midway: Banks, Ark.
 Mighty Monarch: (Fair & Armistice Celeb.) Beaufort, S. C.
 Miller Am.: Crowley, La.; Franklin 13-18.
 Miller Bros.: (Fair & Armistice Celeb.) York, S. C., 5-10.
 Ohio Valley: Butler, Ga.
 Paradise: Yazoo City, Miss.
 Penn State: (Colored Fair) Dublin, Ga.
 Rainbo Am.: Raleigh, Miss.
 Rock City: Bessmay, Tex.
 Rogers & Powell: (Fair) Port Gibson, Miss.
 Silver State Attrs.: Avenal, Calif.
 Smith Bros.: Coalgate, Okla.
 Smith, Brownie: (Fair) Kingstree, S. C.; Sumter 13-18.
 Southern State: Perry, Fla.
 Southern Attrs.: Cotton, Ga.
 Sparks, J. F.: (Butler Co. Legion Fair) Greenville, Ala.; (Fair & Hog Festival) Monroeville 13-18.
 Tassell, Barney, Unit Shows: Chase City, Va.
 Texas Kidd: Hillsboro, Tex.
 Tidwell, T. J.: Colorado, Tex.
 Tom's Am. Co.: (Fair) Quitman, Ga.
 Valley Shows: (Armistice Celeb.) Jourdan-town, Tex.
 Ward, John R.: New Iberia, La.
 West World's Wonder: (Fair) Eufaula, Ala.
 West Coast Am. Co.: (Fair) Porterville, Calif., 6-12.
 Western State: Crowley, La.
 World of Fun: Seneca, S. C.; Fountain Inn 14-20.
 Wyse Greater: Beaufort, S. C.
 Zimdars Greater: De Queen, Ark.

CIRCUS AND WILD WEST

Christy Circus Unit: Baltimore 6-11; Phila 13-18.
 Hamid-Morton: Baltimore 6-11; Phila 13-18.
 McClung, C. C.: Gueydan, Ala., 7.
 Polack Bros.: Wichita, Kan.
 Russell Bros.: Victoria, Tex., 7; Corpus Christi 8-9; Kingsville 10; Robstown 11.

UNDER THE MARQUEE

(Continued from page 34)
 twin daughters, Gloria and Bonnie; Art and Antoinette Concello, and Ed and Jennie Rooney were coffee guests of Mrs. Charles Ringling during their stay in Sarasota, Fla.

HARRY CRAMER, 79, performer with Barnum & Bailey in the '90s, has been doing trick bicycle riding on street corners of Coast towns the last three years. Redmond, Toledo, Reedsport and Eugene are some of the towns he has hit in Oregon.

ROY BARRETT played the Shrine Indoor Circus at Fargo, N. D., last week. From there he will go to St. Louis, stopping off in Chicago for a few days. He will be at the Famous Barr Store, St. Louis, for a 5½-week run beginning November 16, putting on clown numbers for children.

SLIVERS JOHNSON, who with his wife is sojourning at his home in Fox Lake, Wis., will be producing clown for the annual Elks indoor circus at Schenectady, N. Y., to be held in the armory there. Details of the show are being handled by J. D. Karen and Dick Dillon.

UNDER TUTELAGE of Fred Leonard, the Arabian horses at the Alfred Howse Arabian stables, Wichita, Kan., run a routine of tricks and stunts nearly every Sunday before a crowd of youngsters and oldsters alike. Leonard is the son of the late Frank S. Leonard, who was horse trainer for the 101 Ranch, and has trained horses for Sells-Floto, Gentry, Christy and Hagenbeck-Wallace circuses. Things are reported booming

in Wichita, as there are several airplane factories there.

FRANK MILLER, veteran horse trainer, for many years with Ringling-Barnum, later with Russell Bros. and last season with Hagenbeck-Wallace, has a fine spot on the Rancho Cortez, Los Angeles, training gaited and high school horses. He's still going strong at 75 and has several Hollywood celebrities for students.

S. F. (DOC) TRUDELLE, veteran outdoor showman, whose small circus toured the East and Canada for many years, and later played thru Canada, is seriously ill at the farm home of Buck Maughman, fellow trouper, near Canton, O. Trudelle retired several years ago, disposing of his trained stock, and since has made his home at the Maughman farm.

LEO FRANCIS, known as Prince Leo, singing and dancing white-face clown, visited *The Billboard* in Cincinnati November 3. He played at the Norwood (O.) High School that date. Tho an old circus clown, Leo has played fairs the past several seasons. He will work Block's department store, Indianapolis, for five weeks, beginning November 20.

CIRCUS BOYS who closed at New York World's Fair with Jack Tavlin's novelty concession department of Billy Rose's Aquacade include Maxie Tubis, Jack Timie Agree, Red (Big Show) Howerton, Willie Miller, "Big City" Snyder, Harry (Maestro) Fields, Jimmie (Kid) Cotton, Victor La Boe, Abe Abrams, Charles Vale and Lou Victor. They report a pleasant season.

RAYMOND DUKE, clown cop, closed with Parker & Watts Circus October 4 and went to his home in Ora, Ind., for three days, then joined Fisher Bros.' Indoor Circus on October 11. Unit opened its first week-end date at Sears, Roebuck & Co., Indianapolis, October 27. Show has a 12-act program and runs an hour and a half. It moves on a truck and two cars and will play schools, picture houses and stores thru the Middle West.

CORRAL

(Continued from page 34)
 Heiner, \$90; Marion and Griffiths split fourth, \$22.50 each.
 Wild Cow Milking (final money), Sonny Hancock, \$445; Roy Lewis, \$302; Bob Crosby, \$222.50.
 Wild Horse Race (final money), George Mills, \$142.50; Hank Mills, \$85.50; Lyle Cottrell, \$57.

TWO PERSONS were injured, probably seriously, and five others sustained hurts October 11 when a steer owned by the Col. Gatewood Rodeo Co., one of the grand-stand attractions at annual Fairfield County Fair, Lancaster, O., charged down the midway. Animal broke loose immediately after it was freed from a chute for the bulldogging event. Mrs. Fred Henderlich, Columbus, O., was treated for chest and shoulder injuries, and Wallace Cly, Lancaster, sustained a dislocated shoulder.

PIPES

(Continued from page 55)
 shifts there; then will do a spot or two in Ohio before going to New Orleans for the winter. Says he made eight fairs in Michigan this year, seven of which were red and one blank. Berman asks Art Engle and Huber Fulton to pipe in.

JACK WELSH . . . is on cleaner in the Big Town.

EBORIS DUVAL . . . informs a fellow piper, is going to town with Kappie Fun sets in New York.

LOU SIEGEL . . . at his store in New York is doing well with souvenirs.

WHERE do you plan to plant for the winter? If you work, what will you be doing?

EVENTS

(Continued from page 53)
 Vacaville, Armistice Celebration, 11.
 IND.—Nappanee, Ind. State Muck Crop Show, 7-10.
 KAN.—Parsons, Legion Armistice Celebration, 11.
 KY.—Louisville, Pat Stock Show, 8-10.
 LA.—Crowley, Natl. Rice Festival, 7.
 University, Livestock Show & Rodeo, 8-12.
 MD.—Baltimore, Hamid-Morton Circus, 6-11.
 MICH.—Bangor, Fruit Belt Apple Show, 7-11.
 Grand Ledge, Fall Festival, 10-11.
 Middleville, Thornapple Community Fair, 9-10.
 NEB.—Omaha, Auto Show & Transportation Expo, 7-12.

GET IN ON SOME FAST MONEY NOW
 Our New 1c to 39c Card Deals Now Ready. Specials: 35 Package Candy Deal, 5.75. Turkey Cards, all sizes, factory prices. New Magic Jitter Pups, 1.60 Doz.; 18.00 Gross. New Hot "One Shot" Salesboard Items, Comic Christmas Cards, Souvenirs, Badges.

ACME PREMIUM SUPPLY CORP.
 3139 OLIVE ST. ST. LOUIS, MO.

Next Week Fair... Marianna, Fla., Fair Next Week
JACKSON COUNTY FAIR, NOV. 14-15-16-17-18
 Want Independent Shows, Mabel Mack, Byron Woods, other real attractions, wire. Want Concessions, Game Concessions, wire Endy Bros.' Shows, Clinton, S. C. Non-Game Concessions and Grab, Popcorn, Floss, etc., wire fair office direct. Want Boss Canvasman here Saturday to handle tops, some electrical work.

LUCKY TERRILL'S DEATH DODGERS
 Want for Florida and Cuba tour any High Aerial Act who will work reasonable. Troupe of Crash and Stunt Automobile Thrillers, Standard Acts for the Ring. Will open for police in large Florida city in December. FRANK CUSHING, WIRE. All address: TOM TERRILL, Fair Manager, Chipola Hotel, Marianna, Florida.

SPECIAL NOTICE —1940—
 Chevrolet Trucks — Immediate Delivery
 Write CHAS. T. COSS
 With STANDARD CHEVROLET CO., East St. Louis, Ill.

PEANUTS! POPCORN!
 Most Complete Line Bags, Cartons, Seasoning, Apple Stick, Glucose, Coconut Coloring, etc. Send Penny Postcard for Guaranteed Lowest Prices. Order from either modern factory, Philadelphia MOSS BROS. NUT CO. Pittsburgh

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FREE PAMPHLET
 Write today for your free copy telling you how to get into the roadshow business. It contains thorough directions on the different phases of operation and also a buyers' directory. Write now!
The Roadshowman
 25 Opera Place, Cincinnati, Ohio

N. Y.—New York, Natl Horse Show, 4-11. Syracuse, Auto Show, 6-11.
 N. C.—Charlotte, Armistice Celebration, 11. Charlotte, Expo. & Food Show, 8-18. Warsaw, Legion Celebration, 5-11.
 S. D.—Brookings, Farm & Home Week, 7-10. TEX.—Waco, Ex-Service Men's Reunion, 7-12.
 W. VA.—Martinsburg, Apple Festival, 9-11.

November 13-18
 CALIF.—Hemet, Turkey Show, 16-19. COLO.—Durango, San Juan Basin Expo., 15-18.
 ILL.—Chicago Antiques Expo. & Hobby Show, 13-18.
 N. Y.—Schenectady, Elks' Indoor Circus, 13-20.
 PA.—Philadelphia, Hamid-Morton Circus, 13-18.
 S. C.—Florence, Armistice Celebration, 13-18.

VAUDEVILLE NOTES

(Continued from page 22)
 gust 3 at the San Francisco World's Fair, goes into the El Capitán, Hollywood legit house, next week for a six-week run. BOB CROSBY BAND follows Hal Kemp into the Strand, New York, November 10. Will play with the new Cagney picture, *Roaring Twenties*. . . ANDREWS SISTERS are playing some percentage dates among nine weeks of vaude prior to their new radio show December 27 with Glenn Miller's Band. Play Colonial, Dayton, November 10 on a split from the first dollar, and also State, Hartford, November 3 on a guarantee and split. . . MAY CLARK has dropped out of the Waldo act and is recovering from an abdominal operation at Fifth Avenue Hospital, New York, according to Helen Harvey.

STEPIN FETCHIT replaced Bill Robinson as co-star of the Cotton Club show, November 1, for four weeks. Joe Glaser booked him to share the bill with Louis Armstrong. . . The MARY CARLISLE-JACK HALEY unit pays a week at the Palace, Youngstown, November 11; Lyric, Indianapolis, November 24, with Jack Teagarden's Band. The unit then goes into the New York Brandt houses without Teagarden. . . SHAVO SHERMAN into the Fay's, Philly, for six days beginning November 9 and into the State, Easton, Pa., three days beginning November 16. . . NADINE AND CHARLES are set for two weeks of theater dates in the New England territory, including the Capitol, Lynn, Mass.; Bailey Square, New Bedford, Mass., and the Plymouth, Worcester, Mass., booked thru the Ross Frisco office.

ZEKE MANNERS, with Elton Britt, Casejad and Zeke, Smiling Jerry Baker, the Harlem Jive Revue and Al Shayne, have been booked by RKO for one-night engagements in a number of New York theaters. . . POLO ATHLETIC CLUB, New York, which saw service as a vaude and burlesque house and home of Gus Hill's Minstrels, is being torn down.

HARRY BERRY'S *Sunkist Vanities*, which played October 23 at the State, Torrington, Conn., is touring New England. Cast includes Rosita and Perez, William Dee, Roberta Hine, Phillips and Breen, Bill King, Doctor Welton and Stooges and Harry Berry's girl band. . . SHERMAN BROTHERS AND TESSIE recently closed four weeks at the Colonial, Utica, N. Y., where they produced and worked in the show. Colonial uses four acts and a 12-piece stage band. Trio is going to the Starland Theater and Chez Maurice in Montreal.

LINDSAY FABRE and his boxing kangaroo have been touring Western Canada. They played Grand Theater, Regina, Sask., recently to fair houses. FOUR SKATING EARLS have disbanded and Victor Rocco, formerly of

the Earls, is working with his former double act, Victor and Ruth. . . NORMA GALLO is in New York, following two weeks at the Coccoanut Grove, Boston. . . MARY O'MOORE, of Forest Hills, L. I., has been elected president of Dance Educators of America. . . MACK AND FAY are touring the Northwest. . . MALINA'S *Hawaiian Follies* unit, 15 people, leave Ohio soon for a tour of Canadian theaters. Under management of Frank Rapa, troupe includes Roy Kelio, Felix Ona, Cary Honro, C. Castro, Pete Picolo, Frances Eva, Mona Loa and the Dusky Maids, girl line.

ACTS which played the Actors' Dinner Club show in New York recently included Hughie Fitz, who emceed, and James Kelo, Jack Nelson, King and Harper, Anita Urey, Lloyd Wright, Ashton and Baer, Ajax and Harry Kent, Murray Lockwood, Dallas Drake, Countess La Barr, Stan Stanley and Co., Mabel Elaine, Madame Molinis, Jack Spoons, Peggy Palmer, Wardell Richards, Bill Green, Gaby Raquel, Bert Earl, Three Scotties, Barbara De Sylvia, Len's Entertainers; Quimby, Jamison and Co.; Jack Murphy, James Ellsworth, Young Abe Attel and Joe Clayton.

MARJORIE GAINSWORTH opens at the Coronada Hotel, St. Louis, November 15. . . THE SMOOTHIES, following the Strand, New York, go to the Earle, Philadelphia, and then to the Stanley, Pittsburgh. . . FRANK J. MACHANN is at Bellevue Hospital, New York. He developed influenza following a nervous breakdown. . . FLIP AND REX, the wonder dogs, were televised by RCA at the World's Fair recently. Flip did her 4,000th dive at the Lagoon of Nations. EDDIE CANTOR follows current week at Chicago, Chicago, with an engagement at the Newman, Kansas City, Mo., before returning to the West Coast for more radio work. Newman, incidentally, will have the first flesh bill in months. . . RAYNOR LEHR, recently returned from England, is emceeding at the Hofbrau, Lawrence, Mass.

Hartmann's Broadcast

AS ANOTHER service to its readers *The Billboard* is offering, gratis, except for the cost of mailing, reprints of the article, *When Eviction Is Lawful*, which was written by Leo T. Parker, attorney at law, and published in *The Billboard* of October 28. The reprints are in much larger type than that used in *The Billboard* and are on coated stock like the cover of this publication.

Employers and employees in the amusement business should know when it is lawful to evict a patron by familiarizing themselves with the higher court decisions on this question. Nobody welcomes damage suits, but if they should come there is nothing like being protected or on the side where the chances of winning are favorable.

The reprints should be posted or framed and displayed in places that are frequented by employees of amusement enterprises.

Already requests for scores of reprints have been received. In expressing his opinion of the article, when sending nine cents postage to cover the cost of mailing 15 copies, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "We have read the article and wish to compliment you. It is something that every fair secretary and showman should have."

Five copies of the reprint will be sent for each three cents in postage. Requests should be addressed to Editorial Department, *The Billboard*, 25-27 Opera Place, Cincinnati, O.

† † †

SERIOUS accidents on riding devices always have a detrimental effect upon the riding device industry, both manufacturing and operating. Manufacturers of rides full well know this and take every precaution to guard against accidents by using material of the right quality and all the safety devices considered necessary.

But what attention does the question of safety get from the manufacturers after the devices are sold and in operation? We don't know, but we understand there is little of this, it probably being felt that the matter of safety after a machine has been sold and in operation is one for the purchaser or operator to worry about.

There is one manufacturer about which this cannot be said, however. It is the Eli Bridge Co., Inc., builder of Big Eli Wheels. We congratulate this firm on the campaign it is conducting among wheel owners urging the check-up and additional use of safety features.

Some wheel accidents that happened lately have inspired the articles on safety which have been running in *Big Eli News* and also the editorial on this subject which appeared in the September issue of that house organ, a good portion of which was reprinted in this corner in our issue of October 28. In addition to these articles and the editorial, Lee A. Sullivan, president of Eli Bridge Co., has sent a letter to owners of Wheels stressing the importance of constant management and maintenance in a way that is 100 per cent safe for the riding public. We quote the letter, in part, so that those interested will get a better idea of how the Eli people look upon the question of "safety first" after their Wheels are sold and in operation:

"Out on the West Coast this summer, a fatal accident occurred on a Wheel at a beach resort. During the inquest, it was shown that a broken handle-bar that had been patched with a shingle nail was the cause of the tragedy. The press played up the negligence of the owner, with pictures of the seat, the broken bar, eye-witnesses and their sworn statements. As the result of the publicity, ride men throughout the region noticed a quick slacking off of patronage on all rides.

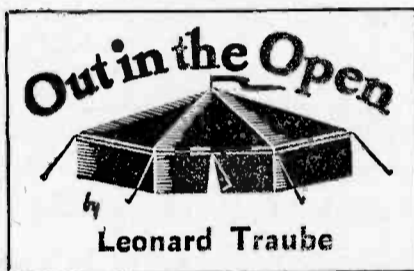
"It's unfortunate, but true, that a mishap on any device affects the whole ride-operating industry. This accident, like every other of its kind, would never have happened if the owner had given this Wheel the personal attention he is morally obligated to give to it. I am sorry to have to say so, but the majority of riding device owners are entirely too negligent in the care and maintenance of their equipment. They're too busy with other things to give any time to a personal inspection of the safety of their rides. In far too many cases this important work is left to irresponsible persons. Generally no

one but the owner is authorized to buy parts, and he's often too busy to order them. But the Wheel must keep turning, even with make-shift repairs and in too many cases with important safety devices left out entirely.

"Why any Wheel owner of good business judgment should permit his wheel to carry passengers without every seat lock in proper place is beyond my understanding. Too often the result is like that revealed in this telegram: 'Seat came off. One passenger unconscious—expected to die. Rush two seat lock clips.' The policy of locking the barn after the horse is stolen doesn't pay profits. You must expect hospital and doctor bills, attachments and lawsuits; the kind of trouble that costs much more than careful operation and the small sum you would spend to keep your Wheel 100 per cent safe mechanically. . . .

"Another thing that has caused me much concern is the excessive speed at which some of you wheel operators are running your Wheels. We have discouraged the practice and emphasized the increased liability, but only a few have taken it seriously and conformed to recommended speed. . . .

"Excessive speed means accelerated wear on all parts of the Wheel. Faster starting and sudden stopping puts increased strain on cables, clutch and braking equipment."



Whirl of a Week (In One Paragraph)

THE report that Issy Cetlin and Jack Wilson (Cetlin & Wilson Shows) were splitting is vehemently denied by one who should know. He says: "There is no truth (positively) to the article. As a matter of fact, we have been making plans for next year and expect to reveal an even better show. This is a show where the wives of the owners are buddies and get along well, helping their husbands and working together in complete harmony. Will you state that the rumor is unfounded?" Jack Wilson can regard it as so stated. . . . Doc Stahler postcards from El Paso, Tex., reminding us to have a good feed on Thanksgiving, but he doesn't say which Turkey Day, President Roosevelt's (the 23d) or the one regularly scheduled by the ants, the 30th. . . . Is Gene Buck, the songwriting sentimentalist, interested in taking out a circus in 1940? We don't know, so we're asking. . . . All eyes (to coin a phrase) are on the forthcoming Harlacker-Hamid National En-

campment Circus in Boston Garden. Which reminds us that George Hamid's daughter, the irrepressible Zyne, is recovering from an appendectomy at a Yonkers hospital and will shortly rejoin her schoolmates in her prep school near Washington, D. C. . . . A rival to Sonja Henle and her Hollywood Ice Revue is Ice Vanities of 1940, a Bill (Tennis) O'Brien promotion. O. B. had the Gay blades a couple of seasons ago, with Maribel Vinson and Karl Schaeffer co-starring. . . . Melvin Burkhart is back in New York after a season with Harry Lewiston's side show. Having wrestled a huge python all summer, Burkhart says he feels fit to cope with a tough winter. It is hoped that the winter will not be that tough, Mel. . . . Emil Pallenberg Jr. and the frau are at Royal Palm Club, Miami, for two weeks and options. They have the Pallenberg bear act. Pallenberg seniors are back at their Clinton (Conn.) acreage after a season of 25 (count 'em) weeks. . . . Walter Buckingham, prominent CFA member in Norwich, Conn., actually paid as he went (and entertained nobly) when Frank Wirth's Circus played Norwich. . . .

October *Reader's Digest* has a pip of a piffed piece on *The Barnum of Borneo*, who is none other than Eddie Tait, the Manila carnival showman. It was reprinted from Jerome Beatty's account in *American Magazine*. . . . Jack Rogers has moved his *Under the Big Top* sawdust serial from Vancouver to Station CFPL, London, Ont. Broadcasts are on Saturdays from 2 to 2:15 p.m., EST, and it's Coast-to-Coast (advt.). Rogers is strictly a circus nut. When the Hamid-Morton show played Toronto he gave it a terrific send-off, not counting the advance publicity on his airplane. "I feel that the good old circus is coming back into its own, and if we all get to the wheel and push like the good old bulls, we'll bring it back to where it rightly belong," writes Rogers. . . . Frank R. Conklin, of Conklin Shows, had heard about the good fishing in Florida, hence went down there double quick time. He forgot that you must be a good angler, even in the finbiz. "They are jumping all around," he observes, funerally, no doubt, "but the idea is to catch them."

We are glad to note that Frank is catching on. He continues: "I have been here (Miami Beach) four days and have been fishing five or six hours each day. Up until now I have caught two mackerel and a lady fish." It isn't a bad record. The lady part of it sounds swell. We forgot to mention that Conklin transferred his affections to the Everglades for a day or so hoping to find a red one there. He should. We hear tell that down yonder in them Everglades the fish are so aggressive they jump right out of the aqua and hit you on the Conk. . . . May we be permitted to spread the rumor that Irish Pat Purcell, the soft-yelling drum-rattler for the Jimmie Lynch Death Dodgers, has about recovered from that major operation performed on his formidable frame in Texarkana, Tex., and that he will be present at the Chicago conclave with renewed V. V. and V? . . . And Belle Bonita, who had the lion act on the Lynch (Not Jimmie) Shows of Canada, has recovered from her illness and is ogling a radio program spot.

Notes From the Crossroads

By NAT GREEN

IT'S rumor time in carnival-land and right now the rumor factory is as prolific as a guinea pig. But most of the rumors are just about as important as the guinea pig progeny. No doubt there will be a sizable shuffling of agents, publicity men and what not between now and the December meeting, but most of the reported changes are so nebulous at the moment that they do not warrant recording. Several prominent outdoor showmen would like to own a piece of Hennies Bros.' Shows and have offered sizable chunks of cash for a controlling interest. But Harry Hennies has turned down all offers and is going right ahead with plans for next season. Show has been doing nice business on its fair dates and is in excellent shape. Several shows are making definite plans to branch out next year. Several midways probably will undergo a drastic metamorphosis and we may look for some real innovations.

Ambitious authors sometimes finance the publication of their literary efforts, and occasionally persons with movie ambitions finance the production of a picture, usually with none too satisfactory results. Maybe we'll get a squint at such a movie next spring, when and if certain ambitions are realized. . . . Fred Barker, former circus man, has taken over the management of the Capitol ballroom in Johnstown, Pa. . . . Ralph Lockett, of the Johnny J. Jones Exposition, will soon leave for the West Coast. . . . Al Martin made the front page of *The Cleveland Press* last week. The sheet carried a picture of Al and his brother along with a story of their show life. Al told 'em that one thing wrong with show biz is the lack of Uncle Toms. Back in Chi only a few days Al is already longing for a muddy lot! . . . Sunny Bernet, back from an extended tour of the Lone Star State, reports that business in Texas is as healthy as the tan that adorns his phiz. . . . Sam Ward has closed his season as p. a. and special agent for Rubin & Cherry Exposition and will start out this week in advance of a Chicago unit show.

L. (Crazy Ray) Cholsner, who left Cole Bros.' Circus some three months ago because of illness, writes from his home in Pinckneyville, Ill., that he is feeling fine and will remain at home thru the winter. A recent item concerning Capt. Ralph Emerson, Ray writes: "I broke in the callope on Captain Emerson's boat, the Greater New York Show Boat, season of 1909 or 1910. Emerson and Capt. E. A. Price, Steve Price's father, were owners of the boat. Haven't heard of Ralph since around Pittsburgh in 1921-'22 when I was on the Verne Swain excursion steamer and Emerson had a dancing barge up the Monongahela River. Cap is the grand old man of the river."

Fred and Betty Leonard are getting along nicely in Wichita, Kan., where Fred is handling the Alfred Howse stable of Arabian horses. Fred got a swell story in a recent issue of *The Wichita Eagle*, which gave a couple of columns of text and art to a description of a show put on by Leonard for local tots. . . . Jerry Moore, manager of the Hotel Fort Shelby, Detroit, is reminding his friends that they should be on hand for the horsemen's banquet, handled by Andy Adams along the latter part of January. Moore is widely known and liked among showmen and always cooperates to make the fair men's meeting a pleasant event. . . . Robert Emmet Hickey is back in Chi after a sojourn at Hot Springs following close of the Beckmann & Gerety Shows. . . . Chicago civic leaders are considering a month-long county fair next year as a part of their year-round program of headliner events. Feasibility of the plan is questioned by those who have had practical experience with such events.

Miner Ends on Right Side
PHILLIPSBURG, N. J., Nov. 4.—R. H. Miner, owner of the Miner Model Midway Shows, said at his home here this week that his organization concluded a successful season in Ephrata, Pa., on October 14 and that equipment has been stored in New Holland, Pa. Miner plans to spend the winter here.

Where Are You Wintering?

Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1940 if definitely set

Canton Again Becoming Winter Haven for Outdoor Showfolk

CANTON, O., Nov. 4.—Famed 25 years ago as a winter haven for performers, Canton again is fast becoming a center for showfolks during the off season. The colony has been augmented this winter by a score or more showmen, performers and carnival folks who recently completed their summer activities.

J. R. Malloy and wife, owners and operators of the J. R. Malloy Circus, have reopened their winter quarters and will work indoor shows and special events out of Canton this winter, beginning next month. Malloy reports eight people are being fed at the cookhouse.

C. A. Klein, of Klein's Attractions, whose unit played a successful 12 weeks of Ohio, Western Pennsylvania and West Virginia fairs, has opened winter quarters at the Stark County Fairgrounds, where Beverly Harnett, well-known rodeo performer, is in charge of training stock. Klein is breaking a new dog act at the barns here. He has revealed plans for some indoor circus dates with a small circus unit in Eastern Ohio and Western Pennsylvania. Many of the dates will be under auspices in high-school auditoriums. Klein also plans to revive his *Rhythm Revue*, a 25-people show with eight-piece band, under direction of Jimmy Harrison, to play theaters, clubs and one-nighters.

Barney and Jimmy Arnesen, comedy acrobats, many years with the big tops, have taken up headquarters here awaiting the start of indoor dates. They were with the Malloy Circus for several weeks this season, on the W. G. Wade Shows and finished up at fairs.

Howard Peters, operator of Peters' Freak Animal Show, is at winter quarters here after one of the most successful fair seasons in many years. Peters plans to revamp his show and add several new exhibits.

Duke Drukenbrod, side-show manager the past season with Cole Bros.' Circus, is sojourning at his home here. He expects to have some promotions with indoor shows this winter.

Harry Fox, concessioner and electrician with the F. E. Gooding Amusement Co.

Sparton Circus Booked With National Shows

PITTSBURGH, Nov. 4.—Sparton Bros.' Circus, with its entire equipment and performing stock, has been booked with the National Exposition Shows (carnival) for free acts next season, Manager Charles E. Sparton announces.

Show will open the middle of April in Virginia and head north, Sparton says. There will be four rides, five shows, 20 concessions and two free acts. Sparton Bros.' sound truck will do street advertising. A new marquee has been purchased for the front entrance, and Sam E. Spencer's 50-kilowatt transformer was added to the carnival property recently.

The circus closed its season on the right side of the ledger at the Shipman (Va.) Fair, where it played as free act. Show property was sent to winter quarters at Sperryville, Va. Stock is being wintered here, as the show has a few indoor dates for this winter.

N. Y. WORLD'S FAIR

(Continue from page 31)

(40 cents), 551,960. Billy Rose announced that three weeks and \$15,000 would be required to winterize his Aquacolossal under Lincoln G. Dickey direction.

Total paid attendance was 25,814,729, with daily average a little better than 189,000. Paid attendance by weeks follows:

May 7	820,001	Aug. 18	918,479
May 14	850,065	Aug. 25	879,913
May 21	858,408	Aug. 27	1,093,733
May 28	914,555	Sept. 3	1,285,893
June 4	981,978	Sept. 10	1,097,699
June 11	836,816	Sept. 17	1,105,613
June 18	924,657	Sept. 24	1,073,865
June 25	976,326	Oct. 1	713,056
July 2	985,278	Oct. 8	1,043,946
July 9	990,511	Oct. 15	1,377,130
July 16	906,067	Oct. 22	1,181,826
July 23	1,116,087	Oct. 29	1,303,936
July 30	767,824	Oct. 30	73,610
Aug. 6	928,747	Oct. 31	64,604

The paid attendance for each month follows:

May	3,699,088	September	4,740,588
June	3,876,487	October	5,188,201
July	4,268,241		
August	4,097,214		
		Total	25,814,729

*Includes Sunday, April 30, opening day.

the past season, has returned to his home here for the winter and plans to spend some time on a newly acquired farm near here, later going south for several weeks.

Lillian Strock, aerialist, who has been appearing at fairs and celebrations for several weeks with Klein's Attractions, is wintering with her parents at their home near Akron. Larry Larimore, concessioner at Chippewa Lake Park and who has been playing fairs and celebrations with his several stores for the past four months, is back at his home in Akron for the winter.

Al Beresoff, who had the sound truck with the Johnny J. Jones Exposition for several weeks this season, is back at his home here and plans to spend the winter months doing promotional work.

Vic Bernhard, in advance of the Buckeye State Shows, whose home is here, is expected back as soon as the show concludes its season of Southern fairs.

GLEANINGS

(Continue from page 31)

same job from start to finish. U. S. internal revenue department instructed the expo management not to make a final payment of moneys due concessioners until it advises that all government taxes have been paid. Commitments of about \$20,000 have been made by concessioners toward the reopening fund. Keys System discontinued ferries to the Island and established a bus system. Elmer Bose, manager of the Doughnut Corp. restaurant, says he will remain open as long as there is anyone to feed. George Haley contracted to run the Rendezvous restaurant again if there is a fair next year. Pop Singer will take his midget troupe to Hollywood to again work in movies.

Rough survey of the 75 concessions on the Gayway proper shows that 52 have made money, 19 are in the doubtful column and that four have been losers. Sure losers are Scotch Village, Sally Rand's Gay Paree, Mise en Boite riding device and Streets of the World. No losses can be blamed on fair visitors directly. Scotch Village had an impossible location and did not fit the American idea of a show. Gay Paree died for lack of capital, and Mise en Boite never had a chance, not fitting the American idea of a fast ride. Streets of the World did not have the type of attractions that could draw the people off the Gayway. A number of attractions on the Avenue of Olives, considered by some as part of the Gayway, failed, notably Casa Mexicana and Manila restaurant, both of which closed and were reopened under management of the executor. Infant Incubator show, which for the first couple of months looked like a colossal failure, suddenly took on life and even tho it had no inconsiderable nut, wound up close to top money for a single-admission attraction. Ripley show did its usual good business, but Frank Zambrino advised that he would be lucky to get off the nut, which for a single-admission exposition walk-around show was heavy. Hundreds of concessions in the exhibit palaces did profitable business, with few exceptions. Slide Sandwich Shop in the Food building, a unique eating place, opened late in the season but immediately hit, as it had to be enlarged twice. Doughnut Corp. of America, Owl Drug Co. and Blue Bird Cafeteria in the Science building rotunda made fine profits thru good management, good food, reasonable prices and excellent locations. Great surprise of the expo to everybody except Adolph Vollmann was remarkable success of the historic spectacle, *Cavalcade of the Golden West*. An open-air show, it suffered in the early season in cold winds and fogs. Finally Vollmann prevailed upon the fair authorities to partially roof the place and build wind breaks. An increase in business soon built up to capacity and continued to the end. This was one fair-financed attraction on which money was not lost. Over \$1,000,000 was grossed and a substantial profit made after amortization. Dixon & Davis Co., with novelty concession, operating 23 stands, had a profitable engagement, far exceeding its expectations. Walgreen wheel chairs did uniformly good business.

Intra-mural transportation, operated by the Keys System under superintendency of Vincent Hidalgo, did excellent business thru skillful operation, carefully worked-out schedules, clean equipment and fair prices.

15 Years Ago

(From The Billboard Dated November 8, 1924)

WITH CIRCUSES

Three teams of ex-circus folk were cast in the *Greenwich Village Follies* in Chicago. They were John Wells and Buster West, formerly acrobats with Walter L. Main Circus; William and Joe Mandel, formerly with Ringling-Barnum circus, and the Briants, of Cincinnati and Ringling-Barnum circuses. . . . Sammy Hellmann (Callahan) left John Robinson Circus at Sylacauga, Ala., and went to his home in Detroit. Jack Bartlett, 24-hour man, closed at Opelika, Ala., and went to his home in Chicago. He was succeeded by W. B. Baird, advertising solicitor of Gentry-Patterson Circus. Ab Johnson, clown, left at Birmingham and joined the Mighty Haag Shows. . . . M. Guy, veteran circus billposter, employed by St. Louis Poster Advertising Co., was laid up in the City Hospital, St. Louis. G. W. Christy, owner of Christy Bros.' and Golden Bros.' circuses, purchased two elephants from James Patterson. . . . Edward P. Neumann announced that the name of the American Tent Corp., Chicago, had been legally changed to Neumann Tent and Awning Co. . . . F. A. McLain left Sells-Floto Circus at Newberry, S. C., and took over the Harvey Greater Minstrels. . . . Hall Bros.' Trained Animal Show No. 1 closed season at Compton, Ill. . . . Shulz Society Circus and Wild Animal Show moved from its quarters in Detroit to larger quarters in Fremont, O. . . . Homer F. Lee signed with Gentry-Patterson Circus for 1925 as musical director. . . . Horace Laird and his merry jesters signed with Andrew Downie's Indoor Circus. . . . John Schrimmer and wife contracted with Lowery Bros.' Show for 1925. . . . Bruce Greenhaw, formerly with the Walter L. Main advance, was second man with the *Bringing Up Father* company.

John L. Downing, head waiter with Walter L. Main, joined Billie Clark's Broadway Shows at Warrenton, Ga. . . . Jess Coleman, manager of Fred Poole's pit show with Robbins Bros.' Circus, was married to Blanch Griggs, also of that circus, October 25 in Durant, Okla. . . . William S. Turnbill, tractor driver, formerly with Sells-Floto, Hagenbeck-Wallace and other circuses, died October 27 at Mercy Hospital, Springfield, Mass.

WITH CARNIVALS

Clarence A. Wortham's World's Best Shows were in quarters in St. Louis after closing a successful season in Dallas. . . . A. H. Barkley was signed as general representative and traffic manager of Greater Sheesley Shows for 1925 at a conference with Manager John M. Sheesley in shows' quarters, Alexandria, Va. . . . Harry H. Tipps was vacationing in San Antonio following his resignation as general agent of C. Jack Shafer Shows. . . . Mt. Pleasant, Tex., was proving a bloomer for John Francis Shows. . . . C. W. Cracraft was at home in Cincinnati for a brief vacation after closing as general agent of Greater Sheesley Shows.

Earl E. Myers, former president of Twin Cities Concession Co., was in Dwight Hospital, Streator, Ill., after suffering a nervous breakdown. . . . Con T. Kennedy Shows were providing the midway at Waco (Tex.) Cotton Palace for the fifth consecutive year. . . . Closing the season at Pacific Northwest Live Stock Show, Everett, Wash., Levitt-Brown-Huggins Shows shipped to quarters in Seattle. . . . Bullock Family began vaudeville dates in Vandalia, Mo., after closing with S. W. Brundage Shows in Jacksonville, Ill. . . . L. Kellog, bandmaster with Mad Cody Fleming Shows, closed in Kentucky to accept an engagement in Mexico City.

Bennie Smith signed for the winter with Mr. and Mrs. Edward Lundgren's Pongo Show. . . . Claire Davis was in Detroit following a pleasant season with Lippa Amusement Co. . . . Henry Payne, J. George Loos Shows, was severely injured when a chain on an ice machine on which he was working let loose and struck him in the face, while shows were playing Lockport, Tex. . . . Fair in Winnsboro, La., proved lucrative for Cotton Kent Shows. . . . Bernardi Exposition Shows were in quarters on fairgrounds in Salt Lake City. . . . Babe Laveron and Jim Stafes closed with George T. Scott Shows in Wolfe, Okla., and joined National Amusement Co.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 4.—Official notice of the sixth annual meeting will be forwarded to members under data of November 15, reading, in part: "In accordance with Article 2, Section 1, of the by-laws of the association, the sixth annual meeting of the association will be held in the Hotel Sherman, Chicago, starting Monday night, December 4, 11 o'clock. Subsequent sessions are planned for ensuing evenings of that week at the same time and place, subject to action of the membership. All sessions of the annual meeting will be in Room 118.

"It will be very helpful if you will acknowledge receipt of this notice and advise whether you plan to be in attendance. Items of importance will be brought to attention of the membership and we strongly urge your attendance. Your earliest response will be greatly appreciated."

From correspondence being received at this office, indications are that we shall have excellent attendance in spite of the change of meeting place occasioned by circumstances beyond control of the association.

FLUSHING FRONT

(Continue from page 31)

show by Bill (Bojangles) Robinson, but this corner is glad to devote this space to the more or less unseen but quite useful salesmen who helped to get the folks up to the box office.

Capt. Jack Reilly will not be back as director of special events in 1940. An expert in his line and certainly one of the more popular execs in the World of Tomorrow, he is returning to the Middle West. All hands hereabouts recognize the magnificent job done by Capt. Jack this year—under tremendously difficult conditions. Lack of co-operation, excessive intra-department red tape, etc., caused him no end of headaches, no doubt, but always he seemed to come thru with the goods.

Camera-minded George P. Smith Jr., possesses one of the most complete files of fair photos on the grounds. He tramped plenty since April 30—invariably with his candid prepared to shoot something unusual and interesting. . . . Smith, Frank D. (Doc) Shean and Bill (Beau Brummell) Fisher represented fair officialdom at Old New York's surprise farewell party to General Manager Almon R. Shaffer. It was a fine gesture and grand affair, even tho it kept your correspondents from lots of needed sleep the night before a tough day at their desks.

Art Briese, Thearle-Duffield fireworks expert, visited Flushing for the first time last week and renewed old friendships.

Tho it was buzzed around that Bernard Schubert, acting for Phillips Lord, had exercised the 1940 option to resume with Gang Busters, Dufour & Rogers, ops of the show, say this statement is somewhat premature. . . . Mr. and Mrs. J. C. Lamont are set for Florida after six months as a feature (Lamont's Cockatoos and Macaws) of Frank Buck's Jungleland Circus. . . . Is it generally known that Frank Kennedy, director of operations of General Motors' exhibit (including the *Futurama*, of course), used to work in the Ringling circus wagon? Kennedy is a top man at trade shows, specializing in auto expos, and has also dabbled in stage productions. . . . When the venerable Major Gordon W. Lillie (Pawnee Bill) was in town he spent his time between Flushing and the Garden's Rodeo. . . . Bill Watters, Carnivaland p.a., sends a flattering note to this column which will oblige us to get fitted for new sombreros. . . . And Maestro Billy Rose himself chimes in with words of endearment.

ANYONE KNOWING WHEREABOUTS OF ARTHUR SCOTT

SON OF MR. AND MRS. C. D. SCOTT, Communicate at once with MR. SCOTT, Jackson, Tenn., Fairgrounds winter quarters.

MAD CODY FLEMING SHOWS

Want for Greensboro, Ga., Legion Fair, Nov. 13 to 18 BINGO, OTHER CLEAN CONCESSIONS Other good spots to follow Address Lexington, Ga., This Week

THE FACTS ON FLUSHING

Expo Played to Moneyed Classes; Price Factor Had Vital Effect

(Continued from page 3)

as high and would come more often if prices were lowered. Of those who thought the fee satisfactory, a fourth would come more often if lowered. More than half of those who came eight or more times regarded the fee as too high, against only a third of those who made but one visit. Nearly half of New Yorkers regarded fee as high, while only about one-fourth of those living 1,000 miles or more away regarded it as high. If fee were lowered, 58 per cent of New Yorkers would come more often.

Word-of-mouth comment ran ahead of newspaper publicity in drawing people. Radio pulled only one-third as much as newspapers. Only nine people objected to the midway on moral grounds. In the Exhibit Area, General Motors' Futurama carried first honors, and in the Amusement Area Billy Rose's Aquacade was the dominant No. 1 entertainment.

Amusement Area

Forty-six per cent visited the midway and about 10 per cent did not intend to go. About half found the prices satisfactory and 40 per cent thought them high. About one-fourth walked thru the area and saw no shows, while 30 per cent more saw only one show. "Barkers" were found to be more noisy than persuasive. Aquacade's popularity was five times that of "nearest competition," Sun Valley, Old New York and Michael Todd's Hot Mikado. More than three-fourths who went to the area walked past rides, but of those who rode, more than a third took the Parachute Jump. Half of those interviewed considered the midway better than their favorite one elsewhere. Of the favorite fun areas elsewhere, the top three were Coney Island, N. Y.; Playland, Rye, N. Y., and Palisades (N. J.) Amusement Park. Principal change desired was toning down of "barkers."

More than 70 per cent of those who selected amusements in advance selected only one item, with nearly 63 per cent designating Aquacade and nearly 71 per cent the Parachute Jump.

Questions pertaining to week-day and week-end gate fees were put to those in New York area and brought the following replies (it should be noted that a 50-cent rate for Saturdays and Sundays, a slice of 25 cents, went into effect the end of July): 21.4 per cent made only one visit. Thirty per cent intended to come at least twice a month more. Fifty per cent would come more often if price were lowered (on week-days), and 31.5 per cent of these would come twice a week more if gate were lowered. Price is

the chief reason given by people who know they aren't coming. If fair is continued next year, 90.2 per cent intend to come.

New England Lax

"It is notable," says the summary which is made part of the survey, "that about one-fourth of the visitors interviewed are from New York City. Taking population concentration into account, this is excessively low, and is only about half of a reasonable expectation. Nearly half of them came from outside New York City itself, within a radius of 250 miles. It is amazing that almost as many people interviewed have come from the East North Central States as from New England. This in spite of the fact that New England points are three or four times as near to the fair. Also, the South Atlantic States, the remote, show up nearly as well in attendance as New England. Only about one-third of the people are from cities of over 1,000,000 population. This means that New York and Philadelphia, as the principal large cities near by have provided less than one-third instead of the two-thirds which their population and proximity would warrant. Altho the fair is placed in the heart of a cluster of large cities, more than one-quarter came from farms and towns of under 25,000."

Visitors making one visit and looking around at the variety of exhibits, "promptly decide to come again." More than half of the people (interviewed) have made between two and six visits. The average from New York City was four visits.

Summary notes that "income has not been a major determinant in attendance to date. It is notable that people from the very low, the middle and the high income groups have come about the same number of times up to four visits. It is only where visits are five and over that more people come from the high-income bracket. Income, however, does have a marked influence on total number of visits planned."

Nearly 39 per cent of New Yorkers interviewed made only one visit, and 7.5 per cent intended to make this their only visit. "Conclusion is that New Yorkers are deferring their visits—and this conclusion is substantiated by the fact that one-third of all New Yorkers intended to make eight or more visits altogether. (New Yorkers visited the expo in great numbers during October, when the gate charge was 50 cents every day, 40 cents after 8 p.m.)"

"The tendency to consider the gate fee high rises with increase in total number of visits," the report states. "As might be expected, New Yorkers living close to the fair and taking friends and going often are inclined to regard entrance fee as high. Many people coming from a greater distance find 25 cents one way or the other a relatively small item in their travel budgets, and would come the same number of times anyway." It is brought out that about three-fifths of New Yorkers would go more often if admission prices were lower, but only a fourth of the people who came from 1,000 miles and over would go more often. This draws the comment that "for reasons given, this is entirely normal."

Only 7.2 per cent came (on day when interviews were made) in connection with a special event. About half the people found amusement prices satisfactory and 40 per cent found them high. A "surprisingly high percentage" did not see any shows (23.7) or saw only one show (30.2).

Coney Island Leads

Coney Island was found the most popular amusement area "elsewhere," with 31.2 per cent. Other percentages were Playland, Rye, 17.8; Palisades, N. J., 8.3; Jones Beach, 3.5; Atlantic City, 3.5; Chicago World's Fair, 3, and all others, 32.6.

Riding Devices

Parachute Jump's 37.9 per cent preference was followed by Giant Coaster, 21.7; Drive-a-Drome, 7.2; Boats, 6.7; Airplane (taken to mean Aerial Joyride), 6.1, and all others, 20.4. (The Billboard's compilation of grosses for the first 108 operating days, published in the September 2

issue, gave the following revenues for the five top rides: Parachute Jump, \$119,524; Giant Coaster, \$89,643; Bob-sled, \$80,868; Dodgem, \$50,814; Aerial Joyride, \$42,482. Drive-a-Drome was listed 10th, with \$11,194. Boats were unlisted, unless "boats" is intended to mean the Water Bug instead of Fountain Lake craft. Water Bug was listed eighth, with \$12,850).

The question, "What paid shows have you seen?" drew the following percentages: Aquacade, 33.6; Sun Valley, 8.9; Old New York, 7.0; Hot Mikado, 6.1; Merrie England, 5.1, and all others, 39.3. (This compares with The Billboard's September 2 compilation of first five as follows: Aquacade, \$1,507,462; Frank Buck's Jungland, \$137,591; NTG Congress of Beauty (closed August 26), \$123,414; Hot Mikado, \$123,051, and Old New York, \$113,823. Sun Valley was listed second in the villages and sixth in shows-specs, with \$98,460. Merrie England was listed fourth in the villages and eighth in shows-specs, with \$74,844).

People who came on week-ends came more because they cannot attend any other time than because of lower price, according to the survey. "This goes for people of small income as well," says the report.

Expo Service Praised

The report continues: "People interviewed were spontaneous in registering their appreciation of the scope and impressiveness of the exhibits and of the maintenance and operation of the fairgrounds. Courtesy of employees was widely noted, only two people out of the 1,020 interviewed criticizing employees. The length of the interview, the excessive heat, and the probing nature of some of the questions disclosed whatever dissatisfaction people felt with the fair. The 1,020 people were selected at random about the main area of the grounds."

"The large percentage of professional and white-collar people shows that the fair is making more of an appeal to the highly trained than it is to the man in the street. The fair attracts an unusually high educational level of visitors; twice as many of high school and 10 times as many of college background as the federal distribution of schooling. After all, the masses went to grade school and they go to amusement parks—why not the fair?"

State-by-State Analysis

Breakdown of those interviewed according to States: Middle Atlantic—New York, 410; Pennsylvania, 127; New Jersey, 92; New England—Connecticut, 43; Massachusetts, 38; Rhode Island, 8; Maine, 5; New Hampshire, 1, and Vermont, 1. East North Central—Ohio, 35; Illinois, 25; Michigan, 15; Indiana, 11, and Wisconsin, 6. West North Central—Missouri, 13; Iowa, 5; Minnesota, 4; Kansas, 4; North Dakota, South Dakota and Nebraska, 1 each. East South Central—Tennessee, 8; Kentucky, 7; Alabama, 2, and Mississippi, 1. West South Central—Texas, 6; Louisiana, 4; Arkansas, 3, and Oklahoma, 2. South Atlantic—Maryland, 17; Virginia, 15; North Carolina, 11; Florida, 8; District of Columbia, 7; South Carolina, 6; Georgia, 6; West Virginia and Delaware, 5 each. Mountain—Colorado, 4; Arizona and Utah, 2 each; Montana and Idaho, 1 each; Wyoming and Nevada, none. Pacific—California, 8; Washington, 2; Oregon, none. Foreign—24. Not ascertainable—16. Total, 1,020.

In a forthcoming issue The Billboard will examine the September and October surveys (latter is being prepared by Market Analysts) and will also cover the restaurant situation, having been granted permission to touch on that bracket by Sanford Griffith, president and director of the survey company.

EQUITY COUNTERS

(Continued from page 3)

Their general attitude is that of anxiety for the basic agreement and willingness to meet the Equity demands if possible. Notion of central distributing agency is said to have little support from either side.

Charges of violation of the code involved Scandals and Hellzapoppin. Alleged that 25 per cent of all tickets were not kept available at the Alvin, where Scandals is housed. Norman C. Pincus, owner of the theater, maintains that the lessee, George White, who is not a member of the League and therefore to be disciplined by Equity, had full control over ticket distribution.

Equity holds that under the present code the theater owner remains responsible and should bear that in mind when leasing the theater. Equity will, therefore, await the League's disposal of the Pincus angle before it attempts to invoke discipline on George White, thus, on a technicality, dodging the question of calling out the Scandals cast. Question of tickets to Hellzapoppin reaching unaccredited brokers comprises the other charge. Hellzapoppin is a Shubert show.

Equity and League committees meet again Thursday (9) so that union can be apprised of managers' attitude on Equity's proposals. If managers accept the measures, Equity will have new agreement draft ready for its own Council meeting Tuesday (14), so that new code can be in effect by the deadline the next day. Equity says it is unlikely that it will countenance further extension of the present code.

If Equity suggestions should be unacceptable to managers—or if they should prove impossible for the managers to carry out—it would mean that there would be no more code, and the industry would again be open to changes of working conditions by Equity at a moment's notice. Instability of this set-up had been attacked by the League, members pointing out that it frightened backing and hindered production.

PARIS OPERA, LEGIT

(Continued from page 4)

the end of the war or until all artists are working. Estimated costs are placed at 60,000 francs (\$1,250), which is guaranteed by more fortunate union members.

All Paris booking agents have closed their offices. The larger ones, such as Fisher's, the A.B.C. and others which dealt in international acts, have been particularly hard hit. The large staffs of employees have been let out, but the leased office space they are obliged to retain. The few Frenchmen in the game seem to have been all mobilized, while the foreigners are awaiting the reopening of the music halls and vaude houses, many predicting it will occur shortly. In neutral countries, Switzerland, Italy and others, business has dropped thru lack of foreign talent.

Harry Mac Ellone, Scotch proprietor of Harry's New York Bar, has reopened the Champagne Cellar by offering a musical program between the hours of 4 and 9:30 p.m. One of the performers will be former grand opera singer Bill Taylor, of Pittsburgh. The cellar has been re-enforced to serve as a shelter in case of air raids.

Robert Desarthe, director of the Luxembourg Garden Marionette Theater, will present his wooden actors in a benefit show, proceeds to be turned over to the committee responsible for the two-cent lunch furnished daily to unemployed actors.

SUGAR'S DOMINO

(Continued from page 4)

ployees. It was a plain case of the common man recognizing in the lavishness of the de lusers an abortive attempt on the part of the ghetto and Finnegan's Alley to put on the dog; a combination that never jelled.

The Music Hall might have given such an impression at the very beginning to some of the patrons who came with a chip placed on their shoulders by the wiseguy scribes and by the rather envious amusement purveyors who were overwhelmed because to them class meant lots of gilt, plush and thick carpets. The public has long ago learned to take the Music Hall seriously; to revel in the relief it affords from the phony atmosphere and tongue-in-the-cheek service of many other institutions that are big in size but pitifully small in projection of personality and dignity. The Music Hall is today alone in its field. Other cities can support Music Halls of smaller caliber. Moneyed men who lean towards investments as against speculation and who seek the thrill of enhancing the beauty of their communities can do much worse than to plan institutions that fit the needs of their city as the Music Hall caters to a long-unsatisfied hunger of the natives and welcome visitors to the greatest city of the world.

PALACE MUSEUM OF ODDITIES CAN PLACE

Outstanding Freaks. Can place at once Mental Acts. Privilege for Sale: Popcorn. Prize Candies and Novelties. All replies to 506 N. TRADE ST., Winston-Salem, N. C. Open for two weeks, starting Saturday, November 11th.

LOTTA HOOEY ENDS LITTLE HOOEY BEGINS

Will book balance of week here and on winter show, Legitimate Stock Concessions, \$10.00. Lights furnished. Photos open. No exclusive. First come, first served. Pit and Grind Shows open. Will play some of the best places in road in Mississippi. Address, John Dyer's Greater Shows, Philadelphia, Mississippi.

WANT

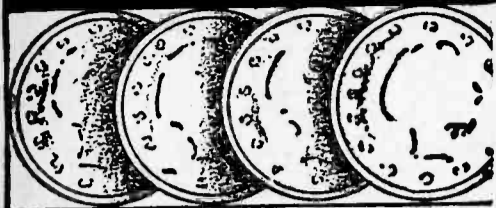
Male Milt Reader or Mental Act. Must be good. Grind all winter. Office work.

Johnnie Reeves, Jr.

203 W. Third St., DAYTON, O.

FOR SALE—1 Smith & Smith Chalroplane, complete with Fence and Ticket Box. Like new. 1 No. 125 Wurlitzer Organ. 1 2 1/2-Ton International Truck. 1 1 1/2-Ton Chev. with 18-ft. Trailer. 1 1 1/2-Ton Chev. Truck, housecar body. 10 Concessions, complete with Flash, Switchbox and Cable. Show can be seen in operation at Philipp, Miss., Nov. 6-11. All above practically new, in A-1 condition. No Junk. Will sell all or any part cheap for cash. H. P. LARGE, Philipp, Miss.

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.

CLEAN - UPS

There seems to be a wave of exposes of city governments at the present time. These exposes of crime, vice and graft in the larger cities seem to come at regular intervals. Maybe it is just as necessary to clean out cities as it is to flush out the alimentary canal.

Magazines and newspapers seem to profit chiefly by such clean-ups and clean-outs. Exposes of city governments can be made very sensational. Such headlines as the "Lid Off Los Angeles" make interesting reading, not only to people in Los Angeles, but to people all over the United States.

But these investigators, writers, reporters and muck-rakers seem to miss one vital secret of keeping modern city government clean.

Only a few cities and probably not more than three States in the entire United States have discovered a streamlined method that brings quick and permanent results in maintaining clean government.

It can be found on page 9, of Liberty magazine, November 11, 1939: "The city was flooded with marble and pinball machines."

This article establishes the fact that the city of Los Angeles can and will solve its problems of crime, vice and graft by getting rid of pinball games. Right at a time when federal investigators and others were trying to besmirch the city of Los Angeles by calling it a "wicked city," and when some of its own newspapers were saying that the greatest "protection" scandal in the history of the city had been discovered in the tavern pay-off racket, the mayor conceives the bold and unflinching plan of driving out the licensed pinball games.

This plan follows a summer of revelations of scandals in the city, but competent observers feel sure that if the pinball games are banished from the city, all the other sore spots in Los Angeles will soon disappear. Those who know Los Angeles agree that this is the modern, streamlined solution to its problems of crime and vice. While the city has for years licensed the games at \$3 per year, at the same time the city can quickly clean up its situation and maintain the morals of its citizens by banning them as evil.

The city council has hesitated about the success of such a quick method of cleaning up the city and has asked the people to vote on it, December 12.

Florida is one of the two or three States that solved all its crime and vice problems by banning the games. Led by an Annenberg newspaper back in 1937, the racing, bolita and church interests were able to convince the Legislature that the shortest way to clean government was to stop the State license and kick the devices out. It appears that only two other States have recognized this modern way to end crime, and reports from federal investigators and others would indicate that these States have succeeded admirably.

Possibly half a dozen mayors have been progressive enough to grasp this new and decisive way to clean government. There are possibly that many mayors whose chief honor will be that they took a short-cut to cleaning up their

cities by centering attention on pinball games as the source of crime and vice.

In an age when the country is supposed to have the greatest number of progressive governors in its history, there are probably not more than three that have made their chief claim to distinction that of centering attacks on the pinball games.

In the wave of besmirching the good name of cities during 1939, the city of Chicago has been the victim of a number of attacks. Some of these attacks have been caused by federal investigations. Newspapers and national magazines have also tried to besmirch the city by sensational articles.

Yet the facts are that Chicago only a few years back took the most complete and modern step that any city can take to keep its government clean, and to preserve the morals of its citizens. Any fair and impartial investigation will reveal the truth of this assertion.

Regardless of what outside publications may say of the city, the fact remains that since the city banned pinball games, crime, vice and graft in the city have been at the lowest ebb in the history of the city. Investigators, writers, reporters and reformers should get wise to this fact and become champions of the modern way to clean up vice and crime.

It may not be well understood in other parts of the country just how far the city of Chicago went in removing causes of graft, crime and corrupting influences from its limits.

Not only were pinball games banned but cigaret vending machines were also banned. It was said by those reform and trade interests who suggested including the cigaret machines in this plan that such a move would provide double protection for the youth of the city.

In the face of all the criticism and attacks now being made on Chicago by outside interests, the fact remains that juvenile problems in the city have decreased more than 50 per cent since the decision to remove temptations in the form of pinball and cigaret machines. The city is now considering a general advertising program to parents in other large cities that license pinball and cigaret machines to persuade them to come to Chicago for the upbringing of their children.

It is felt that parents in such cities as Detroit, Minneapolis, St. Louis and Louisville, where pinball and cigaret machines are licensed, will move to Chicago in increasing numbers to bring up their children in a safer moral atmosphere.

It is not known at the present time just how much damage the present wave of criticism against the city will do to the good name of Chicago. Older citizens say that the city has withstood many other attacks, and that with the pinball and cigaret machines kept out of the city the rest of the country will eventually become acquainted with the facts and will come to Chicago to live.

If Los Angeles can clean up its crime and vice in the same way that Chicago has done, it appears that city government in the United States has been given a new method for getting quick results.

N. Y. Automatic Phono Folks Mingle With Stars at Frolic

NEW YORK, Nov. 6.—More than 450 members of the automatic music industry and their wives were on hand at the Statlight Roof of the Waldorf-Astoria last night for the second annual dinner, entertainment and dance of the Automatic Music Operators' Association, Inc., of New York City.

In addition to a sumptuous banquet, those attending were entertained by a galaxy of stage and radio stars, appearing thru the courtesy of the various firms for which they record.

The number of recording artists present was testimony of the important role the automatic music machine and the men who operate them play in popularizing songs, orchestras and singers. But it remained for Glenn Miller to pay the ops their biggest compliment when he stated upon being introduced, "Whatever success we have enjoyed is due to the popularity of our records in coin machines."

Recording artists were not the only members of the automatic music industry to enjoy what was hailed as one of the finest affairs put on by any division of the coin machine industry here. From the Wurlitzer plant came Ernie Petering, Ed Wurgler, Mort Twilliger, Johnny Schwartz, Joe Darwin and Robert Connors. Mike Hammergren was unable to be on hand when inclement weather forced cancellation of his plane reservation from Buffalo. Jack Nelson, vice-

president and general sales manager of Rock-Ola, came in from Chicago. Art Cooley, of Mills, suffered the same fate as Hammergren when all planes were canceled out of Chicago.

Local manufacturing representatives who were on hand included Nat Cohn, Irving Sommer, Harry Rosen, of Modern Vending Co., Wurlitzer representative; George Ponsler, Jack Mitnick and Sam Mendelson, Mills representatives; Joe Fishman, Marvin Liebowitz and Al Schlesinger, Rock-Ola representatives, and Sam Kressburg and Bob Silefer, Seeburg representatives.

The opinion of all those present was that Lee Rubinow, president, and Al Bloom, secretary of the association, had outdone themselves in putting on an affair that will long be remembered.

Plenty Talent

Slim Gaillard, of Flat-Foot Floogee fame, and his orchestra opened the march of acts that came and went from the stage all night long. Al Donahue next introduced his two featured singers, Phil Brito and Paula Kelly. Van Alexander followed. Fats Waller then pounded out some of his specialties. Larry Clinton and orchestra then took over the stand for the balance of the evening.

Glenn Miller dropped in to say "hello," and Patricia Norman, the Ole Man Mose gal, rendered the ditty that made her famous. Dick Robertson, Johnny Messner, the Quintones, Dinah Shaw and Barry Wood followed in order, all introduced by Jay C. Flippen, who presided as emcee for the evening. Mary Jane Walsh, star of the Broadway musical success, *Too Many Girls*, was followed by Jimmy Van Heusen and Eddie Delange. Ozzie Nelson then took over the stand to warble a few of his own ditties and was followed by Bea Wain swinging forth with two of the songs she made famous. After her appearance an intermission was called during which tables were cleared for dancing. Following the intermission, Eddie Lane, one of coin machines' own boys, warbled his own composition, *Bless You*.

Hal Kemp brought in his Smoothies for a set of numbers, and then Kay Kyser took over the Clinton band for an impromptu jam session. Following a vocal by Genny Sims, Gray Gordon told the boys that the playing of his records in their machines was responsible for the band's success. Guy Lombardo, The Modernaires, Pat Harrington, Bob Howard and Chick Bullock also contributed toward making it a great victory.

Buddy Clark and Russ Morgan sent wires from out of town.

New Stoner Game Release Is Planned

CHICAGO, Nov. 4.—Reports received from the Aurora, Ill., plant of the Stoner Corp. indicate that the firm will soon release a new game. Stoner is well known for many fine games, the most recent outstanding success being Chubbie.

"The theme of the game will be an attraction in itself," declare Stoner officials. "Use of a game name which will be associated in every patron's mind with a previous use as some current happening or, for instance, as a story-book character is smart merchandising. Naturally, if the name of the game awakes a train of thought in the prospective player's mind and the recollection is amusing and favorable, he will be more apt to play the game."

"Our new game will be such a game and will be introduced within the next week. We urge all operators to be on the watch for the game in our distributors' showrooms."

Natchez, Miss.

NATCHEZ, Miss., Nov. 4.—With sales-boards and some coin machines in operation, the machine business is on the upgrade around this section. A number of new beverage machines have been installed in various locations. The newest beverage location is in the Adams County Courthouse and one was recently placed on trial at the Natchez High School. All of the locations report good business.

William Robbins, of New York City, who has been here on a visit with oper-

RUSH YOUR ORDER FOR THESE SUPER-BARGAINS

FREE PLAYS		NOVELTIES	
Batt. Champ	\$27.50	Miami	\$23.50
Bubbles	19.50	Majors	25.50
Box Score	19.50	Spottem	32.50
Bang	49.50	Speedy	19.50
Chlof	24.50	Stablemate	12.50
Chevron	34.50	Sports	59.50
Chubbie	24.50	Up & Up	32.50
Cowboy	49.50	BUBBLES \$10.00	
Double Feature	24.50	Box Score	15.50
Davy Jones	49.50	Chief	15.50
Free Races	9.50	Gems	15.50
Fair	14.50	Miami	12.50
Flash	44.50	Midway	12.50
Klick	11.50	Majors	15.50
Liberty	27.50	Odd Ball, Plain or Res.	7.50
Lot-o-Fun	37.50	Bally Royal	10.00

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION.
1/3 Deposit With Order. We Ship Balance C. O. D., F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

SPECIAL		A. B. T. MODEL "F"		FREE PLAYS	
Exh. Vitalizer, Floor	Sample \$95.00	WITH MOVING TARGET ONLY		Buckaroo	\$49.50
Metal Typo, Floor	Sample	A. B. T. Challenger		Contact	30.00
West. Baseball '39, Light up Backbd. \$100.00		\$27.50		Majors	30.00
West. Baseball, '39, Used, Plain Backboard. 59.50		\$24.50		Topper	49.50
NEW FREE PLAYS WRITE FOR PRICES		Chicago Coin NIPPY		CONSOLES	
Chicago Coin LUCKY		Chicago Coin CLIPPER		Skill Time '38	\$95.00
Stoner DAVY JONES		Stoner CLIPPER		Skill Time '37	39.50
		Stoner CLIPPER		Kentucky Club	59.50
		Stoner DAVY JONES		Evans Gall. Dom.	39.50
				Evans Bangtails	39.50

SAVOY VENDING CO. 406-B W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

FREE PLAY		Davy Jones	
Zenith	\$45.00	Champion	\$50.00
Up & Up	37.50	Zenith	35.00
Cowboy	50.00	Snooks with New Metal Gears	29.50
Chubbie	30.00	Bally Royal	15.00
NOVELTIES		Pyramid	25.00
Dble. Feature	\$27.50	Batt. Champ.	25.00
1/3 With Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.		Review	\$ 7.50
		Regatta	7.50
		Side Kick	15.00
		Robin Hood	7.50
		Odd Ball	10.00
		Handicap	7.50
		Paramount	9.50

SAVOY VENDING COMPANY, INC. 851 ATLANTIC AVE., BROOKLYN, N. Y. (Tel.: NEvins 8-3183)

GET KIRK'S GUESSER-SCALE (PENNY BACK IF YOU ARE RIGHT) with the "WATCH YOUR HEART BEAT" feature

GREATEST MONEY MAKER EVER BUILT

C.R. KIRK & CO. 2626 W. WASHINGTON BOULEVARD CHICAGO, ILLINOIS

ALL MECHANICAL OPERATION

FOR SALE

All of my equipment and locations, consisting of 21 Wurlitzer Phonographs, 23 Consoles, Track Odds, Paces Races, 30 Slot Machines, all on locations. Operating in good territory and with a good set-up.

Apply to BOX D-31, Care of The Billboard, Cincinnati, O.

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike

4 1-2-3 Free Play, Rebuilt, Fruit or Animal Symbols \$74.50
Grandstand, Token Payout 9.50
Swing, Snappy, Reserve, Splash, Dux, Fleet, Turf King, etc. 5.00
3 Zeta, A-1 \$10.00 8 Ritz, A-1 7.50
Free P. Consoles 24.50 2 Columbia Cig. 22.50
3 Shokers, new 7.50 1 Cigarette 5.00
3 Stop & Go, f.p. 27.50 Chubbie (Reg.) 20.00
A. B. T. Challengers, Immediate Delivery 24.50
P. Races, Bwn. \$84.50 5 Reel 21 3.00
No Shipments Without 1/3 Deposit.

Write for Complete Bargain List, MARION COMPANY, Wichita, Kansas.

OUR SIXTH ANNIVERSARY SALE

ORDER WITH CONFIDENCE THEY'RE ALL GUARANTEED

COUNTER GAMES

15 Sparks \$ 9.75
20 Gingers, late model 9.75
4 Tokettes 9.75
30 Jokers 4.75
10 Zephyrs 7.75
5 Little Poker Face 5.75
2 Spinner Winners 14.75

EXTRA SPECIALS

50 Late 8-Cup 3-Way Gottlieb Grip Scales \$ 9.75
175 Mills Blue Fronts, in perfect condition 28.50
25 Vest Pockets, 11000 Series, Cigarette or Fruit 32.50
Older Models 27.50

FREE PLAY GAMES

Bally Champion \$62.50
Bally Pick 'Em 54.50
Bally Headliner 47.50
Bally Spottem 39.50
Ascot Derby, late model 27.50

AUTOMATICS

Fairgrounds \$19.50
Preakness or Rover 9.50

The South's Only Exclusive Bally Distributors

LARGE STOCK ALL CURRENT GAMES READY FOR OVERNITE DELIVERY

Coin Machine Sales Co.
310 M.&M. Bldg., Houston, Tex.

REWARD

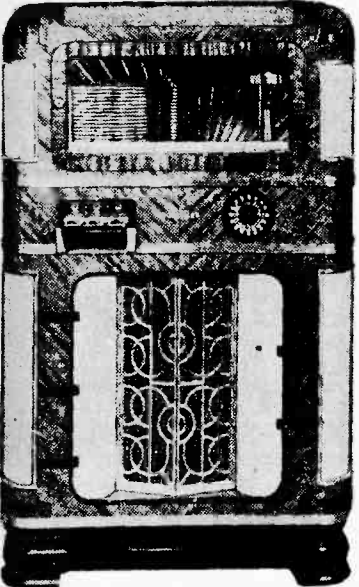
a lifetime of sound, steady, worry-free profits if you operate PHOTOMATIC, the one coin machine that makes money all day, every day, year in and year out, all over the world! People never tire of taking their own pictures . . . a fact you cash in on with PHOTOMATIC.

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th st., Long Island City, N.Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

AMERICA'S FINEST REMODELING OF 616-616A-412-416, ETC., BY AMERICA'S LARGEST PHONO REMODELING FACTORY



- YOUR 616 COMPLETELY REMODELED AT OUR FACTORY **\$25.00** Brooklyn, N.Y.
- YOUR 412 REMODELED **\$17.50** With Louvres . . . \$22.50
- SPECIAL!!** COMPLETELY REMODELED 616 (as illustrated above) **\$119.50**
- REMODELED 412 . . . **\$62.50**
- COMPLETELY DELUXE REMODELED 412 WITH LOUVRES. \$87.50
- 1/3 With Order, Balance C. O. D., F. O. B., Brooklyn, N. Y.
- WRITE FOR CONFIDENTIAL PRICES OF PARTS FOR 616-616A-412-416 WURLITZERS

ACME SALES CO.
779 CONEY ISLAND AVE.,
BROOKLYN, N. Y.

NEW YORK CITY SHOWROOMS AND DEPOT - 625 10TH AVE.

"SILVER KING"

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. "Silver Kings" are best looking, easiest to operate, make most money. Get Free Facts today.



\$5.50
EA.
for 10
or More

ONE SAMPLE SILVER KING... \$6.50
SPECIAL—One Silver King, 10 lbs. Candy, 1 Gross Charms... \$8.45
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.



NOW!—'PAL' & 'PAL JR.'

You can afford these Modern Service Kits "PAL"—4 container Kit at \$6.95! "PAL JR."—2 container Kit at \$4.50. Each Container has aluminum pouring spout, top and handle. Each container has 5 lbs. capacity. Order Yours NOW!

pouring spout, top and handle. Each container has 5 lbs. capacity. Order Yours NOW!

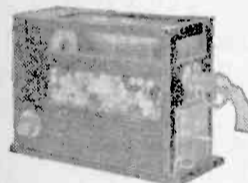
PEANUT & GUM VENDING MACHINES

New, Direct From Factory

ONLY **\$2.40** AND UP
Over 60,000 Sold

\$ PROFITS GALORE \$
From the No. 48 Perfection Penny

TARGET PRACTICE AND BALL GUM VENDOR



Operators, it's just what you've been waiting for—this remarkable **SILVER PISTOL** machine that shoots **PENNIES** at the Bull's-Eye and **DOLLARS** into your pockets.

No. 48 is crammed full of "PLAY-GETTING" FEATURES, injects NEW LIFE, NEW INTEREST, NEW APPEAL. It's a positive full-time performer.

- Legal in All States.
- A Ball Gum Vendor With Pin Table Earning Power.
- Capacity 1300, 1/4 Ball Gum.
- A Ball Gum Vendor With a Novelty Penny Catcher.
- Shipped on 7 Days' Free Trial.

Write Today for Special Introductory Price and Deal.



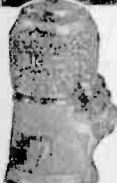
SPECIAL

Vends Everything. Two-Tone Porcelain Finish Trimmed in Chrome. DeLuxe Streamlined Globe, 5-Lb. Capacity. Smooth, Easy, Lever-Type Action. Automatic Feature. Write for complete details and low prices on SPECIAL, TOPPER, CHALLENGER, Stands, Coin-Counters, Wall Brackets, etc.

\$6.95 Ea.
10 DAYS' FREE TRIAL

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PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no comebacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 44, Jackson, Mich.



CMA Banquet In February

Committees are hard at work arranging details for big Eastern affair

NEWARK, N. J., Nov. 4.—With all the peace and serenity characteristic of an artillery barrage at dawn the Cigaret Merchandisers' Association of New Jersey, Inc., has launched preparations for its annual banquet in February, 1940, according to James V. Cherry, manager of the association.

"To those who have attended CMA dinners in the past no further words are required," believes Cherry. "So the rest of this communique is for those who have not attended one of these affairs.

"According to the dictionary, a

banquet is a sumptuous feast, and that is one of the best definitions or descriptions that can be found to describe our coming affair. An integral part of this function is the orchestra and the entertainment. The orchestra will be a well-known radio band accomplished in both sweet and swing music. The entertainers will be outstanding performers who are nationally known.

"Of course, the committees have assumed duties just recently. However, they are laying groundwork for a banquet which will be a challenge for all future CMA functions. John Sharenow, president, is chairman of the banquet committee, which includes Henry Hartmann, Michael Lascari, Edward Dierick, Harry Zink and Irving Apgar. The advertising and publicity committee is headed by Michael Lascari, assisted by Harry Zink, Jackson Bloom, Harry Koladney and Max Jacobwitz."

Manager Cherry is working with all committees and acts on each committee as necessary.

Jim Buckley Resigns To Boost Beverage Venders Thru Own Firm

CHICAGO, Nov. 4.—Jim Buckley, sales manager of Bally Mfg. Co., has resigned from the Bally organization to head his own operating and distributing company, according to a statement released by Bally's president, Ray Moloney.

"The announcement of Jim's resignation," Moloney said, "altho probably a surprise to the industry in general, is not a surprise to those who know his firm conviction that today's biggest opportunity in the coin machine field lies in the operation of beverage venders. From the earliest experimental stage to the present time Jim has been completely wrapped up in the Bally Beverage Vender. His close association with beverage operations in all sections of the country served to intensify his enthusiasm for the machine. As a result, Jim is determined to build up his own organization for the distribution and operation of Bally Beverage Venders.

"Naturally, we are going to miss Jim, not only as a sales executive, but as a personality. However, his loyalty to Bally, as well as his unlimited faith in the future of the Bally Beverage Vender, certainly entitles Jim to grasp his big opportunity. All of us at Bally join me in wishing Jim every success and in expressing our confidence that as Illinois State distributor for the Bally Beverage Vender Jim Buckley will continue, as in the past, to serve the Bally

organization. "George Jenkins will carry on as sales manager. Everbody in the industry knows the quiet, courteous way George goes about giving Bally customers real service, and I feel sure Bally jobbers and distributors are going to give George the same fine co-operation they gave Jim Buckley."

Discussing his resignation and plans for the future, Jim Buckley confessed to feeling mingled emotions. "It's great to be in a position to devote my entire energy to the one thing which interests me above everything else in the coin machine industry. At the same time, it's going to seem kind of queer not to be at the old Bally headquarters. Several months ago I came to the conclusion that I would have no peace of mind until I was running a real Bally Beverage Vender operation. Naturally, to operate while holding an executive position at Bally was out of the question. My heart is in the Bally Beverage Vender operation and that's what will keep me busy from now to show time."

Jim Buckley's headquarters will be the American Vending Corp., of which he is president. Bally Beverage Vender operations in the Chicago area, as well as sales activity in Illinois, will be carried on from the American Vending Corp. office.

Experienced Op Finds New Ideas---

TULSA, Okla., Nov. 4.—C. N. Van Antwerp, owner and manager of the Vanco Sales Co. here, has recently become a great enthusiast for vending machines. He includes cigaret, bulk and other merchandise vending machines in his list of opportunities for operators.

Van Antwerp says these machines offer decided advantages to operators when territorial conditions become adverse for amusement games. He is adjusting his business completely in order to enter the vending machine field on a big scale. After installing some vending machines and observing the results, he declares that the "vending machine field offers the coming opportunities to operators."

Van Antwerp made a survey in this territory and found filling stations to be probably the best type of location for cigaret, candy and bulk vending machines. According to his statement, these locations open a real field for venders and he is installing machines in filling stations here and in the surrounding area.

He said that he also found beverage vending machines to do a much bigger business at filling stations than any other type of location. He said he had learned thru reliable sources that sales of beverages thru vending machines in this area was almost within 7 per cent of the total sales thru other outlets for bottled beverages.

OPERATORS!
Order This
Coin Counter
Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; flared, oversize mouthpiece for tube-wrapping. Only \$1.00 each prepaid; cash with order, no C. O. D. Write for complete details and low prices on SPECIAL, TOPPER, CHALLENGER, Stands, Wall Brackets, etc.
VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

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 NEW MODEL 39

THE NORTHWESTERN CORPORATION
1195 E. ARMSTRONG ST., MORRIS, ILL.

vends them all
Univendor
5 • 10 and 15c combinations
6 and 8 columns
STONER CORP. • AURORA, ILLINOIS

Used Cigarette Machines
Low Prices—Exceptional Values
National No. 9-30—Enclosed Stand \$58.75
National No. 6-30—Enclosed Stand 35.00
National No. 6-26—Enclosed Stand 27.50
Goretta Candy—Six Column 25.00
Stewart-McGuire—Four Column 12.00
Same With Free Matches 15.75
Same—Six Col. Free Matches 18.75
Rowe—Five Col. 10 Matches 7.50
Simplex—Six Column 12.50
Uneseda Pak—3 Column—Enclosed 12.50
National No. 5—Five Column 6.00
In-a-Bag Vendors—1939 Model 12.75
F. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
381 FOURTH AVE., - NEW YORK, N. Y.

USE "PAL" & "PAL JR."
The modern Handy Service Kit. "Pal" has 4 5" containers. "Pal Jr." has 2 5" containers. "PAL" at \$6.95. "PAL JR." at \$4.50. Original aluminum Penny Counters, \$1.00; the best. Also Stands of all kinds. Free instructions on operating quality Vendors from \$3.25.
AUTOMATIC GAMES 2425 Fullerton Ave., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Cigarette Merchandisers' Associations

Members of the New York CMA are busy these days but take advantage of what little spare time they do have on Saturday afternoons to follow the leading teams on the gridirons. Things are gradually becoming normal again and the boys hope to be back on regular schedules soon.

Of interest to members, too, is the coming election for councilmen in New York. The organization, of course, is taking no definite stand on the matter but hope that the new administration will be more lenient in the matter of imposing cigaret taxes.

The boys are looking forward to the meeting which will be held November 9 when new amendments and by-laws will be voted upon. A full attendance is urged because several matters of importance are scheduled for discussion. This organization is self-governing and frequent changes are made in the by-laws to give the CMA a broader scope thru which it may benefit its membership. No changes are exacted which can't be followed thru and only those changes that work to the full advantage of the organization are considered. Reports from the two active committees are to be heard at this session.

Forty's Vendors, of which S. Quarenda is the manager, and Vendors' Service, of which Ben Morse is the manager, were recently voted into the membership of the New York CMA.

There is a little matter of \$5 that is causing a lot of wondering among members of the CMA. It's not just any five dollars, but a specific fin that Sam Yolen offered for a name for his boat. No more has been heard since Yolen made the offer. More details on this situation will be appreciated.

Congratulations and best wishes are extended Harry Maurice Gosch on the occasion of his confirmation (Bar Mitzvar).

The report of the meeting of the Interstate Cigarette Merchandisers' Association is now on file with Matthew Forbes, manager of the CMA.

Jersey CMA Notes

The New Jersey CMA recently honored its past presidents, Sam Malkin and Charles W. Stange, at the second annual "President-emeritus Night." A large group attended the affair, and Malkin, head of the Malkin Sales Co., gave an interesting talk on co-operation.

Plans for the banquet to be held February 10, 1940, at Hotel Douglas in Newark, are progressing rapidly and the committees are busily engaged in making the arrangements. Del's Musical Vendors, a radio orchestra, has been engaged for the event. Indications are that this will be the largest event ever sponsored by the CMA. John Sharenow, president, is serving as chairman of the banquet committee.

CMA members are wishing Samuel Cherry, father of James Cherry, manager of CMA, a speedy recovery. At present he is confined to St. Michael's Hospital in Newark for observation.

Ed Dierick, of Dierick Vending Co., returned recently from Michigan, where he visited his parents.

Recent visitors to the office of the CMA includes Theodore Genser, of Advance Sales Co.

With cold weather skedded for this area the boys are now thinking of the warm sunshine down in Florida. Max Jacobowitz, who goes south in the winter, is now preparing his annual sojourn to the sunny climes.

Charles W. Stange is back at his desk after several days at home because of illness.

Michael Lascari is one of the busiest men anywhere in the country now. He is in charge of advertising and publicity for the banquet and is doing this work in addition to conducting the Manhattan Cigaret Service in New York and

the Public Service Tobacco Co. Lascari is doing a swell job at all three posts.

Jacob Breidt is recuperating from a cold.

Tact Required When Soliciting Vender Locations

The writer, who has spent considerable time at a reception desk in a large concern, may be in a position to offer a few suggestions that will prove helpful to operators in getting the best results when soliciting locations.

Of first importance is stating your business fully, briefly and concisely. That may sound like a pretty big order, but if you plan your approach beforehand you will find you can get your story told in very few words. Tell the location owner the object of your call, arouse his interest, then if he is attracted by your offer you can elaborate further. Have answers ready for the questions he will ask.

Choose Right Time

Business men as a rule have their work well organized so they can get the best results from the time they devote to it. The people bulk vending operators rub shoulders with fall in this category, they manage stores, hotels, run service stations, eating places, places of amusement such as theaters, night clubs and bowling alleys.

It is well to keep this thought in mind when soliciting locations. You can judge quite accurately when the various locations have their busiest hours and contact the manager at the most convenient time for him. During rush hours he may not be the least bit interested in your proposition, but when he has time to give you his full attention his attitude may be entirely different.

You'll find it helpful to know the name of the person you wish to see so you can be sure of making the right contact. Also let your name be known. A suggestion which will be appreciated by everyone concerned is to have a business card to present. They can be secured very reasonably and provide a convenient means of leaving your name, address and telephone number with the location. If you were not successful in placing a machine, the location owner will know where to reach you should he become interested at a later date. If the machine is accepted it is also advisable that they know who and where you are.

If you will put these few suggestions into effect you will perhaps find a more receptive audience in your location owners. Anyway, that's the way the situation looks from where I sit and I do think it's worth a try.—From *The Northwesterner*.

Robbins Finds Vending Field Good

BROOKLYN, Nov. 4.—"I was under the impression that there were not very many prospective purchasers of vending machines," informs Dave Robbins, of D. Robbins & Co. "However, I was surprised at the number of inquiries and orders I received from my ad on reconditioned vending machines. Frankly, I thought that only a few vending machine operators would see my ad. After 15 years of advertising in *The Billboard* I thought I knew just what to expect—but I have received more orders thru this insertion than thru any other medium.

"We are currently offering operators a large variety of reconditioned machines which not only look like new but operate as if new. Our stock of machines includes cigaret venders, 5 cent candy bar venders, gum machines, etc. We also have reconditioned penny amusement games, such as Bingo, Criss-Cross, Challenger, Penny Basketball and many others."

Houston

HOUSTON, Nov. 4.—S. M. Schachter, Rock-Ola district manager covering Texas and Louisiana, spent several days in Houston. He reported business as being exceptionally good. Schachter

EASY MONEY

with this NEW, HOT COMBINATION



1. THE SNACKS GUM VENDER
at a new LOW PRICE.

2. ADAMS CHEWING GUM
Nationally Advertised Product of American Chicle Co.

Cash in on this profit-making deal... Buy the world's finest gum vender at the NEW, amazingly LOW PRICE of only \$6.85... PLUS... Adams Chewing Gum, the popular, Nationally Advertised favorite... A NATURAL for steady sales and staple income.

Volume sales of the SNACKS GUM VENDER during the past year makes this reduced price possible... Tool and die costs have been liquidated... Our investment has been returned to us... YOU GET THE BENEFIT! Only \$6.85! Who ever heard of such a LOW price for such a fine machine?... And the GUM—ADAMS—as fine as there is made! Known from coast to coast for its lasting taste—Four delicious flavors: PEPPERMINT, TUTTI-FRUTTI and...—CLOVE, the latest member of the ADAMS family, in popular demand by restaurants and taverns for its "breath-taking" qualities—All priced to make you a GOOD PROFIT.

Remember — The SNACKS GUM VENDER can be attached to any of your other machines by a simple bracket... IT MEANS EXTRA INCOME AT NO EXTRA SERVICE COST... PLACE YOUR ORDERS AT ONCE!

NEW, LOW Operator's Price only \$6.85 in any quantity



TRIMOUNT COIN MACHINE CO.
1292 WASHINGTON ST., BOSTON, MASS.

WHILE THEY LAST

NEW 1c HERSHEY VENDORS!

ONLY \$2 EACH IN LOTS OF 12 OR MORE. SEND M. O. IN FULL.

A. M. WALZER COMPANY, Security Bldg., Minneapolis, Minn.

IMMEDIATE! MIDGET BASEBALL DELIVERY! 1c COUNTER SKILL GAME

● BARGAINS IN RECONDITIONED VENDORS ●

25 Rowe Aristocrat, Slug Proof, 6 Col. 15c Cigarette Mach.	\$18.50 Ea.
Five or more, \$16.00 each; 20c Model, \$2.00 extra.	
Floor Stand, \$3.00	
10 Columbus 1c Peanut Machines	\$ 3.00 Ea.
25 Columbus 5c Peanut Machines	2.75 Ea.
10 Bingo 1c Ball Gum Counter Skill Games	7.50 Ea.
50 DuGrenier Selective 5c Candy Bar Machines	19.50 Ea.
100 Adams 6 Column 1c Gum Vendors	8.00 Ea.

Remit 1/3 Deposit, Balance C. O. D.

\$17.50 ea. D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y. \$18.50 ea.

made the firm of Stelle & Horton, local Rock-Ola distributors, his headquarters during his stay in the city.

Joseph Spadafora Jr., office manager for local Decca branch office, has been transferred to the New Orleans office. Joe has made a host of friends here and all who know them sincerely regret that he and his charming wife of only a few months are leaving.

Downtown parking meters are being used by a prominent local super service station to carry on an effective and unique form of advertising. When a representative of the concern finds a car in front of a meter with the red flag up he deposits a nickel in the meter and places a mimeographed note under windshield wiper that reads about like this: "The red flag got you. Our nickel saved you a ticket. Next time you need service see us."

The drive recently started by police traffic department to get action on thousands of delinquent traffic tickets, mostly for overparking, is succeeding. One motorist came in and paid \$56 for 56 overparking tickets.

H. M. Crowe with Stelle & Horton, of Houston, is now occupied with the sale

ACES

For Profits... Performance... Dependability

Ace money-makers in any type location are recondable "Columbus" Merchandise Vendors attractively designed to pull the sales. Don't delay! Enjoy steadier income and bigger profits per unit in 1939 with location-tested "Columbus" Vendors.

Model "34"—\$5.70 Ea.

As Illustrated In Lots of 6 or More. **SAMPLE, \$6.70.**

Send for Complete List of New and Used Machines. 1/3 Deposit With Order, Balance C. O. D.

RAKE,
5 S. 22nd St., Phila., Pa.

of Rock-Ola phonographs exclusively. He covers South Texas territory for the above-mentioned firm.

J. E. Starks, from Electro Ball home office, was in Houston the latter part of October helping the local office get lined out on distributing Won-Up, the new food drink for which Electro now has State distributorship.

MUSIC MERCHANDISING

Indiana Operators Hold Meeting at Evansville

District meeting leads up to plans for coming State convention

By WALTER W. HURD

The district meeting of the Indiana State Operators' Association, held at Evansville, Ind., October 29, was so well attended that even the officers of the group said it was "better than expectations." The Indiana group is largely composed of phonograph operators, and then cigarete machine operators form the second largest group. It held its first organization movement last April.

Since April a number of district meetings have been held and the growing attendance as each meeting was held has been an encouraging sign of the civic spirit of Indiana operators. Organizations in other States would be greatly interested in knowing the exact reasons or plans that bring out such good attendance. The Minnesota and Pennsylvania associations seem to be about the only other State groups that are trying the idea of district meetings. I have not been privileged to attend any of their district meetings and cannot report on first-hand observations of their attendance and interest. I have attended general meetings in both Minnesota and Pennsylvania and know that they have very active organizations.

Phonograph Spirit

The meeting at Evansville was an indication of the business spirit that makes organizations succeed. It was probably an index also to the spirit of the phonograph operating business at the present time. In other words, the phonograph division seems to be doing real well. Operators told me that there was not so much selling to locations at the present time, but that there is a real problem of cutting commissions to take locations.

Big and Little

Confidentially, many phonograph operators said that the real cutthroat

competition is between large and small or individual operators. The individual operators say that large firms are likely to order too many machines and then must find locations for them. So they trespass on smaller operators.

One Indiana operator, who may be regarded as a successful business man before entering the phonograph field, suggested the contentment that individual operators should have in the phonograph field. He said that 100 phonographs are enough for any man, that a good operator can succeed with that many phonographs and that larger operations cause problems and cutthroat competition. He said that with 100 machines he employs two service men who attend to 50 machines each. As owner and manager, he gives attention chiefly to salesmanship and good will and gets over his route about every two weeks.

That is what an educated operator suggested as the modern, efficient

Talk About Records

It is evident that when phonograph operators get together they talk about records. They like to listen to records. They are reading everything they can get about records. They may not get to be musicians by any means, but it is apparent the phonograph operator is making a serious study of the business of buying records for his machines. He still must listen to the requests and demands of locations, of course, but he is also studying records.

The Home Market

I spoke to the Indiana operators about organization for the purpose of promoting propaganda favorable to the industry. This is an important subject and a good speaker could give operators some very interesting information on the theme.

I also mentioned to them the propaganda idea that automatic phonographs are the shortest road to selling phonographs and records to the home. A lot of people in various phases of the music world today do not realize what widespread benefits are coming from the automatic phonograph. It is not only using machines and records itself,

Bowling Knits Rock-Ola Employees

CHICAGO, Nov. 4.—Bowling is a sport indulged in by Rock-Ola Mfg. Corp. employees under the sponsorship of that firm in order to further develop employee good-will and co-operation, according to firm officials.

Despite the press of business, it is not unusual to find David C. Rockola and other Rock-Ola executives taking time out to bowl in the company league.

Rock-Ola's league is comprised of 18 teams, representing every division in the company. Each week good-natured rivalry flames as team battles team for league leadership and the coveted trophy prize.

"These company sponsored employee events develop a spirit of fair play and sportsmanship that is favorably reflected in the daily tasks of our employees," says President Rockola. "They learn the value of working together in harmony for the good of the company and their own welfare."

"A visitor making a tour of the Rock-Ola plant quickly recognizes this air of co-operation and healthy employee-employer relationship. That spirit is apparent thruout our entire organization. It is this progressive employee spirit plus advanced styling of products that has enabled the Rock-Ola Corp. to obtain a commanding position in the coin-operated phonograph field."



THERE'S PARTY SPIRIT HERE as Wurlitzer District Manager Earl Reynolds, left, and Wurlitzer General Sales Manager Mike Hammergren, right, corner three operators. The ops are, left to right, J. V. Stone, of Dallas; H. Church Hay, of Gainesville, Tex., and LeRoy Hay, also of Gainesville. The occasion was Wurlitzer's Open House Party in Dallas.

Royal Polish Aids Machine Appearance

ELIZABETH, N. J., Nov. 4.—Royal Distributors, Inc., are introducing a new product for phonographs, bars, pianos and all type of coin-operated equipment. The new product is Royal Polish, which, according to Dave Stern, Royal executive, will give a high-gloss, lustrous finish to all types of coin machines.

"Royal Polish is a scientifically prepared super-polish used by operators while servicing their routes as well as in workshops. It is especially valuable for preserving the beauty and life of phonographs," declared Stern.

"It has been approved by leading distributors thruout the country. Main difficulty is trying to keep shipments abreast of orders," Stern concluded.

Phono Servicing School in Buffalo

BUFFALO, Nov. 4.—Free instruction in phonograph operating and merchandising was given here in a two-day course, October 26-27. The course was available to all operators.

Sixty-five operators were on hand for the instructions, which covered many phases of operation leading to a successful business. The course, which is being conducted in various cities, was the first attempt of its kind here. Al Koch and Andy Anderson, service instructors, came to Buffalo direct from Pittsburgh. The next service instruction school is to be held in Utica, N. Y.

Atlas Phonograph Co., Buffalo, played host to the instructors and their pupils. Instruction periods took the greater part of Thursday and Friday and were held in the large offices of Atlas' headquarters. Luncheon and dinner were served to all participants on both days.

operators out. Business sessions are short, and at the social gatherings afterward they all get acquainted and have a good time.

The Indiana operators will hold a State convention at Indianapolis November 25 and 26, and manufacturers and distributors have been invited to have displays at this convention.



NEW POPULAR SONG, "Bless You," was co-authored by one of the coin machine industry's members—Eddie Lane, of Newark, N. J. The tune is his first published song and was introduced by Fred Waring. To date there are six recordings of the song. Glenn Miller, The Ink Spots, Fats Waller, Barry Wood, Everett Hoagland and Gray Gordon have made the disks

plan for a successful phonograph operator.

Help for Operators

At the Indiana meetings, as well as other operators' meetings I have attended, it is worthy of mention that the field men of manufacturing firms and distributing firms are very active in helping to make the meetings a success. There are business reasons, of course, why they attend these meetings, but at the same time they do show a very helpful spirit. They also offer entertainment frequently after the sessions. Many of them speak at the meetings and offer the benefit of their observations.

The representatives of the record manufacturing companies are also very energetic and very helpful. Phonograph operators may not realize it, but there are probably no other agencies in the country which are studying the needs and interests of the phonograph operator more carefully than the field men and distributors of the record companies. If the home offices of all the record companies were as actively interested in serving the phonograph operator as their field men and distributors are, that would be extending remarkable service to the operator.

but it is building up the home market faster than anything else could possibly do. For that reason those who are trying to assess fees or to place high taxes on automatic phonographs should certainly stop and consider.

The automatic phonograph in public locations has certainly made the public phonograph-conscious. Then it keeps the people who have phonographs in their homes conscious of new records. Every automatic phonograph is a record-sampling station, where people can try out new records. Every phonograph has a big list of records which is a virtual advertisement for the records, the firm that makes them, the orchestras and even the music publishers. . . .

People who have phonographs in the home also become much more frequent patrons of automatic phonographs. So it is a business in which we can all go along together for mutual good.

Social Good Times

I have mentioned that a lot of associations would like to know how the Indiana operators promote good attendance. President Charles W. Hughes, of the group, said that he believed the social good times which follow the business meetings is the one big thing that really brings the

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.

New York City

To the Editor:

I've been reading your column for the past year, but have never found time to write in and tell you how useful, helpful and interesting I find it.

I happen to be an operator who also likes to pass on a few suggestions that would help others in making more money and also cut down on record costs.

The best example of cutting record costs is the use of records by such artists as Bing Crosby, Dick Robertson—the latter in particular—his good disks, such as *It Makes a Difference Now, Maybe, What Good We Do, Baby Me* and *To Live the Life of a Lie*. The first three songs are standards and I'm sure will always get a good play in our music machines. They are pulling in lots of nickels at the present time for me.

I find it good business to always keep in stock Dick Robertson's recordings; also Bing Crosby's. They always can be used long after the big flash numbers are played out and forgotten. I've just started using *My Little Buckaroo*, by Dick Robertson, and found that I had to re-order many more of them—that's good business for me and swell entertainment for those who hear the song. Bing's songs, such as *Dear Old Girl, Blue Hawaii, Sweet Lelani, Mexicali Rose*, etc., are still being used as fill-ins along with the current hits, and the record playing indicators show that they get as much and sometimes more than any of the hit numbers.

I find that the barrooms particularly like Bing Crosby's and Dick Robertson's recordings.

The people that put most of the money in the music boxes are usually over 30 years of age and like to reminisce and so the oldtimers get a terrific play.

By using the above method, I've built up some nice collections in the music boxes to the satisfaction of (1) the storekeeper, (2) his customers and, (3) the most important, of the Columbia Music Co.

My whole organization joins me in wishing you every success and lots of thanks.
CHARLES ENGELMAN,
Columbia Music Co.

Lake St. John, La.

To the Editor:

As the operator of a Louisiana lake resort at Cool Coosa on Lake St. John, about 10 miles from Ferriday, La., I cater to many tourists and local people who are out to enjoy themselves. Many are on their vacations, others on week-ends and some come just for the day to swim, boat, fish and dance at the pavilion here.

It is too expensive for me to hire orchestras every night or during the day, so the phonos fill the bill for me, and the records, which we keep up to date, really do plenty for me.

Right now the best paying tunes are: Benny Goodman releases on *Comes Love, Blue Orchids, What's New?, Jumpin' at the Woodside* and *There'll Be Some Changes Made*. The Ink Spots on *If I Didn't Care, Just for a Thrill, It's Funny to Everyone but Me*; Hal Kemp's *Crying in My Dream*; Glenn Miller's *Blue Orchids, Baby Me, In the Mood* and *I Want to Be Happy*, all of Bing Crosby's and Artie Shaw's tunes; Harry James,

who is really a comer for the machines, on *Flash Here Comes the Night, My Buddy, Sugar Daddy, and Willow Weep for Me*.

Tommy and Jimmy Dorsey, too, get good plays, as do Louie Armstrong, Count Basie, Charlie Barnet and Ella Fitzgerald. All are nickel magnets for my machines. The customers like the new ones, and I always try to please the customers.

PHILIP NEAL
Cool Coosa Resort.

Big Stone Gap, Va.

To the Editor:

There is a newcomer by Glenn Miller, *My Isle of Golden Dreams*, that I believe has been overlooked by many operators. This number, I believe, will be a second to *Sunrise Serenade*. It is showing a nice play for us and increasing daily.

In the Mood, also by Glenn Miller, is a very good number with us. In fact, there are but very few times when an operator will go wrong in buying Glenn Miller or Artie Shaw's releases. *Day In Day Out*, by Shaw; *South of the Border*, by Roy Speck; *Address Unknown*, by the Ink Spots; *An Apple for the Teacher*, by Bing Crosby; *Jumpin' Jive*, by Cab Calloway—all are tops—and of course the old *Beer Barrel* still does its share.

I find that some customers as well as operators also keep an eye on *The Billboard* for the latest and best hits.

For coal-mining hillbilly sections, *Coal Miner Blues*, by the Carter Family, is the best for more tears in the beer.

M. E. SALYER, Mgr.,
General Supply Co.

Indiana State Meet Nov. 25

2-day session announced to meet in Indianapolis— to have displays

INDIANAPOLIS, Nov. 4.—Following the district meeting of the Indiana State Operators' Association in Evansville recently, Charles W. Hughes, president of the organization, announced that the State-wide convention of the association would be held in Indianapolis November 25 and 26.

This convention will mark the

completion of a State organization program which has been accomplished by holding a number of successful district meetings since the original meeting here in April.

Exhibits of phonographs and cigarette machines and accessories will be accepted for the convention. It is announced that manufacturers and distributors who wish to display machines should apply to Charles W. Hughes, president, Ladoga, Ind., or to any of the following members of the arrangements committee: Sam Weinberger, Southern Automatic Music Co., Indianapolis; Ray Walters, Indiana Distributing Co., Indianapolis, or Paul Jock, Guarantee Distributing Co., Indianapolis.

Evansville Meeting

It was reported from the meeting at Evansville, Ind., October 29 that the following new members were received: Jake Waymire, Elwood, Ind.; Abe Fleig, Indianapolis; Charles Ewing, Automatic Amusement Co., Evansville; Lou Berman, L. Berman & Co., Evansville; Sol Silver, Silver Novelty Co., Evansville; F. C. Fendwick, Evansville; Fred Bosse, Evansville; E. F. Shine, Princeton.

Big Attendance

Attendance at the Evansville meeting was "much better than expectations," according to officials of the association. Among those who registered were George Zerum, Max Zimet and Paul Cohen, of Cincinnati, O.; Al Byrd, Charles Mickey and James Baker, of Terre Haute, Ind.; Fred Johnstone and Dr. C. A. Shry, of Anderson, Ind.; Harold Skelton, Fred J. Bosse, Lou Berman, Sol Silver, Joe Graddy, Bill Blackburn, Bernard Heierman, Leon Culp, F. C. Fendwick, C. J. Speis, Charles Ewing and J. W. Stewart, of Evansville, Ind.; Abe Fleig, Sam Weinberger, Mr. and Mrs. R. C. Janes, L. R. Boner, H. J. Windt and Ralph Rigdon, of Indianapolis; Mr. and Mrs. Leo Weinberger, of Louisville, Ky.; Carl King, of Elwood, Ind.; Hugo Callyon and Cornelius Gutgee, of Jasper, Ind.; T. L. Broulette, of Vincennes, Ind.; E. F. Shine, of Princeton, Ind.; Calvert Anderson, of Jeffersonville, Ind.; Harry Killebrew, of Boonville, Ind., and Charles W. Hughes, of Ladoga, Ind.

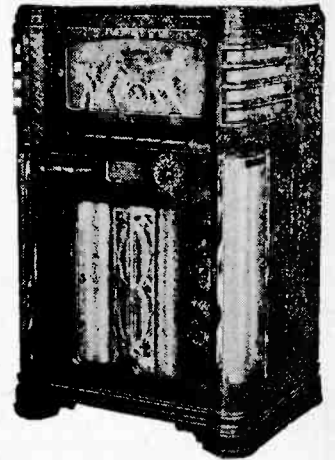
Honorary memberships were extended to Jack Kelner, Rowe Mfg. Co., Chicago; C. S. Darling, secretary of the Automatic Phonograph Manufacturers' Association, Chicago, and Walter W. Hurd, coin machine editor of *The Billboard*, Chicago. These three men have been speakers at the various district meetings of the Indiana operators.

Speakers at the Evansville meeting were Leo Weinberger, Southern Automatic Music Co., Louisville.



SWINGMASTER TOMMY DORSEY, W. C. McDonald and J. Friedman, Atlanta Mills distributor, pose with Mills' Throne of Music. Dorsey is now playing an engagement in Chicago's Palmer House.

PHONO OPERATORS OUR LOSS IS YOUR GAIN



We need more space for our light-up ensemble business, and our lack of space is your opportunity to pick up rebuilt and modernized phonographs at ridiculously low prices. They are priced to move at once. Operators who know values will grab this opportunity to add new locations to their operations at less than our costs.

A few of the many phonos to be sacrificed are listed below: Rock-Ola Regular, 12 records; Rhythm King, 12 records; Rhythm Master, 16 records; and Rock-Ola Imperial 20, Mills Do-Re-Mi and Mills Zephyr, Seeburg Model H and Seeburg De-Luxe, Wurlitzer 416, 616 and 412. Two Seeburg Duck Shoots, in good condition.

These phonographs are completely rebuilt mechanically and are modernized with STARK light-up ensembles, making them equal in play-appeal to machines costing two to three times as much.

LIGHT-UP ENSEMBLES

Hundreds of operators are making greater profits with STARK light-up ensembles than ever before. Quality considered, STARK ensembles cannot be duplicated at the price. Send for our Circular showing our new Mills Do-Re-Mi Ensemble just completed.

The Regular Stark Guarantee Applies. Write for Current Lists.

Stark Novelty & Mfg. Co.
1510 West Tuscarawas Street,
CANTON, OHIO

MR. PHONO OPERATOR SEZ:

ONLY **25c**
IN 100 LOTS FOR "AMERICA'S FINEST PHONO NEEDLE"
"CALCUTTONE"
How Can You Go Wrong?
Rush Your Order Quick!

2,500 PLAYS
Sample ... 35c
10 Lots ... 31c
25 Lots ... 28c
Cash with Order

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

WANTED USED PHONO RECORDS

Will Pay \$30 Per Thousand. Please State Approximate Quantity.
BRIGHTON RECORD EXCHANGE
244 Brighton Beach Ave., BROOKLYN, N. Y.

Weinberger stressed the matter of proper commissions to locations and urged that accepted standards be maintained. Walter W. Hurd, coin machine editor of *The Billboard*, Chicago, spoke on the need of organization to get favorable propaganda for the industry. Brief speeches were also made by some others present.

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, cover every 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

WURLITZERS

MILLS • ROCK-OLAS

FINEST RECONDITIONED PHONOGRAPHS AT
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
LOWEST PRICES
BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

A-1 EQUIPMENT AT NEW LOW PRICES

Gapehart Orchestre, 10-Record	Each \$ 10.00	Mills Do Re Mi	Each \$ 29.50
Seeburg 1935 Selectaphones	17.50	Wurlitzer 412 or 400	39.50
Mills Swing Kings	22.50	Wurlitzer 716	89.50
Seeburg Model A, Green	19.50	Wurlitzer 616-A	94.50
Seeburg Model A, Walnut	25.00	Wurlitzer 24-Record	139.50
Seeburg Model A, with Illuminated Grill and Moving Background	35.00	Rockola 20-Record Imperial	79.50

All Ready for Location. Immediate Shipments. Send Deposit With Order.
SOUTHERN AUTOMATIC MUSIC COMPANY
312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 542 S. 2nd St., LOUISVILLE, KY.

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.

Grilles, \$6.95

For all music machines.

Economy Production Co.

124 Market Philadelphia, Pa.

LINGOLN LOGIC

"THE TUNE'S THE THING"

From the "MASK AND WIG SHOW"
WHEN I CLIMB DOWN FROM MY SADDLE

DICK JURGENS, Vocalion (5063)
BLUE BARRON, HENRY RUSSELL,
Bluebird (10394) Vocalion (5102)

Chi Firm Building Phonograph Domes

CHICAGO, Nov. 4.—"When we say our latest item is an exclusive item produced solely by this firm, we mean just that," declare Paul Gerber and Max Glass, heads of Gerber & Glass.

"Our latest product is a new quality dome for converting old phonographs into machines of modern appearance, adding months of profitable operation. Gerber & Glass are the only firm offering music men this profit-building item.

"We are able to offer these domes at a price that cannot be duplicated without a sacrifice of quality. We are able to make domes of high quality because of the large volume of sales we are enjoying," they said.

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.

Address Unknown. Ink Spots.

South of the Border. Shep Fields, Guy Lombardo, Ambrose.

Day In—Day Out. Bob Crosby, Artie Shaw, Kay Kyser.

An Apple for the Teacher. Bing Crosby.

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.

What's New? This hasn't quite made the grade to where it can be considered a unanimously successful number, but it's certainly popular enough to be looked into by those operators who so far haven't done anything about it. This department will eschew predictions as to whether or not will ever land in the top brackets, but we believe it should be in every machine. Bing Crosby's recording stands out, followed by Hal Kemp's and Benny Goodman's.

Scatterbrain. Definitely a "must" in a few weeks, this is now being played in many locations to nice profits and the song has really only started its career. It's selling plenty of sheet music copies and it's pretty certain to be one of the biggest novelty hits of the fall season. Don't slip on this, and for money-making disks you have your choice of Frankie Masters, Freddy Martin and Guy Lombardo. The first two got the jump on the Royal Canadians in the matter of record release dates, but Guy will probably catch up to them soon.

My Prayer. Latest in the list of selections listed herein under "Possibilities" to start to move under its own steam is this lovely ballad, imported here via France and England. Now that it's started, it can safely be predicted that it will be a prime favorite with those people who like really beautiful melody. The Ink Spots have another record here that the machines are beginning to take to in a big way, but this time the foursome is challenged for phono supremacy by Glen Miller's and Horace Heldt's dance versions.

Lilacs in the Rain. For that matter, this tune was part of the original piano selection titled *Deep Purple*, from which last season's hit was derived. Now its composer has adapted this second theme and chances are it will hit the high spots of the former song. Bob Crosby, Charlie Barnet and Dick Jurgens are mentioned in current reports.

In the Mood. A strong entry in the phono sweepstakes, particularly among swing recordings, is Glenn Miller's great disk. This tune has had a lyric put to it and it may transcend its present position as just a fine rhythm number and really amount to something as a popular song. It's pretty popular in the Miller version right now, for that matter, and you're missing some nickels by not having it in.

Oh, Johnny, Oh. This may very well be another of those old-time songs that are dug up by some band leader and that eventually turn into bigger hits than they were the first time. In this case Orrin Tucker's recording has started the whole thing, and cashing in on the profits this disk has been making for some operators might not be inadvisable.

The Little Man Who Wasn't There. Still very much around, altho still not a sensational song, is this catchy novelty. Glenn Miller and Larry Clinton have been the standard bearers here from the very first.

It's a Hundred to One. A similar situation exists here. This tune is not exactly a world beater, but operators have been finding it profitable in a quiet way, with both Dick Jurgens' and Dick Todd's recordings.

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.

Ciribiribin. For operators to underestimate the potentialities of the Bing Crosby-Andrews Sisters recording of this favorite melody will be a big mistake. It is one of those "naturals" that come along only occasionally, and with those names paired on the same identification slip it almost seems useless for this department to stress the point. If ops can't recognize that for themselves they don't exactly know their business. Get this (but fast); if it's not this side it will be the reverse, *Yodelin' Jive*. They're both sure-fire.

Shadows. Not quite as strong language can be used on this follow-up by the same writer to last summer's sensational *Sunrise Serenade*. However, the Glen Gray record has pretty nearly everything it takes to make a powerful attack on the machines. Keep an eye on this.

March of the Toys. With both the Christmas season and the release of Paramount's production, *The Gay Life of Victor Herbert*, on the way, there is a double timeliness to Tommy Dorsey's great swing version of this favorite Herbert melody. Even by itself, the disk is something that your patrons will really go for.

Last Night. Quietly creeping up in radio and sheet music popularity is this latest creation of the Kenny Brothers, Nick and Charles, who have produced so many former hit songs, there are quite a few recordings of this out now, and one of them should be on hand against the time when the song is universally popular, which may be fairly soon.

(Double-meaning records are purposely omitted from this column)

Man at Bar Turns Into a Music Critic

Syndicate story tells of rise and importance of automatic phonographs

CHICAGO, Nov. 4.—Under the above headline there appeared in many newspapers a story dispatched by the Associated Press to newspapers all over the United States. The story dealt with the rise of automatic phonographs and discussed the importance of the phonograph to the music field. On the whole, the article was very encouraging and presented the picture well. However, the article included certain statements which operators will testify are inaccurate. Editor's notes in the following reprint of the article will call attention to these inaccuracies.

The article follows:

"The man at the bar with a glass of beer has just popped up as an important force in American music and the basis of a new industry.

"The man at the bar used to just stand and sip. Now he interrupts his sipping to drop frequent nickels into a brightly lighted music box—an automatic phonograph—and that has radically affected the music business.

"Besides contributing greatly to a startling comeback of the phonograph record, it has revolutionized song-plugging, opened a new road to success for bands and artists, and even begun to influence the style of popular songs.

"When swing revived the phonograph about 1934, a few automatic machines appeared in bars here and

there, luring nickels, mainly as a mechanical marvel."

(Editor's Note.—Here is a statement that most operators and manufacturers will disagree with. Swing is not credited in the industry as having revived the phonograph—rather, the ending of prohibition and the consequent revival of tavern business with the tremendous number of locations thus becoming available was the principal cause of the development of the automatic phonograph. Manufacturers with foresight and vision did not construct phonographs as mechanical marvels wherein the chief attraction was the mechanical action—they foresaw the tremendous possibility of the industry and thus developed it.)

The story continues:

"This year sales of records are expected to hit 55,000,000—a 20,000,000 increase over last year. And a lot of that is accounted for by an estimated 10,000,000 records consumed annually by the nickel music boxes which, no longer a novelty, now dot the nation to the number of 200,000."

(Editor's Note.—Again we interrupt to point out the industry would dispute these figures. It is conceded that there are approximately 200,000 machines in existence. At the estimated 10,000,000 records consumed last year, operators would point a figure and say, that even with only 200,000 phonographs in operation, that would be less than one new record placed on each machine each week. It is a well-known fact that some operators place four and five or more new records each week on a phonograph depending on the income of the machines.)

Again the story continues:

"And instead of being just mere phonographs, they have, remarkably, turned out to comprise a new branch of the amusement business.

Revives Hillbillies

"That is because a tavern—the site of most music boxes—with its activity and recreational atmosphere, is a specialized setting for the audition of music, and the man at the bar (and his fellow guys and gals at the booths and tables) is a specialized musical client for whom the standard menu of the dance band and the radio is not always suitable.

"The circumstances combine to produce a particular demand for novelty numbers. Hence the 'Beer Barrel Polka,' which got its big impetus from the music boxes, and the 'Jumpin Jive' which has held sway in the taverns for two months while a hundred numbers have come and gone in the conventional music media. The record machines have helped revive the market for hillbilly numbers.

"Slow, dreamy music is incongruous with the tavern atmosphere, so the demand for sprightly tempoed records is picking up. The nickel-in-the-slot sound boxes overemphasize the bass, so there's a new call for numbers that keep away from that register. And

because the machines provide all the volume needed for any record, the old bang-bang selections are less in favor.

"A number of bands that have catered to those special requirements have climbed steadily. The music boxes have made half a dozen outfits almost before the general public heard of them. Many bands which are 'way down the list in general popularity are the reigning favorites with the nickel customers.

Glenn Miller "Made"

"Glenn Miller, who has skyrocketed in a few months to one of the nation's band favorites, got his initial boost from the records. Tiny Hill has been coming up the stairway. A dozen vocal artists, like Bing Crosby, the Andrews Sisters and the four Ink Spots (who had been plugging away for five years without much renown) have gained new popularity via the boxes.

"The occasionally nostalgic atmosphere of the tavern has had its influence, too. The nickel-nurses like old favorites in new arrangements. Probably the biggest hit in music box history has been Artie Shaw's classic version 'Begin the Beguine,' which had languished in obscurity for several years. Tiny Hill began his climb with the ancient 'Angry.' The Ink Spots came up with 'If I Didn't Care,' another oldie. And the boxes brought back also, via Glen Gray and Casa Loma crew, 'I Cried for You'—15 years old.

"In general, the popularity of a record in the music boxes whose repertoire is revised only every week or so runs considerably behind radio popularity. Numbers like 'Moon Love,' 'Wishing' and 'Over the Rainbow' began to resound in the bars about the time they were slipping away on the radio, according to the amusement magazine Billboard's weekly consensus.

"But there are notable exceptions, where the music boxes start the vogue. Beside the 'Beer Barrel Polka' there was 'The Man With the Mandolin,' which broke into the first five on the machine the week of September 2, but didn't make the first five in radio renditions until September 30.

Consider the Music Box

"Music publishers who used to dash from one band leader to another to get plugs for still-damp proof sheets now are concerned with getting their numbers recorded and in the machines. Band bookers have allied themselves with music-box operators for local build-up campaigns via the machines in advance of touring bands. Vaudeville scouts have started taking music-box popularity into decided consideration in their booking selections.

"There are several thousand men throughout the country prospering as machine dealers and agents. A half-dozen large firms are turning out the boxes which cost around \$300, are placed on a commission basis, and may take in as much as \$100 a week."

(Note.—The estimate of \$100 per week income for a phonograph is an example of the frequent exaggerations that out-

OPERATORS

These disks by Shep Fields are super-charged with money-making power. Get them at your dealer's today!

★ SOUTH OF THE BORDER

Reprinted from The Billboard Oct. 28

"South of the Border" Latest Click Disk

NEW YORK, Oct. 21.—Within three weeks, "South of the Border," one of the last song importations from England before the outbreak of the European war, has become a front-line tune in the automatic phonographs around the country.

Shep Fields' recording is the particular one that the nickel-droppers are going for in a big way.

★ BOY SCOUT IN SWITZERLAND

★ THE ANSWER IS LOVE

★ HAPPY BIRTHDAY TO LOVE

recorded by

SHEP FIELDS

AND HIS ORCHESTRA

on BLUEBIRD Records

ATTENTION, OPERATORS

Just Released

Decca Record 2785

JAEGER MARCH WALTZ

A Tavern Novelty Song Featuring

LAWRENCE DUCHOW'S

RED RAVEN ORCHESTRA

of Hilbert, Wisconsin

RED RAVEN POLKA 2543

The Polka of the Day

DECCA RECORDS

22 W. Hubbard Street,

CHICAGO

FOR SALE

10 616-A WURLITZERS and
10 616 WURLITZERS with Grilles, perfect condition, ready to place on location, \$100.00 each.

1/3 Deposit With Order, Balance C. O. D.

Royal Distributing Co.
124 MARKET ST., PHILADELPHIA, PA.

siders make about coin machine earnings. Allowing a good location to have a good crowd for six hours during an evening, and if the phonograph is kept continuously busy every minute for six hours every day seven days to the week, the total will reach about \$35 gross.)

"Their locations are not confined to taverns. The fancier bars and restaurants, which at first snubbed the blatant machines, were finally convinced that even the silk stocking trade would pour in the nickels—if not for Fats Waller and the Andrews Sisters for more highbrow concert records which can be placed in the machines just as well. One machine operator's wife remarked offhand that she had spent a boring day in the beauty parlor, and her husband dashed out to open up a whole new field for music boxes."

Discuss Editorials

To the Editor: "It will be our pleasure to give you a complete outline of our court cases as soon as they have been tried, which will be some time after next week.

"Your editorials in the past two or three months have been more interesting and beneficial to this business. More than ever the boys here have discussed the many thoughts that you have expressed."—M. O. A., October 28, 1939.



GO TO TOWN WITH
ARTIE SHAW
KING OF THE CLARINET
AND BLUEBIRD ARTIST

Young and old, jitterbugs and sweet fans, they all love Artie Shaw, nabob of the nickel nabbers. Few musicians have won so wide a following. Every coin machine needs such a "best friend" as Artie Shaw. Keep your machine on its toes with the newest Bluebird Records by Artie Shaw.

New Victor and Bluebird
Records to Capture the Coins
ARTIE SHAW AND HIS ORCHESTRA

- B-10430—Oh, Lady Be Good—F. T.
I Surrender, Dear—F. T.
B-10412—Last Two Weeks in July—F. T. (V. R.)
Two Blind Loves—F. T. (V. R.)
B-10406—Day In—Day Out—F. T. (V. R.)
Put That Down in Writing—F. T. (V. R.)
B-10446—Many Dreams Ago—F. T. (V. R.)
If What You Say is True—F. T. (V. R.)



It Pays to Use
**VICTOR AND
BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

Trademark "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



THE PLEASSED EXPRESSIONS on the faces of this Wurlitzer sextet speak more eloquently for the success of Wurlitzer's Detroit Open House Party than words could do. District Manager Bob Bleekman, second from left, is shown as he puts a friendly arm across Max Lipin's shoulder, while Harry Graham, of Detroit's Wolverine Music & Specialties Co.; Wurlitzer General Sales Manager "Mike" Hammergren, Joseph Brilliant, of the Brilliant Music Co., and Operator Ed Kteley (seated) make up the balance of the group. Plans and policies were discussed in detail at the party and every operator present was given an opportunity to impress his opinion on all things Wurlitzer.

Immediate Delivery
From Our Floor on
Evans' Bowling
Sensation
TEN STRIKE
100% LEGAL

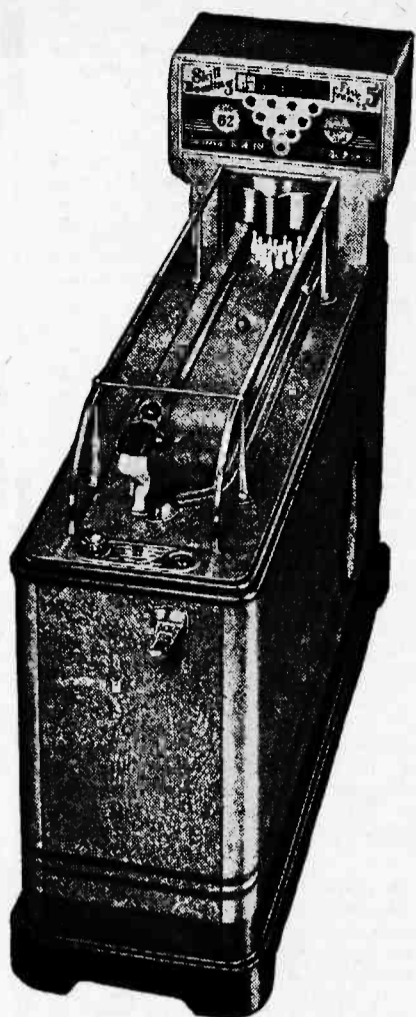
"Make console profits in
closed territory."

Exclusive Distributors
West Virginia and South-
eastern Ohio

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R & S SALES CO.

9 Butler Street
Marietta, Ohio



Now You Can Buy **ROCK-OLA**
LO-BOY scales
for only \$10 down!

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.

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800 NORTH KEDZIE AVENUE CHICAGO

Guaranteed
for FIVE
Years. See
your distrib-
utor for this
new plan.

convention. Secondly, because we want them to hear what operators from all over the country think about this marvelous machine."

AROUND THE TOWN

The Amusement Machine Jobbers' Association, managed by Ben Becker, is laying many plans for the betterment of general conditions. "The complete membership of this group makes it one of the most outstanding of all coin machine groups," he says. . . . Charley Aronson, of Brooklyn Amusement Machine Co., left for Chi to visit with the manufacturers his firm represents. . . . Sol Silverstein, of Chicago Coin, is back in town and was seen making the rounds with Jimmy Johnson, of Western Products, Inc. . . . Al Hirsh, well-known New York op, expects to enter the "proud papa" ranks soon. . . . Hymie Rosenberg is looking around for a good sales offer. He's anxious to get going again in a big way. . . . Harry Levine, of Daval, is due in town soon. . . . Ben Fish, back from the mountains, is busy building up his city route. . . . Marty Roth and Gil Faria have gone in for music in a big way. Their aim is a big route of phonos. Gene Martello, Port Chester op, is regarded as one of the up and coming coinmen.

CORRECTS RUMOR

Sam Sachs, of Acme Sales Co., whose remodeling plant is practically completed and will have more than 10,000 square feet of floor space devoted solely to remodeling phonos, reports: "Many ops seem to have the wrong impression that we do not sell parts for remodeling purposes. However, such sales represent one of the biggest parts of our business. We recommend that ops leave the remodeling up to our staff of trained experts, but we also sell these parts, too," Sachs stated.

IMPRESSIVE

Opinion of ops who have visited International Mutoscope Reel Co.'s new Long Island City headquarters is that they are the most impressive in the East. "Bill Rabkin certainly deserves the acclaim of the industry for such a swank set-up," they say.

NEW OFFICES

Mike Munves is preparing to close his

New Chambers street and Park Row offices and take over the sixth floor at 524 West 43d street, where he will have about 15,000 square feet of floor space. "This is in keeping with our pledge to arcade ops to have bigger and better facilities for them," says Mike. "The new offices are just around the corner from the firm's present headquarters on 10th avenue."

MEN AND MACHINES

Lester Klein is reported suffering from a severe attack of rheumatism, which has caused the famed Klein smile to disappear for the past few days. . . . Mac Fritz and Artie Schiller are two of the busiest ops in town. . . . "We passed our first month's quota in the first 10 days," report Joe Fishman and Marvin Liebowitz, of Inter-State Coin Machine Sales Corp., local Rock-Ola reps. . . . Ops are reported to be pulling the plunger on Daval's Follow Up all day long at the Ponsler offices in a contest the firm is staging to see who can get closest to the 200,000 score. "Some of the boys can really control that marble," says Milt Soffer. . . . Jerry Morris, prominent N. J. phono op, is reported to have cleaned out one of the record distribs on Eddie Lane's Bless You. . . . Some of the boys are suggesting that Ruby Cohen go to one of those big gyms to see what can be done about all that weight he's putting on.

BUSY, BUSY

With Scoop and Royal Flush chalking up more and more sales every day and with Bally Beverage Venders claiming increased attention among the ops, John A. Fitzgibbons is probably among the busiest of the busiest. "I'm constantly on the go arranging for deliveries throughout the large territory we cover," Fitz says.

PARTY OF THE WEEK

was the one tossed by Robert Grenner at the Park Central Hotel for the unveiling of the Penny Phono. Assisting Bob were Nat Lechblau, Lowell Walcott and Ted Cunningham. Paul Brinkman and Herb Locke, representing the factory, also were on hand. It is reported that Brinkman and Locke will set up an office here. Quite a crowd of ops turned out to give the machine the once over. Lowell Walcott and his son, Robert, will soon push off in a trailer to show Penny Phono to ops in New York State and Connecticut.

OFF TO CHI

Dave Stern, of Royal Distribs, Elizabeth, N. J., pushed off for Chicago again this week to arrange for faster delivery on Evans' Ten Strike. Prior to leaving, Dave was busy telling phono ops all about the wonders of Royal Polish. "This polish is the one all phono ops have been looking for. We are arranging a country-wide distributor set-up on the polish."

EVERGREENS

Sam Kressburg has planted evergreens around the new headquarters of the firm. They lend a smart note to the modern appearance of the Symphonola headquarters on 10th avenue. "We're right up to the minute," says Sam. "Our latest innovation is a well-stocked, systematized supply room."

DEMAND

for apple venders came back with a real

OUR POLICY

★ To obtain only the Best products!
To price them reasonably!
To give the finest service and co-operation!
And to in every fashion serve our customers to the best of our ability!
WRITE FOR OUR PRICE LIST NOW
and BE CONVINCED WE MEAN IT!

GEORGE PONSER CO.
11 E. RUNYON ST., • NEWARK, N. J.

EASTERN FLASHES

NEW YORK, Nov. 4.—An avalanche of new games descended upon the big town this past week. Among the new arrivals were Daval's Follow-Up, Exhibit's Rebound, Keeney's Big Six, Genco's Punch, Bally's Scoop, Chicago Coin's Nippy and Stoner's Clipper. The appearance of these new games at distributing offices drew ops from all over the city to look them over.

RESPONSE

to George Ponsler's offer of free transportation to and from the convention to any op who purchases 10 Mills Throne of Music phonos between now and the end of the year was enthusiastically received by all the boys here. Willie Blatt (Little Napoleon), of Supreme Vending, Brooklyn, is reported to have been the first to sign up. Newark office then came thru with two reservations. "All the reservations received so far," Ponsler reports, "are for plane transportation. Looks like we'll have the first flying caravan to go to a convention. If the men keep choosing to go by plane it looks like we'll have four or five chartered airliners winging Chicago-wards in January. We're making this offer first because we want the men to go to the

CHUBBIES Perfectly Reconditioned \$14.75

Airport . . . \$33.50	Bubbles . . . \$15.50
Up & Up, F.P. 33.50	Speedy, F.P. 15.50
Spottem, F.P. 32.50	Bounty, F.P. 15.00
Bang . . . 32.50	Royal (Bally) 14.50
Hi Lite . . . 30.00	Stop & Go . . 12.50
5th Inning, F.P. 29.00	St. Moritz . . 11.00
Chevron . . . 26.00	Free Races, F.P. 10.00
Fifth Inning . 23.00	Green Lites Res. 9.00
Battling Champ 20.00	Jitterbug . . . 9.00
Snooks . . . 22.00	Odd Ball Res. 9.00
Miami . . . 17.50	Paramount . . 9.00
Majors . . . 16.00	Spinner . . . 9.00
\$8.00 EACH	Ski Hi . . . Snappy
\$7.00 EACH	Swing . . . Bambino . . . Fleet . . .
Jungle . . . Reserve . . . Zephyr . . .	
\$6.00 EACH	Airway . . . Cargo . . .
Hi Lo . . . Nags . . . Regatta . . .	
Review . . . Tops . . .	

Send for Complete List Featuring Low Prices.
1/3 Cash Deposit. Under \$15.00 Full Cash.
For Export Cable: "COINMACHINE," N. Y.
MARC MUNVES, INC. 555 West 157th St.,
New York, N. Y.

BEST OFFER TAKES

18 AD-LEE 3-Column Nut Machines, 1c to play, in excellent condition.

50 Mills Blue Fronts S. J.,
5c, 10c, 25c \$37.50 ea.
Serial Number Over 400,000

10 Keeney's Free Races . . 18.00 ea.

5 Turf Champs 8.00 ea.

Mills War Eagles, 5c, 10c, 25c 15.00 ea.

Mills Skyscrapers, D. J. 5c Plays, \$15.00 Ea.

Write for Prices on New Novelty Games and Used Games.

D. & S. NOVELTY CO.
1005 BROADWAY, ROCKFORD, ILL.



OPERATORS EXCHANGE VIEWS at the Wurlitzer Open House Party at Boston. Here we have M. Pearlsing, left, expressing his opinions to M. J. Lockwood, center, and Frank Mulready. The trio, Wurlitzer operators with Automatic Distributors Inc., of Boston, formed part of the vast crowd at the Wurlitzer gathering. Subjects under discussion were Wurlitzer's modernization plan and other ideas dedicated to the good of the industry.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Monarch **DOUBLE VALUE SPECIALS!**

Free Play Novelty Games

Bally Double Feature . . . \$27.50	Genco Circus \$29.50
Bally Spottem 37.50	Genco Triple Play 17.50
Exhibit Contact 39.50	Daval Box Score 34.50
Exhibit Chief 32.50	Daval Gem \$22.50
Exhibit Zip 47.50	Daval Gun Club 22.50
Exhibit Avalon 49.50	Keeney Cowboy 59.50
Exhibit Skyrocket 39.50	Keeney Up and Up 44.50
Exhibit Bounty 19.50	Keeney Hit Number 24.50
Genco Rink 29.50	

Regular Model Novelty Games

Daval Midway \$17.50	Stoner Snooks \$29.50	Genco Stop and Go . . . \$19.50
Daval Trio 17.50	Genco Bang (Floor Sample) 44.50	Bally Fifth Innings . . . 34.50
Stoner Chubbie 24.50		Chicago Coin Majors . . 31.50

Beautifully Illuminated Grills for Wurlitzer 616—Rockola Imperial 20 \$9.45 each

1-3 deposit with order, bal. C. O. D. Write for free copy of our "Tipster Bulletin" . . . hundreds of games to choose from.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE, Cable "MOCOIN" CHICAGO, ILL.

buying new equipment and the boys are wondering if this means he's increasing his route. . . . Harry Radler left for Florida to visit his newly married daughter and son-in-law.

CLEANED OUT . . .
"They practically cleaned us out of S. & M. Hexagon gum venders the first day after we announced them in *The Billboard*," reports Harry Krain, of Sunflower Vending. "But," he continues, "We've got even a better buy for ops in the brand-new S. & M. Nut Machines we are now featuring."

NEW OFFICES . . .
Leon Taksen opens new offices at 116 Monroe avenue, Rochester, N. Y. "We will carry a complete line of new and used games and offer the finest service and co-operation to all ops in the Rochester area," Leon reports.

NEW LOW PRICE

\$40⁰⁰ 40⁰⁰



Bowling Alley Is New Gottlieb Game

(New Game)

CHICAGO, Nov. 4.—"It was too good to keep secret any longer considering the ovation it received at a factory preview last week," declares Dave Gottlieb, head of D. Gottlieb & Co. "This week we introduce Bowling Alley, our new convertible free-play bowling game. Distributors who witnessed the tests have placed large orders, necessitating immediate heavy production.

"Bowling Alley is timely and universally appealing. With the beginning of the bowling season, millions of people will be prospective patrons of Bowling Alley. "The game offers tingling thrills, brand-new ideas, sensational high scoring with three ways to win and other innovations that will keep players interested. Play is simple. Ten bowling

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, re-polished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

SSSS SAVE WITH AVON SSSS
PRICE PLUS SERVICE = EQUALS = SATISFACTION

FREE PLAYS	NOVELTY	MISCELLANEOUS
Airports \$42.50	Circus \$18.50	Smoke Reels \$ 7.50
Stop and Go 28.50	Bubbles 18.50	1c Cigarette Machines . . . 5.00
Fairs 22.50	Paramounts 12.50	Kentucky Clubs 40.00
Chiefs 28.50	Bally Royals 15.00	Long Champs 40.00
Bangs 45.00	Reviews 15.00	Tenforans 19.50
Fifth Innings 37.50	Ritz 12.50	Derby Champs 29.50
Majors 37.50	Palm Springs 9.75	Fairgrounds 25.00

1/3 DEPOSIT, BALANCE C. O. D.

AVON NOVELTY SALES CO., INC., 2923-25 Prospect Ave., CLEVELAND, OHIO

bang this week over at the offices of D. Robbins & Co. "Several ops placed orders for as many as 100 venders at a clip," Dave stated. "These apples, wrapped in cellophane, appeal to the customers."

COINSHOTS . . .
Jack Kaufman plans on returning to Florida this month and is looking forward to the return of his brother from Arizona. . . . Nat Cohn, Irv Sommer and Harry Rosen, the big three at Modern Vending Co., sat for their portraits this week by a very well known artist. . . . Al Simon, of Savoy Vending Co., Inc., Brooklyn, confesses, "I'm still not getting enough sleep. We've been so busy there's no use in even trying to catch up any more." . . . They say the jobbing biz is taking weight off Jack Semel. . . . "Winter arcades," insists Joe Munves, "are getting more and more money." . . . John Hefler, chairman of the Amalgamated board of directors, was seen along Coinrow listening to ops' tales of woe. . . . Mac Pearlman opens Metro Music Co. on Coinrow. . . . Jack Jaffe reports he can't even find time for lunch he's so busy these days. . . . Hymie Koppel, well-known truckologist, is becoming a crackerjack salesman. Every time he gets a load of games he actually sells them as he goes from jobber to jobber. From Philly, Joe Ash reports: "Everything is going along just fine. Just let them keep acomin'!"

A WALLOP . . .
"It took Pinch to follow Mr. Chips," says Bert Lane, "and here at Seaboard Sales we're hard pressed to fill the demand for Genco's new game after an 11-week record run on Mr. Chips."

MEETING SPOT . . .
Hymie Budin's offices have once again become the mecca of the Brooklyn ops. "If business keeps up the way it is going," Hymie reports, "We'll be busier than ever before in our history."

ACCLAIMED . . .
Earle C. Backe, of National Novelty Co., Merriek, L. I., is winning the acclaim of ops with the reconditioned games his firm is turning out, it is reported.

GENIUS . . .
Ops are claiming that Irv Mitchell is a genius when it comes to unsnarling difficult mechanical troubles. "The way he can transform a lemon into a top-notch money-maker is unbelievable," ops relate. "He just takes out a bumper here and there and puts one on a certain spot and bango—it's a winner."

JERSEY JOTTINGS . . .
The Newark Poker Klatch is now the Casino Caperer, composed of Irv Orenstein, Charley Polgaar, Mac Rubenstein and Hal Davidson. . . . Charley Polgaar, incidentally, is reported to be living at Hercules now. . . . A. M. A. members in New York were thrilled over the success of their recent banquet at the Essex House. . . . Jimmy Delmonte, well-known op and former mayor of Raritan,

is reported to be in line for part of the medal that Charley Chaplar is getting for life saving. He was at the big fire with Charley. . . . Harry Kawitt, Elizabeth op, has just taken over the Rahway Vending Co. . . . Leo Ringler, Newark op, is reported to be doing a bang-up job. . . . Boys are looking for "Juicy" Sauble, of Woodbridge, N. J., to pull a few surprises soon. . . . I. Samet is

Materials Rise To Continue

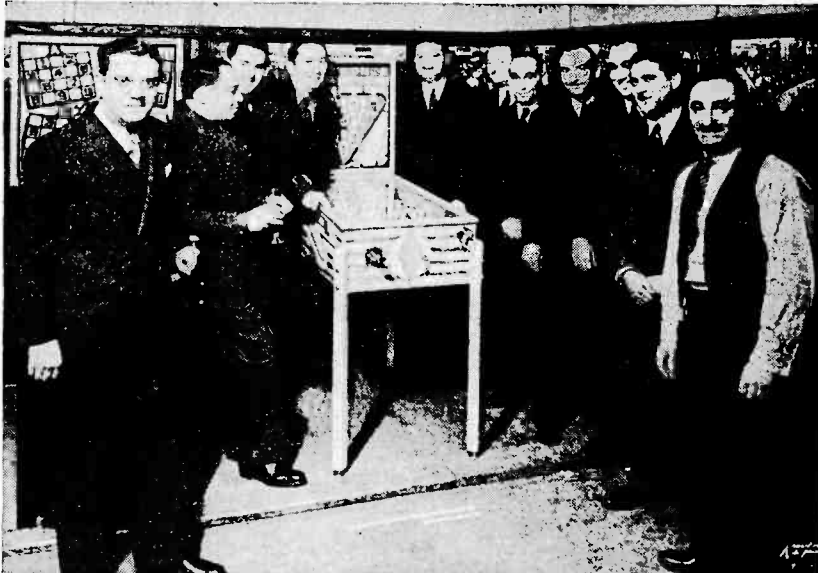
CHICAGO, Nov. 4.—Trade factors, national and international, which a few weeks ago indicated a rise in prices of games were coming more into evidence this week as removal of the arms embargo became a certainty.

The demand for war materials abroad brought a renewed tightening in the metals markets. Factories in the Chicago area had already reported just now beginning to feel the results of the increased prices of materials which took place at the outbreak of war abroad.

Business papers reported early in the week that prices had advanced on five or more materials used in manufacturing. Later in the week market reports from the metals market said that prices indicated "the continuance of the tight-spot situation." One tire manufacturer announced an increase in prices due to higher costs of materials.

In Chicago it was reported that some prices had already been raised on games. Since most of the coin machine manufacturers are large users of metal parts and supplies, it is probable they will feel the general rise in costs of materials.

Higher prices on games are expected to mean fewer games on location, which many say will tend to reduce the cutthroat competition that comes about when there are too many games.



PREVIEW OF BOWLING ALLEY at the D. Gottlieb & Co. plant drew many distributors, who agreed that it is a natural winner. Among those present were, left to right, Al Sebring, Grand National Sales Co.; Paul Gerber, Gerber & Glass; Dave Stern, of Royal Distributors, Newark, N. J.; Max Glass, Gerber & Glass; unidentified; Lee Jones, American Sales; Joe Schwartz, National Coin Machine Exchange; Harold Pineus, Atlas Novelty Co.; Al Stern and Roy Bazelon, Monarch Coin Machine Co.; and Dave Gottlieb. All are Chicago firms, with the exception of Royal Distributors.

CONSOLES—AUTOMATIC

All Guaranteed A-1 Condition

BALLY CLUB HOUSE	\$17.50
DERBY DAY (Slant Top)	32.50
DERBY DAY (Flat Top)	25.00
JENNINGS GOOD LUCK	47.50
KENTUCKY CLUB	49.50
LIBERTY BELL (Slant Top)	32.50
PADDLE WHEEL (Genco)	15.00
PACES RACES (Black)	69.50
ROLL-ETTE	12.50
SARATOGA	25.00
TANFORAN	15.00
TRACK TIME (Black)	39.50

1/3 Deposit, Balance C. O. D.

WILL BUY 5-BALL FREE PLAY NOVELTY GAMES. Send Us List

IDEAL NOVELTY CO. 1518 MARKET ST. CHICAGO, ILL.

Better Than a PUNCH-BOARD!

O.K. & GUM VENDOR

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00 PAYS OUT \$300.00 IN TRADE AWARDS.

PRICE ONLY \$15 For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE. MAIL FOR QUANTITY PRICES.

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N. Y.

pins light up on the backboard at start of play. As the ball hits corresponding numbered bumpers lights are extinguished. Players may win by putting out all 10 lights by a high score of 29,000 points or over or by getting a ball thru a special free game channel. Chimes signal the achievement of each 1,000 points.

"The cabinet is finished in a new design of duo-tone blended colors. The mechanism is, of course, of Gottlieb quality throught."

STOP—LOOK—LISTEN

ACTUAL BASEBALL ENTHUSIASM CREATED AT ANY TIME BY THIS BEAUTIFUL ELECTRIC ALL-METAL SCORING MACHINE

NEVER A DULL MOMENT
NEVER A DEAD TICKET
FIRST INNING STOPS IN 15 MINUTES, SECOND INNING IN 30 MINUTES, ETC.
TWO HOURS & FIFTEEN MINUTES COMPLETES A FULL NINE INNING GAME



INNING REELS EACH OPERATE SEPARATELY AND FINAL SCORES ARE ALWAYS DIFFERENT
GAMES CAN BE PLAYED IN MORNING, AFTERNOON AND NIGHT
TERM SCHEDULE EASILY CHANGED

CROWDS WILL SWARM YOUR PLACE OF BUSINESS WHEN USED FOR AMUSEMENT ONLY!
PULLS PEOPLE AND MONEY INTO ANY LOCATION.

First machines on locations more than tripled the ticket play over regular baseball season games.

This machine will keep a crowd for over two hours. First machine in town always a sensation.

LOCATIONS—The profit on just a few books pays for your machine, fills your spot to capacity every day.

OPERATORS—A REAL opportunity to hold your locations and make tremendous profits.

DISTRIBUTORS—They sell on sight. Gives you repeat business and a customer for life.

60-DAY FACTORY GUARANTEE
Manufactured Exclusively by:
TOMLINSON MACHINE CO.
P. O. Box 586, Muncie, Ind.
PRICE 350.00 WRITE AT ONCE FOR FULL DETAILS

Los Angeles Voters To Decide Pinball License

Games licensed for many years—new administration tries to use games as goat—pinball question may be hotter than other big city issues

LOS ANGELES, Nov. 4.—The question of licensing pinball games will be decided by a popular vote at a special city election December 12. There are two other propositions—city bus transportation and airport bond issue—to be voted on. But it is expected that the mayor and his supporters will try to make the pinball license issue the hottest of all in order to draw public attention from other important matters. Pinball games have been licensed for years in Los Angeles at \$3 per year, and the license is regarded as a model all over the nation. But numerous scandals involving vice and graft have been unearthed about the city administration and apparently the old trick of finding a goat has been resorted to. The mayor made pinball games the sole topic of a radio address recently, altho many other important matters are facing the city.

An attempt was made earlier in the year to use pinball games as a goat in what was known as a "\$25 pinball bribery trial," and testimony was dragged thru the court for nearly eight weeks. Testimony brought out every kind of scandal about vice and political corruption in the city. Since nothing had been brought out against the pinball games, the jury voted 10 to 2 to drop the whole matter.

How People Vote

That the campaign will be stormy is expected by all. A sample of the tactics of the city administration was seen in a statement by the police commissioner at a public hearing on the pinball question.

It is reported there are about 6,100 pinball games licensed in the city. But the police commissioner stated that it required 100 policemen assigned to watch the games and cost the city \$250,000 a year!

Labor, restaurant and drug associations have come to the support of the pinball operators. At the public hearing before the council recently, an attorney for the druggists' association made the daring challenge that the city administration wanted to repeal the present

city license so that the games would be illegal and then they would be allowed to run under a plan of "paying protection to the city."

So the campaign will apparently be hot.

No explicit popular vote has yet been recorded in any general election on pinball games, so it is a serious problem as to how people may be expected to vote. The pinball question has been mixed in a few city and State elections, but in such a way that no direct vote could be obtained.

The Chicago Tribune recently advanced the idea that popular votes on any question, when the subject of petty gambling is charged, merely show the people's prejudices. That is, a bridge addict will vote against all other forms of chance. Followers of the races will vote for their particular sport and will vote against all other diversions.

Bates Returns to Pace Mfg. Firm

CHICAGO, Nov. 4.—J. O. Bates returned to the Pace Mfg. Co. recently, according to announcement by the company. He left the firm about two years ago after a successful career with it, and returns to hold the position of general sales manager.

The Pace company has long been known in the bell machine field, later making Paces' Races, and more recently is enlarging its types of machines to include vending machines as well as bells, consoles, etc.

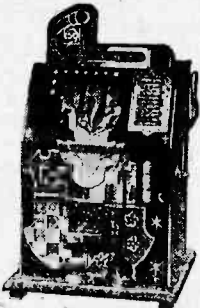
Bates says he "is back home again" and very busy in getting his sales program organized for action. He will soon be ready to announce several new machines that are now under way, he says. Altho no announcement had been made of his return to Pace, still the word got around, he said, and he has been besieged by calls from his old friends

SENSATIONAL CLOSEOUT!

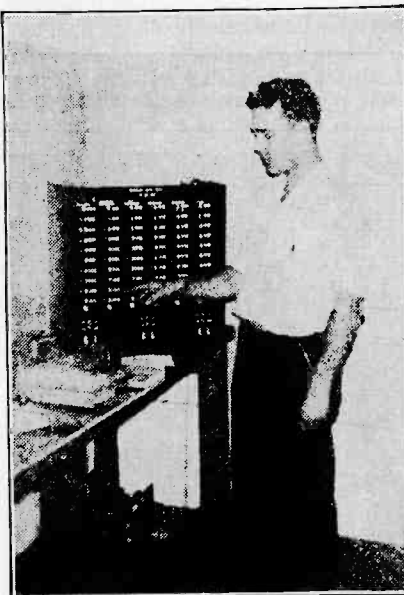
100 MILLS (World Famous) BLUE FRONTS AT LOWEST PRICE IN HISTORY!

All rebuilt with factory precision! Every one guaranteed mechanically perfect! Cabinets revamped to look NEW! If you are in the market for these world-famous mystery machines...

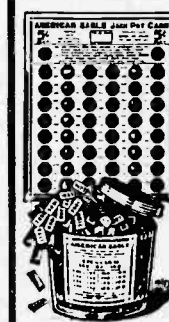
HURRY! WRITE! WIRE! PHONE!



THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. Cable Address COINMATS



THE NOISIEST ROOM at the Exhibit Supply Co. is the above special sound-proofed room which, when machinery is in action, sounds much like a sector on the battle front. Here the parts of games are put thru breakdown tests. Inspector Dick Schultz points to the automatic testing board which counts up to 9,000,000,000. Thru this device engineers learn how many times a part is put into use and how long it should last if it proves satisfactory.



RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational Jar Deals of the year! Offered in "Sizes" and "Takes" to meet any operator's needs—at Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES

645 HAMM BLDG., ST. PAUL, MINN.



A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS... AT FACTORY PRICES

SEND FOR YOUR FREE COPY OF CATALOG No. 52

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!

If Interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 51

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

STILL THE BEST

Place To Buy Your Reconditioned	Paytables, Consoles, Novelty	Games and Arcade Equipment.
CONSOLES	Saddle Clubs (8 Coins) \$35.00	Preakness \$15.00
1938 Track Times \$85.00	Rio 30.00	Arlingtons 15.00
1938 Kentucky Clubs 55.00	VENDING MACHINES	Across the Board 25.00
Red Cab. Track Times 35.00	22 Snacks, like new \$10.00	1-2-3 (reversed reels) 27.50
Red Head Track Times 45.00	50 Autostores 5.00	Caroms 10.00
Jen. Derby Days 25.00	25 Eveready 5.00	Foto-Finish 10.00
Tanforans 25.00	ONE-BALL AUTOMATICS	Derby Days 10.00
Shoot the Moon 25.00	Sport Pages \$65.00	HI Cards 10.00
Bally Teasers 18.00	Fairgrounds 25.00	Golden Wheels 10.00
Bally Saratoga 35.00	Fleetwoods 20.00	DIGGERS
Rays Tracks 30.00	Quinella 25.00	Mutoscopes \$25.00
Paces Races 50.00	Big Races 30.00	Electro Holsts 20.00
Rosemonts 20.00	Stoners CHAMPS 35.00	Callie "Moderne" Scales 25.00
Jockey Clubs 30.00	HALF DEPOSIT. CABLE: GISSER CLEVELAND.	
CLEVELAND COIN MACHINE EXCHANGE,	2021-5 Prospect Ave.,	Cleveland, Ohio

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

FREE PLAY	Nags
Box Score \$27.50	Exhibit Electric \$ 7.50
Side Kick 27.50	Eye 7.50
Klick 15.00	Scientific Xray 55.00
Victory 87.50	Poker 10.50
Hit Number 10.00	Zeta 10.50
Skipper 7.50	Bally Pencil Vendor 47.50
NOVELTY	Hold and Draw 3.50
Swins \$ 7.50	Dandy Vendor 2.50
Odd Ball 12.50	
1/3 Deposit, Balance C. O. D.	
ASSOCIATED ENTERPRISES	
1101 Baxter, LOUISVILLE, KY.	5130 North Broadway, WICHITA, KANSAS

Brand New
GOLD and SILVER
Sells Itself!

AMERICA'S
 Finest Line of
 Salesboards

GOLD STAR
 MANUFACTURING COMPANY
 15330 Michigan Ave., Dearborn, Mich.

The most colorful and fascinating sales board ever made. You can be proud to show this board to the finest locations. Printed in five flashing colors. Tickets actually printed in gold, silver, red, green, blue, white, yellow, brown and purple. Gold seals are stitched to board.

REAL PROFITS
 1600 holes at 5c . . . \$80.00
 Pays out average . . . 49.46
 Your profit \$30.54

Write for price and colored circular TODAY!

Bally Has Gold Cup in Table Model

CHICAGO, Nov. 4.—Announcing the Table Model Gold Cup, Ray Moloney, president of Bally Mfg. Co., stated that the machine was rushed into production at the request of operators anxious to capitalize on the success of the Gold Cup Console, but preferring the familiar table style rather than the console base.

"Aside from the difference in cabinet and the fact that the table model Gold Cup may be operated either as a one-shot or a five-ball game—or with four, three or two balls, if desired—the Table is identical with the Console. Table model Gold Cup has all the three-ways-to-win play appeal of the Console—the combination of bumpers, pockets and gold award, which has boomed the Console as a fast money-maker—the same trouble-proof improved free-play coin mechanism—same four-way multiple earning power—same de luxe construction to insure highest re-sale value after six months to a year on location. Of special interest to operators is the fact that the table model is priced for volume operation, permitting operators to get full coverage of their territory.

"As to earning power—Gold Cup is not only the outstanding money-maker of the free-play market but is also going

to town in payout territory. Plenty of payout operators are putting Gold Cup in typical payout spots."

Nippy Getting Operators' Okeh

CHICAGO, Nov. 4.—Reports of the profits Nippy is earning on locations from Coast to Coast have been arriving in increasing numbers, according to Sam Wolberg and Sam Gensburg, executives of the Chicago Coin Machine Mfg. Co.

"Nippy is proving to be sensational," they added. "With the favorable comment comes even more important word—word that means more Nippys will soon be on their way to new locations. One operator wires: 'Double my original order.' From another comes the following: 'I placed a Nippy on one of my average locations. Soon the crowd of players was gathered around and it began to earn as much money as all the other games on this location. So I placed a second Nippy in that spot and now plan to place a third one there.'

"Orders and re-orders have been received by mail, wire and phone in greater quantities each day. It is gratifying to realize that we have a game that is liked by coinmen from Maine to California and from Canada to the Gulf."

Big Six Sales Bring Keeney Smile

CHICAGO, Nov. 4.—Jack Keeney, head of J. H. Keeney & Co., is displaying one of the widest of smiles because of the success of the latest Keeney release, Big Six.

"Before we released Big Six to the coin machine trade I was confident that it would be an unusually fine game," declared Keeney. "The confidence I professed for Big Six was based on its performance on test locations where high earnings were almost unbelievable. Mechanical performance of Big Six, we found, is probably more perfect than that of any other game on the market today.

"Evidence that coinmen are in accord with us in this regard is shown in the large number of orders received for Big Six each day. Orders in great quantity are a rare occurrence, therefore Big Six does have great appeal to operators. Operators must be certain of a game's earning power, and my declaration of the game's ability to draw patronage is borne out in the current demand for Big Six.

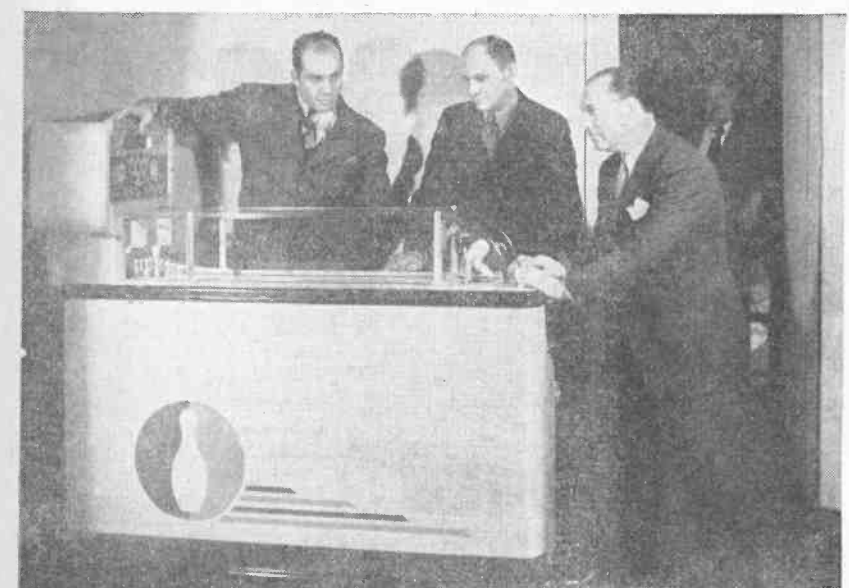
"Provisions have been made to fill sample orders for operators who as yet have not secured this fine game. Quantity orders are being filled in rotation as rapidly as is possible."

Helriegel Enlarges Keystone Quarters

PHILADELPHIA, Nov. 4.—Bill Helriegel, of Keystone Novelty and Mfg. Co., this city, has taken a step forward in the new and up-to-date building program he has just completed. By purchasing adjoining property he has been able to greatly enlarge his old quarters.

New offices, showrooms and shipping departments have been built, all with the latest equipment and up-to-the-minute lighting effects. Separate rooms are provided in which to display the various lines he carries. A large warehouse and shipping room makes for better and quicker shipment and distribution of machines. He says business is on the uptrend and is looking forward to an excellent winter.

O O O H!
ali-baba



"IT'S A KNOCKOUT," says Benny Leonard, retired lightweight champion of the world, as he plays Evans' Ten Strike. Left to right are Johnny Paycheck, contender for the Joe Louis heavyweight title; Sam Taran, head of Mayflower Novelty Co., St. Paul, Leonard, and in the background, Vernon Marshall, operator from Sioux Falls, S. D.

AMERICA'S BEST BUYS!

Bubbles \$14.50	Majors \$17.50
Bang 34.50	Speedy 16.50
Box Score . . . 16.50	Zenith 39.50
Chevron 30.00	Up & Up . . . 37.50
Chubbie 15.50	Cowboy 49.50
5th Inning . . 23.50	Snooks, with new
Lot-o-Fun . . . 29.50	Steel Gears, 31.50

EXCLUSIVE DISTRIBUTORS FOR STONER'S CLIPPER \$89.50 FREE PLAY
 Convertible

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

A-I BARGAINS

Four 1939 Western Baseball, Like New, Metered, Each \$90.00	Ten Bennett's Deuces Wild, Each \$ 6.50
Two A. B. T. Skill Targets, Each 13.00	Five Daval's Tallys with Number or Fruit Reels, Each 10.00
One Eskimo Shooting Gallery with 4,000 Bullets BB Caps 90.00	Three Gottlieb Three-Way Grippers, Each . . 8.50
One Pux Game 90.00	Ten Mills Round Phonograph Wall Boxes, Each 2.50
Two Target Roll Bowlobump, Each 35.00	Three Wurlitzer 616 & 616-A Aux Speakers with Control Box and Long Cord, Each 10.00

COUNTER GAMES
 Ten Mills Fruit Reels, Like New, Each . . \$10.00
 Will Trade Any of the Above for Mills 1-2-3 Free Play Feature Tables With Animal Reels, and Also A. B. T. Targets. Make Us an Offer.
 One-Third Deposit Required, Ship Balance C. O. D.

CLINTON VENDING MACHINE COMPANY
 210 SOUTH FOURTH STREET, CLINTON, IOWA.

QUALITY SPEAKS FOR ITSELF

USED SLOTS	Cable Address—Mascoy-Cleveland	Headliners, F.P. \$45.00
1938 Track Times \$87.00	Across the Board, F.P. . \$37.00	Chevrons, F.P. 45.00
1938 Kentucky Clubs . . 55.00	Champions, F.P. 57.00	Ritz, like new 17.00
Galloping Dominos . . . 40.00	Airports, F.P. 42.50	Zetas 12.00
Bangtalls 89.50	Toppers, F.P. 45.00	Stoner's Races 12.00
Turf Special 17.00	Double Features, F.P. . 35.00	Touchdown 12.00
Pancho Rosemont 17.00	Box Scores, F.P. 39.00	Chiefs 22.00
Aksarbens 24.00	Gun Clubs, F.P. 30.00	Carnival 7.00
Fleetwoods 24.00	Pyramids, F.P. 35.00	Always 7.00
Big Race 23.00	Harbor Lights, F.P. . . 27.50	Forward March 10.00
Falgrounds 24.00	Klick, F.P. 18.00	Jitterbug 13.00
Preakness 14.00	Free Races, F.P. 20.00	Sidekick 20.00

Complete Line of New and Used Novelties, Consoles and Slots.
 1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
 2618 CARNEGIE AVE., CLEVELAND, OHIO

SUBSCRIBE TO THE BILLBOARD
 Be Ahead of the Crowd

WESTERN'S NEW *Deluxe* BASEBALL



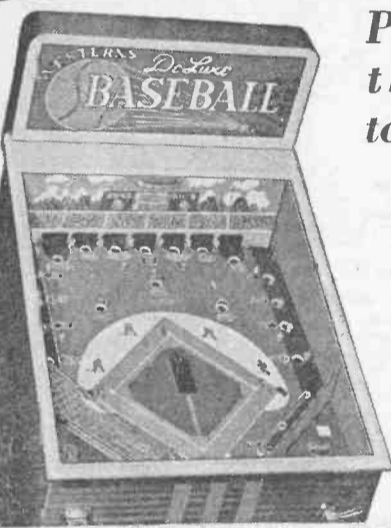
"It's the top game on the market to-days in SALES --- in EARNINGS! ... and the New Time Payment Plan makes it the EASIEST to buy!"

Ted Bush

ORDER YOURS TODAY!

ACME NOVELTY CO.

1124 HENNEPIN AVE. MINNEAPOLIS, MINN.



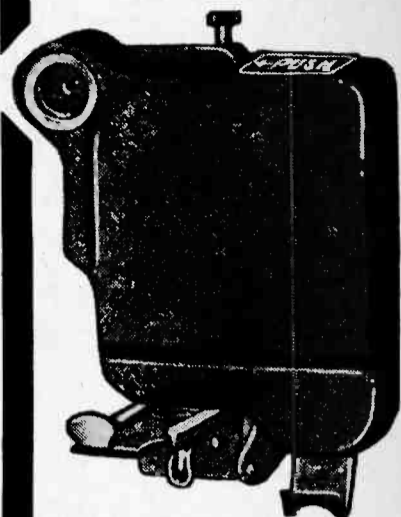
MR. AND MRS. NORMAN HANSON go a-calling on coin machine distributors in Minneapolis. They are shown above in front of the Hy-G Games Co. offices. Hanson operates in Minnesota.

Fort Worth

FORT WORTH, Tex., Nov. 4.—The electric gun or shooting gallery gets a nice plug in *The Fort Worth Press* October 24 in the column conducted by Jack Gordon, amusement writer for *The Press*. Gordon says, "All may be quiet along the Western Front, but around Fort Worth trigger fingers are busy. It's that new electric shooting gallery you see in every night spot or cafe. This electric shooting gallery is developing some fancy shooters about town."

Gordon goes on to say that he has learned that a man named Dunn invented the idea some years ago. *The Billboard* gets a plug in the column when Gordon states the number of such units now in existence and gives *The Billboard* credit for the information.

EXHIBIT'S SLUG EJECTOR



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

Operating conditions are very good in this city with prospects for a nice late fall run. The extensive warm weather for this time of the year has slowed up business to some extent. All outdoor amusement spots have been closed for several weeks, however, the weather remains ideal for outdoor capering. This condition, of course, hurts inside business, as folks seek some sort of outdoor recreation. September and October have been top summer months down this way.

Vending units are being placed in Fort Worth. Most of the units consist of the five-column five-cent candy bar vender with the two side auxiliaries that vend nuts, candy and gum. The units are receiving good patronage. Most of the units are being placed in busy filling stations.

Sometimes we wish the automobile industry could take a real peek at the coin machine industry and see the huge volume of business operators and jobbers give them. Parked along the row we find a brand-new 1940 Ford coupe belonging to operator Dick Dixon. A few feet down the street looms a new 1940

Plymouth parked there by music op Eddie Vinson and across the street stands Tommy Lattimore's 1940 Ford coach. Few industries use more automobiles and trucks than the coin machine industry.

Fort Worth ops were happy to learn of R. W. (Bob) Hunter's new job with Rock-Ola as district manager for Tennessee, Alabama, Mississippi and Arkansas. He is well known along the row and all the boys wish him well.

Willard White, local coin man, is pushing sales on the new Evans bowling game. Willard says that it is just the game for the Texas boys.

The Ruth Music Co. is operating a nice string of the electric shooting galleries or radio rifles. This firm also operates a large number of phenos.

Joe Sherburn, well-known salesboard salesman, is busy jumping from one section of the State to another. Joe says that the report to the effect that he had opened a jobbing house on Jennings avenue, this city, was in error and that he has nothing to do whatsoever with the Southern Sales Co., which is under management of a mighty swell guy.

A. E. Ritchey, former Fort Worth operator, is now in the brokerage business. Says he's doing nicely.

Jack Walker, counter game op. never misses a football game. Jack knows his football and can almost call the plays right along with the teams' quarterbacks.

Walker Sales Co., Ernest Walker manager, is busy as usual operating a variety of equipment, including counter games.

The talk of the day now is about the coming January show. Ops are asking if there will be TWO shows. However, they are being advised promptly that there will be only ONE show for 1940, that the industry is again united and will hold only one big show at the Sherman Hotel, January 15, 16, 17 and 18.

MAKE BIG MONEY

From Now Until Christmas Selling **JUMBO TURKEY BOARDS**

A Real Flash That Readily Sells at \$1.00 Each 150 Holes. No Numbers Over 15c

BRINGS \$21.45 AND SELLS 1 Turkey, 1 Goose, 1 Duck and 2 Chickens

PRICE \$3.00 per Doz. \$20.00 per 100

Sample, \$1.00 Remittance With Order or 50% on C. O. Ds.

REEL DISTRIBUTING CO., 4935 Fountain Ave., ST. LOUIS, MO.



PHONOGRAPH OPERATORS, LOOK!!

Are you stuck with Old Machines? Open thousands of new spots by converting them into 2c Phonographs. Our Penny-Boy Unit does the trick—easily and simply installed. Record plays on insertion of 2nd penny. Amazing earnings shown in tests, even exceeding DeLuxe Phonos. Sample, 5.50. In Dozen Lots. **5.00** Handsome Sign included. Each

100% Guaranteed. State Make and Model. Write, Wire or Phone Now.

Co-Operative Sales Co. 5501 N. Spaulding, CHICAGO, ILL.

Counterfeiters to Jail

SCRANTON, Pa., Nov. 4.—Two Mifflin County men were sent to jail for two months by U. S. Judge Albert W. Johnson this week after pleading guilty to making counterfeit coins, particularly the 25 and 50-cent variety. David C. Kitting, 27, Lewistown, R. D. 2, admitted making the coins, and Merrill Musser, 27, Lewistown, R. D. 1, pleaded guilty to passing them.

CMI Invites Group Meetings

CHICAGO, Nov. 4.—Operator and distributor associations will have ample opportunity for group get-togethers during the 1940 coin machine show, according to Leo J. Kelly, vice-president of Exhibit Supply Co. and chairman of the show committee.

"Facilities for meetings," Kelly said, "will be provided for the various associations, with the compliments of Coin Machine Industries, Inc. Thus the national operator groups can conveniently hold their annual meetings while attending the show, which will be at the Sherman Hotel, Chicago, January 15, 16, 17 and 18. Wednesday, January 17, is the day set aside for the meetings.

"These group meetings have always proven beneficial to the industry as a whole, and CMI considers it not only a gesture of hospitality but also a matter of good business to co-operate in the necessary arrangements for such meetings.

"Association executives desiring to utilize these facilities for meetings during the show are requested to write James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., at our Sherman Hotel headquarters," Kelly concluded.

A-1 SPECIALS

'38 KENTUCKY CLUBS

With SKILL Feature and Check Separator—In A-1 condition and ready to go

\$42.50

- | | |
|--------------------------|--------------------------|
| Circus, f.p. . . \$27.00 | Box Score, f.p. \$25.00 |
| Slide Kicks, f.p. 25.00 | Tple. Play, f.p. 14.00 |
| Chiefs, f.p. . . 25.00 | Mills 1-2-3, f.p. 40.00 |
| Davey Jones, f.p. 52.50 | Airports, f.p. . . 42.50 |
| Arrowhead, f.p. 45.00 | Ascot Derby, f.p. 25.00 |
| Bally Zephyr . . 8.00 | Bal. Paramount 9.00 |
| Stop & Go . . . 17.00 | |

1/3 Deposit, Balance C. O. D.

LAKE CITY NOVELTY CO.

3008 Payne Ave., CLEVELAND, OHIO
Bally Distributors

THE ENTERPRISES HUB OPERATORS
 HERE ARE AMERICA'S BEST BARGAINS FOR YOU—Clean, READY FOR LOCATION.

1-BALL AUTOMATIC

5 SportPages \$59.50	3 Miss Amer. Winners \$12.50
10 Fairgrounds 19.50	4 The Winner 10.00
9 TurfChamps, Tkt. or cash 12.50	2 Flicker 18.50
4 Gott. Multiple Race ... 25.00	5 Gold Wheel 12.00
3 Handcapper 32.50	2 Zeta ... 17.50
7 Stoner Zipper 29.50	3 Corom ... 12.50
5 Classic ... 13.50	5 1-2-3 ... 19.50
4 Royal Races 10.00	5 Arlingtona. 19.50
8 Rac. Form 17.50	4 Photo Fin. 12.50
	4 DerbyChp. 27.50

CONSOLES

8 Keeney's 1938 Skill Time ... \$ 85.00
5 Keeney's Triple Entry ... 135.00
9 Keeney's 1937 Skill Time ... 37.50
5 Bally Skill Field ... 29.50
8 Jennings Multiple Racer ... 62.50
5 Jennings Good Luck ... 59.50
3 Gottlieb Consoles With Clock ... 32.50
5 Keeney's Dark Horse ... 29.50
4 Paces Races, Brown Cabinet, (30-1 Payout) ... 79.50
3 Paces King Pin, Brown Cabinet (20-1 Payout) ... 62.50
5 Exhibit El Dorado ... 59.50

FREE PLAY GAMES

5 Spotted \$32.50	7 Contact ... \$32.50
10 Box Score 29.50	5 Taps ... 29.50
5 Major ... 29.50	5 Rink ... 29.50
5 Liberty ... 32.50	4 Hold Tight 37.50

SLOT MACHINES

10 Mills Melon Bells, 5c ... \$47.50
8 Silver Chiefs, 5c ... 45.00
5 Blue Chiefs, 5c ... 19.50
10 Mills Bonus, 5c ... 52.50
9 Mills Blue Front, 5c ... 39.50
7 Cherry Bells, 5c ... 45.00
3 Pace Royal Comet Console ... 49.50
Mills Square Bells, 5c ...

SPECIAL!! BRAND NEW 1c CIGARETTE MACHINE \$5.75
 Capacity 100 Cigaretts. Slug ejector. No cheating. A life-time bargain! RUSH YOUR ORDER!! 1 or 100 1/2 Dep., Bal. C. O. D., F. O. B. Baltimore.

43 SO. LIBERTY ST., BALTIMORE, MD.

Philadelphia Assn. Membership Drive Draws Many Ops

PHILADELPHIA, Nov. 4.—Aggressive campaign plans instituted by the Philadelphia Amusement Machine Association to bring as many Philadelphia operators as possible into the association has resulted in a large number of requests for membership, according to association officials.

Sam Lerner, of the membership committee, declared: "It is of primary importance that every operator in Philadelphia become a member of the association. We hope to make this city a 100 per cent organized operator unit."

New members of the association who have signed applications are Bob Rose, Bill Stein, Martin Powell, Joe Walmsley, Paul A. Cooper and Harry Shor. Al Katz, who resigned his membership to devote his time to the exclusive operation of music machines, is now re-entering the pinball field and has rejoined the group. More members are expected to sign at the next meeting of the association at the Majestic Hotel.

"It is due primarily to the efforts of the Philadelphia Amusement Machine Association that pinball operation in the city of Philadelphia is maintained on a high level," said Sam Lerner. "We have formulated a code of ethics to which all our members subscribe. We have fought long and hard to consolidate our gains and we intend to keep games operation on a thoroly ethical basis.

"The association maintains a legal staff to aid operators should any difficulty arise. We have been responsible for legislation beneficial to the pinball industry. Association members, at whose behest the legislation was sought, have shared the entire cost.

"Membership and initiation fees are at a reasonable level, and it is a form of insurance for every operator in that it will protect his continued operation. Any member of the membership committee will be only too happy to discuss any problem concerning any detail of operation with any operator even tho he is not a member of the association. It is easier to effect an understanding by amicable conferences where all grievances will be discussed. We hope that all operators will take advantage of our offer to join the association."

ber of games on location, earn greater profits and pay for the games with their increased profits."



H. F. MOSELEY, Pres.-Treas.

MOSELEY'S SPECIALS

5-BALL FREE PLAY NOVELTY

4 Daval Box Scores \$25.00
1 Bally Chevron ... 39.50
28 Bally Spottom ... 34.50
1 Genco Rink ... 32.50
5 Major ... 37.50
2 Bally Headliners ... 57.50
3 Bally Fifth Inning ... 32.50
1 Bally Eureka ... 47.50
1 Exh. Flash, F.P. ... 33.50

5-BALL REGULAR NOVELTY

2 Western Baseball ... \$55.00
1 Genco Zip, orig. mod. 10.00
1 Register ... 10.50
1 Bally Suspense ... 10.00
1 Request ... 10.00
1 Genco Recorder ... 15.00
1 Chicago Major ... 20.00
1 Cargo ... 5.50
1 Stoner's Ritz ... 17.50

AUTOMATIC PAYOUT

1 Mills Hi Boy ... \$39.50
1 Bally Fair Ground ... 27.50
1 Bally Homestretch ... 65.00
1 Stoner's Champ, S.U. ... 39.50

PACES RACES

9 Paces Races, 5c, Light Cab., Ser. 5189 to 5588, Sample ... \$110.00
Lot of 5 ... 99.50

COUNTER GAMES

5 Model F Targets, 1c \$12.50
3 Columbia Bells, 5c ... 27.50

IMMEDIATE DELIVERY ON EVANS TEN STRIKE OPERATORS AND JOBBERS NOTICE!

Overnight delivery on any new game, as we are receiving these in car lots. Bally-Evans-Keeney-Chicago Coin-Daval-Paces-Jennings-Mills-Exhibit and all other standard games. You can order your new games from either Richmond or Charlotte.

5 A.B.T. Challengers, S.U. ... \$19.50

25 Keeney Spinner Winner, like new, \$18.50 Each

CONSOLES

1 Bally Skill Field ... \$ 45.00
2 Keeney Triple Entry ... 165.00
3 Pace Saratoga Regular, F.S. ... 115.00
3 1938 Dominos, Cash Pay ... 110.00
2 1938 Bang Tall, Cash Pay ... 110.00
1 Seeburg Ray-o-Lite, Original Model ... 79.50
1 Exh. Long Champ Models ... 57.50
2 Skill Times, 1938 Models ... 99.50
1 Hialeah Spl., 5c ... 90.00

SLOT MACHINES—Perfect Condition.

MILLS

3 25c Blue Fr. GA. Bell ... \$42.50
6 5c Blue Fr. GA. Bell 35.00
1 5c Blue Fr., no GA. 35.00
5 5c Regular Bell GA. 27.50
1 5c Cherry Bell ... 47.50
1 5c Regular Ven. GA. 22.50
2 1c Regular Bell GA. 22.50
1 5c Front Ven. Twin JP. ... 12.50
1 1c Front Ven., Single JP. ... 15.00
1 5c Red Front GA. ... 32.50

1 25c Handload J.P. ... \$75.00
1 10c Melon Bell ... 49.50
20 5c Mills Melon Bells ... 45.00
2 25c Melon Bells ... 50.00
2 Mills War Eagles, 25c Bells ... 29.50
1 Mills 25c Goose Neck, J.P. ... 23.50
1 Mills Regular Bell, J.P. ... 20.50
2 Jennings Duchess, 1c, J.P. ... 15.50
1 Watling Rolatop, 5c, J.P. ... 17.50
1 Watling Twin, 1c Play, J.P. ... 15.50

PHONOGRAPHS

23 Wurlitzer 412, Sample ... \$49.50
Lot of 5, Ea. 44.50

7 Wurlitzer 618, Sample ... \$110.00
Lot of 5, Each ... 95.00
1 Wurlitzer 312 ... 52.50
2 Seeburg Selecto-phone ... 19.50
2 Rock-Ola Regulars ... 29.50
4 Gabel Juniors ... 15.00
2 Mills Deluxe Dance Master ... 19.50
3 Wurlitzer 618, without Cochran Grill. ... 95.00

These Machines Are F. O. B. Richmond, Virginia. The above machines are slightly used and offered subject to prior sale. These prices are effective November 11, 1939. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Also get our list of slot machine bargains. Write us for your price on any new machine coin operated that is released by the respective manufacturer.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST. Richmond, Va. Day Phone 3-4511 Night Phone 5-5328

NOTICE
 Charlotte, N. C., Address: 425-27 S. Tryon Street. Day Phone, 3-8463-64 Night, Mecklenburg Hotel

May Up Western Baseball Production

CHICAGO, Nov. 4.—Don Anderson, sales manager of Western Products, Inc., reports that extra production forces will be necessary if sales of Western's Deluxe Baseball continue to rise.

"Since that day two years ago when we introduced the forerunner to our present Deluxe Baseball sales have been climbing steadily," reported Anderson. "At that time we had a new type Baseball game incorporating new features never before used on that type of game. Improvements have made Baseball one of the best selling machines. Today Baseball is on more locations than is any other game on the market. The biggest reason for this popularity is the fact that this machine has proved to be a top money earner.

"We strive at all times to produce machines which will earn greater profits for operators. In Deluxe Baseball we have the crowning achievement. However, we realize that it is often difficult for operators to purchase a large quantity of games at once and therefore are offering responsible operators Deluxe Baseball on a time payment plan. This plan will enable operators to install a larger num-



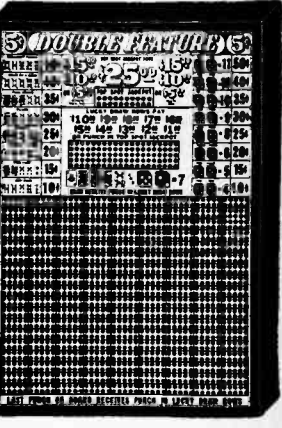
J. P. RYAN, MILLS' PACIFIC COAST MANAGER, and Gus Guarnera, representative, look over the game that is reported to be going well thruout the country. It's Mills' One-Two-Three, a free-play game.

DOUBLE YOUR PROFITS With New DOUBLE FEATURE

Carries a double wallop! All the player appeal of Dice and Cards in one board. Tickets printed with Dice and Poker Hands.

No. 1621 1620 Holes
 Takes in ... \$81.00
 Average Payout ... 40.79
AVERAGE GROSS PROFIT...\$40.21

HARLICH MFG. CO.
 1413 W. JACKSON BLVD., CHICAGO, ILLINOIS



PRICE, EACH \$5.72
 SEND FOR CATALOG OF OTHER PROFIT-MAKERS.

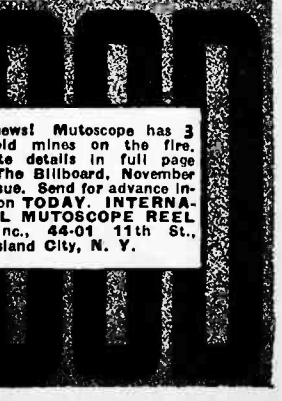
Cig Tax Evasion Reported Growing

ATLANTA, Nov. 4.—Evasion of State taxes on cigarets is growing faster than enforcement facilities, the Kentucky revenue commissioner declared here before a recent meeting of the National Tobacco Tax Conference.

Twenty-six States taxing cigarets are losing some \$10,000,000 in annual revenue thru tax-free interstate shipments and sales, it was charged. "It is these millions that make profitable the far-fung, systematic operations of tax-dodging artists dipping into each cigaret State," he declared.

The Kentucky official urged continued efforts for federal legislation to authorize postmasters to disclose to State tax officials records relating to parcel post cigaret consignees. Such a bill was tabled by the Senate at the regular session of Congress this year.

State cigaret levies range from 1 to 5 cents per standard package of 20. Such a wide differential "encourages tax-evasive transactions between cigaret tax States," he asserted, urging more uniformity.



Good news! Mutoscope has 3 new gold mines on the fire. Complete details in full page ad in The Billboard, November 13th issue. Send for advance information TODAY INTERNATIONAL MUTOSCOPE REEL CO., Inc., 44-01 11th St., Long Island City, N. Y.

Chicago Coin's
NEWEST GAME
O'BOY

Next Week you'll see the hit of the season!

ATLAS VALUE PARADE

A WIDE SELECTION OF RECONDITIONED FREE PLAY GAMES, PAYTABLES, CONSOLES, SLOTS, COUNTER GAMES

FREE PLAY GAMES

Chubbie	\$37.50	Liberty	\$32.50
Spotted	39.50	Rink	32.50
Gun Club	34.50	Contact	24.50
Fifth Inning	36.50	Ragtime	32.50
Fair	32.50	Side Kick	29.50
Paramount	19.50	Speedy	

PHONOGRAPHS

Seeburg Model B	\$ 32.50	Wurlitzer 616	\$ 89.00
Seeburg Model C	39.50	Wurlitzer 616A (Illum. Grill)	99.00
Seeburg K15 (15 Record)	79.50	Wurlitzer 24 (1938)	149.50
Seeburg Rex (20 Record)	117.50	Rockola Rhythm King (12 Rec.)	44.50
Seeburg Royale (20 Record)	127.50	Rockola Rhythm Master (16 Rec.)	57.50
Seeburg Gem (Slug Proof)	154.50	Rockola Regular (D. C. Units)	28.50
Wurlitzer 51 (Counter Model)	57.50	Mills Deluxe Dancemaster	21.50
Wurlitzer 312	47.50	Mills Studio	59.50
Wurlitzer 412	49.50		

Beautiful Illuminated Grill Installed on All Models—\$10.50 Extra.
Write for your copies of our Illustrated Phonograph Catalogue and Our New Price Bulletin.
TERMS: 1/3 Deposit — Balance C. O. D.
CABLE ADDRESS: ATNOVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Calcutt Looks to Future Operations

FAYETTEVILLE, N. C. Nov. 4.—Joe Calcutt, of the Vending Machine Co., suggests that operators insure themselves a steady, substantial income by giving thought to tomorrow.

Declares Calcutt: "The smart operator must give some thought to tomorrow. To insure a steady income we know of no better instrument than the Mills phonograph. Music operation has grown so greatly in the past few years that it has become nationally recognized among leading economists as one of the best of businesses.

"Operators today can insure their income for tomorrow by starting a route of phonographs or by adding to their present route with these machines. Operators in the three States we cover, Virginia, North and South Carolina, are taking advantage of the present chance to arrange their routes so that the phonograph will be the basis of their operations.

"We have arranged a special deal for operators in these three States which will enable them to get started easily. Already a large number of operators have taken advantage of the offer. There is no doubt in our minds that operators who are willing to work hard now with phonographs will insure themselves of a steady, substantial income within a short period of time."

New Wages and Hours in Effect

CHICAGO, Nov. 4.—Industries affected were recently made cognizant of the fact that the standard work-week under the Fair Labor Standards Act will be 42 hours and that the minimum wage rises to 30 cents an hour. This provision went into effect on October 24.

Washington officials indicated, however, that inasmuch as October 23 will be the beginning of a work-week for a large part of industry, that the effective date will be regarded as October 30 in such cases.

Under the act, commonly known as the Wages-Hours law, "every employer shall pay to each of his employees who is engaged in commerce or in the production of goods for commerce, wages at the following rates: (1) during the first year from the effective date of this section, not less than 25 cents an hour; (2) during the next six years from such date, not less than 30 cents an hour."

The maximum hour provision established a standard of 44 hours as the work-week for the first year under the law and 42 hours for the second year. Beyond the maximum hours, time and a half for overtime must be paid.

The law has been in effect since October of last year.

SUPERIOR LEADING THE FIELD IN IDEAS!

SUPERIOR'S greatest money-maker for the fall season, SCRIMMAGE, the first mechanical football board ever created by a salesboard manufacturer. Complete, authentic, realistic . . . an instant hit with sports fans the country over!

All the action is contained in one board. There are no mechanical parts to wear out . . . guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

FORTY-SEVEN NEW BOARDS JUST RELEASED!

SUPERIOR PRODUCTS

14 NO. PEORIA STREET, CHICAGO, ILLINOIS

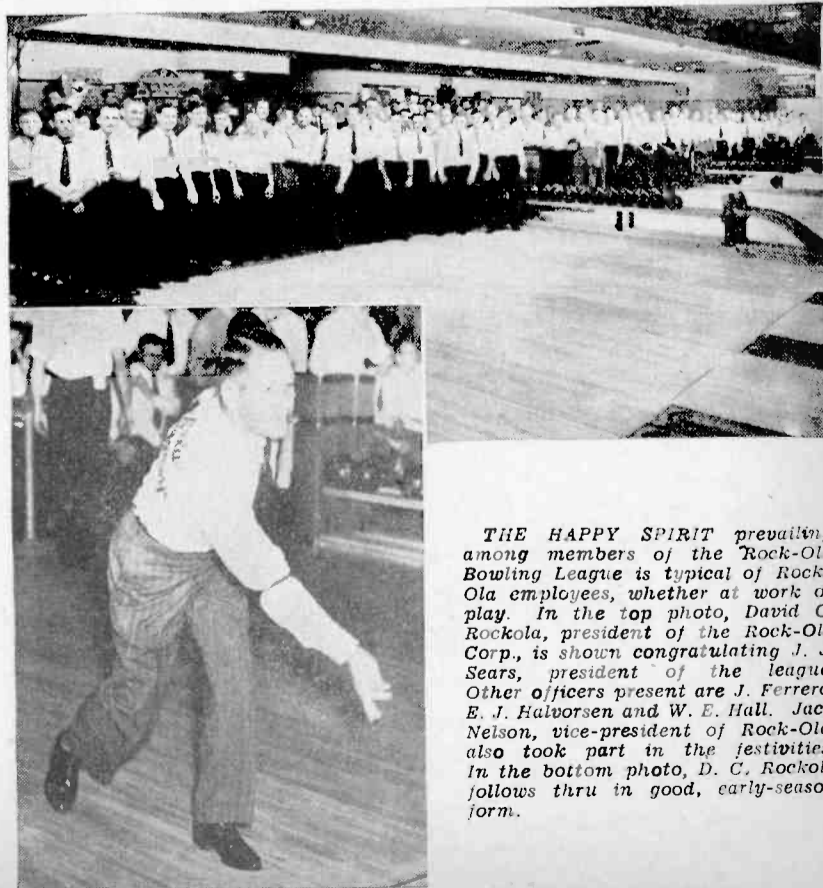


OPERATORS--DISTRIBUTORS--JOBBER

FRE-O-NIC The biggest 1c to 39c deal ever offered. A surefire money maker. Deal consists of 24 Genuine Newly Patented \$1.00 FRE-O-NIC Cigarette Holders complete with extra package cartridges and each packed in individual gift box. 24 \$1.00 Gift Winners—No Blanks—Only 24 sales. Deal takes in \$8.00 and goes to the trade at \$5.00. Distributors' Price, \$3.00. Sample Deal, \$3.25 prepaid. Write or wire

JADA NOVELTY MFG. CO.

5920 BRYANT ST., PITTSBURGH, PA.



THE HAPPY SPIRIT prevailing among members of the Rock-Ola Bowling League is typical of Rock-Ola employees, whether at work or play. In the top photo, David C. Rockola, president of the Rock-Ola Corp., is shown congratulating J. J. Sears, president of the league. Other officers present are J. Ferrero, E. J. Halvorsen and W. E. Hall. Jack Nelson, vice-president of Rock-Ola, also took part in the festivities. In the bottom photo, D. C. Rockola follows thru in good, early-season form.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



NEW MONEY-MAKING SENSATION!
PICK-A-PACK
 COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!
PENNY PLAY
 Beautiful appearance! **\$18.75**
 Sturdy, long-life construction!
 F. O. B. Chicago
GUARANTEE
 Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!
BAKER NOVELTY CO.
 2626 Washington Blvd., CHICAGO

Biz Above Normal, Atlas Officials Say

CHICAGO, Nov. 4.—“Sales are above normal—an indication that operators are enjoying good business,” is the report received from Morrie and Eddie Ginsburg, heads of the Atlas Novelty Co.

“We have noticed the upward trend in the past few months,” they continued, “and believe that the trend will continue to be upward. In these months of larger and larger orders we have been able to give Midwest operators the kind of service that has made our firm well known. A large stock of the latest games together with our superior supply of used games has enabled us to fill every order we have received. Without exception our foresight of the upward trend has resulted in games being shipped immediately after receipt of orders.

“Our policy of personal service together with the ability to deliver equipment has resulted in Atlas Novelty business reaching the highest level in years. Consequently we are continuing to purchase new games and recondition used games on a lavish scale. We are prepared to make immediate delivery to every operator now despite heavy demand and will continue to be in a position to follow this policy.”

Unabated Demand For Ten Strike

CHICAGO, Nov. 4.—The demand for the Ten Strike bowling game continues unabated, according to reports from H. C. Evans & Co., the manufacturer. Distributors now are reporting on the success of the game wherever shown.

R. W. (Dick) Hood, head of the firm, announced that work has also started on a large coin-operated duck pin alley, which will be 45 feet to 60 feet in length and portable.

According to Hood, the large game is automatic and will do away with setting of pins by hand. Regulation duck pins and bowling ball are used with the game. The manufacturer feels that the new idea in bowling games, using the idea developed in the Ten Strike game, will open up a new field of endeavor.

The large game is said to lend itself to operation in so many types of locations, both indoor and outdoor. It is recommended for amusement parks, carnivals, beach resorts, highway amusement projects, clubs, lodges, vacant store locations and recreational and amusement spots of all kinds. It lends itself to almost every type of spot where crowds are apt to gather for recreation, it is stated.

Ohio Midway Gets New Penny Arcade

AKRON, Nov. 4.—A new penny arcade, to be one of the finest in Eastern Ohio, will be built on the midway at Summit Beach Park, officials of Summit Beach, Inc., have revealed.

Frank Rafal, park manager, has visited

HOW ABOUT YOUR INCOME FOR TOMORROW?

HERE'S HOW OPERATORS IN VIRGINIA, NORTH CAROLINA AND SOUTH CAROLINA ARE BUILDING A STEADY, SUBSTANTIAL INCOME FOR TOMORROW . . .

“Make hay while the sun shines,” leading operators in these three states have adopted as their slogan. They're insuring themselves a steady and substantial income for tomorrow by taking advantage of Joe Calcutt's special deal on Mills Throne of Music TODAY! The “RICHEST AND RAREST OF PHONOGRAPHS”

—“America's No. 1 Music Money-maker”— is fast becoming the BACKBONE of every outstanding operation in Virginia, North Carolina and South Carolina. BECAUSE it's the ONLY KIND OF AN OPERATION operators realize they can rely upon—when tomorrow comes! It's THE operation that INSURES their income! AND—with Joe Calcutt's SPECIAL DEAL it's the ONLY operation an operator can start TODAY and KNOW he will have STEADY, SUBSTANTIAL INCOME TO RELY ON—tomorrow!! Need any more be told a smart operator? WRITE, WIRE or PHONE Joe Calcutt now for COMPLETE DETAILS of his SPECIAL DEAL on Mills Throne of Music!!!

THE VENDING MACHINE COMPANY
 205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. (Cable Address GQ181018)

Punch Equaling Mr. Chips' Success

CHICAGO, Nov. 4.—Location reports on the success of Genco's new game, Punch, bear out predictions made last week that the game would equal and surpass the previous Genco release Mr. Chips, firm officials believe.

Dave Gensburg, firm head, declares: “It now appears that Punch will repeat the success of Mr. Chips. Initial orders are being buried under the repeat orders that followed the first shipments.

“From reports, it seems that the rotation scoring principle combined with two ways to win in a single game is responsible for the popularity and appeal of Punch. The player can win either by high score or by lighting the five top bumpers, after which each additional bump means an extra free game. There is much action and suspense in every game, and the player is on edge with every ball because each ball can mean a big score.

“The top bumpers when hit change from 100s to permanent 1,000s. There are three roll-over switches controlling sections of three lighting bumpers. When a ball passes over one of these switches when the light is lit, the scoring on each bumper is changed from 100 to 1,000 for the rest of the game. In addition, there are flashing 1,000-when-lit bumpers on each side of the playing field to add to the come-on and suspense.”



BOXERS OF CHAMPIONSHIP CALIBER look over Groetchen's Metal Typewriter and their interest indicates approval of the machine as a champion in its field. Left to right, Johnny Paycheck, contender for the heavyweight championship; Sam Taran, Mayflower Novelty Co., St. Paul, and Benny Leonard, retired undefeated lightweight champion.

Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-BT. Football symbol tickets. Takes in 2000 holes @ 5¢—\$100. Pays out (average) \$48.18. Profit (average) \$53.84. Semi-thick Board—Celluloid protectors over jackpots. Protected winners.

PRICE **7.90**

GLOBE PRINTING COMPANY 1023-27 RACE STREET PHILA., PA.

several of the major amusement parks in the East in quest of ideas to be incorporated in the arcade. The amusement center will be housed in a streamlined building which will be constructed next spring.

Park operators for the past three seasons have leased the penny arcade concession, but the location at the far end of the midway was not favorable and it has not fared as well as officials expected. Rafal said much neon will be in evidence on the front of the proposed arcade building and that it would house approximately 100 machines.

Licenses Boost Youngstown Income

YOUNGSTOWN, O., Nov. 4.—Virtually all pinball games and automatic phonographs in Youngstown are now licensed, city officials report. Revenue from the recent drive on unlicensed devices has netted \$1,370 in the past two weeks.

Police will continue to check for unlicensed games and music machines, but authorities believe most of the violations have been eliminated.

During the past week 13 marble boards and music machine permits were granted, boosting the total since the campaign began to 91.

SALESBOARD OPERATORS

Read “DEALS”

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Better wait with your fall and winter buying until you see Mutoscope's 3 new thrillers. Complete details in full page ad in The Billboard, November 18th issue. Send for advance information TODAY. INTERNATIONAL MUTOSCOPE REEL CO., Inc., 44-01 11th St., Long Island City, N. Y.

Exhibits
1940

REBOUND

Ask Any
Operator
who has
them



EXHIBIT SUPPLY CO. 4222-W. LAKE ST., CHICAGO

**FREE PLAY
COMBINATION**

99⁵⁰

Change from free
play to Regular in a
Jiffy Right on Loca-
tion.

FOOTBALL GEMS

1664 HOLES Takes In \$83.20 Pays Out 46.04 Profit (Average).....\$37.16 List Price\$ 4.60	2496 HOLES Takes In\$124.80 Pays Out 70.68 Profit (Average)... \$ 54.12 List Price\$ 6.20	928 HOLES Takes In\$46.40 Pays Out 24.40 Profit (Average)...\$22.00 List Price\$ 3.82
--	--	--

CONTAINER'S COLORFUL CREATIONS
WITH FOOTBALL TICKETS. INSTANT FAVORITES.
Write for New 40-Page Fall Catalog.

"THE OPERATOR'S MANUFACTURER"
CONTAINER MFG. CORP.
1825-1833 CHOUTEAU AVE., ST. LOUIS, MO.

in size. Now it is among the leading vending machine concerns in the East. His new quarters gives him a fine display room and excellent repair facilities.

Brown, Harry Mendelsohn, Al Roth and Nat Chodoker.

Imperial Venders has moved to larger quarters at 2022 Market street and is now distributor for phonographs as well as vending machines.

Al Cohan is planning to move into a larger home. The new domicile located in Wynnefield has been made necessary by the recent addition of little Eleanor to his family.

Despite the fact that Sam Litt has been in the coin machine field for only four months he is expanding in every branch of his business. Starting with a few pinball stops, he is now interested in cigaret vending machines, music machines and is considering placing scales on location. His business has increased to the extent that it has been necessary for him to move to larger quarters.

Big Bill Rodstein admits that the date has been set for his wedding but is secretive about the time, the place and the gal.

Herman D. Jaffe, of Independent Sales Co., is optimistic in discussing business conditions. "The new games are keeping public interest at fever pitch and my firm as well as other distributors is enjoying their greatest season in years," he says.



Bill Stein, despite the fact that he is now operating a route of pinball machines, is still head of the servicing department of the Active Amusement Co. of which Joe Ash is the president. Ash has paid high tribute to the mechanical ingenuity of Stein and declares that the machine has not been made that Stein cannot take apart and reassemble.

PAID FOR PLAYING are these employees of Exhibit Supply Co. Machines are first tested in the factory with the players striving to find "bugs." To make it more interesting prizes are offered for the highest scores. From this testing line games are sent to locations for further test. "Then and then only, after conclusive tests, do games go into production," affirm Exhibit officials. "Operators are paying for quality—we must, and do, give it to them."

Pasadena Novelty Co. and the Philadelphia Amusement Co. have merged. The new firm is to be called the Pasadena Novelty Co. and will be one of the largest operators of pinball routes in the city. Heads of the enlarged firm are Max

CANDY FOR OPERATORS

24 1-Lb. Boxes\$4.25

CANDY FOR THE HOLIDAYS

5 Lb. Box of Assorted Chocolates	Per Box	70c
5 Lb. Box of American Mixed		60c
2 Lb. Box of Assorted Chocolates		50c

20% Deposit With Order, Balance C. O. D.
Send for FREE Catalogue of Assorted Box Candy.

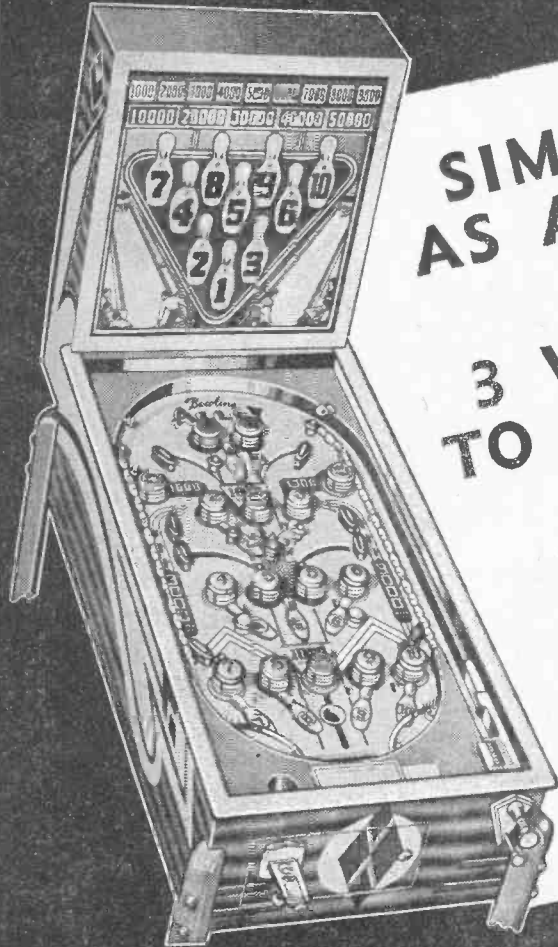
DELIGHT SWEETS, INC.
50 East 11th Street, NEW YORK, N. Y.

Philadelphia

PHILADELPHIA, Nov. 4.—Mr. and Mrs. William Gross, of the Lehigh Specialty Co., who were recently married, have expressed their thanks to manufacturers, customers and friends for the greetings received on the occasion.

J. Rake, of the Rake Coin Machine Exchange, celebrated his 46th wedding anniversary October 23. His children and grandchildren were participants in the reception. Fourteen years ago Rake founded the vending machine business which he now conducts. He started in a small way and has steadily increased

BOWLING ALLEY • LITE-O-CARD



SIMPLE AS A-B-C!
3 WAYS TO SCORE!

POPULAR, TIMELY SPORT!
FREE PLAY \$99.50
 (Convertible)

IMMEDIATE DELIVERY

BUSTING ALL RECORDS
WIDE OPEN!

ALLURING SELECTOR FEATURE!

FREE PLAY \$104.50
 (Convertible)



STILL IN PRODUCTION ON
DE LUXE GRIP SCALE
 GREATEST LEGAL COUNTER GAME!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

BRAND NEW GRIP

Takes in the Copper. It's different. **PLUG-PROOF COIN CHUTE.** Attractive All-Chrome Front. **UNIVERSAL GRIP HANDLE**—Can be worked in any position. Beautiful Mohawk Red Crackle Finish. Simple Construction. **ARRANGED FOR STAND.** All Operators Want Them! Get Your Sample Now!

HOLLY ENGINEERING CO.
 HOLLY, MICH.

\$9.75
 1/2 With Order; Bal. C. O. D.

Minn. Regional Meeting at Winona

ST. PAUL, Nov. 4.—Wisconsin distributors and operators met recently in Winona, Minn., at a regional meeting sponsored by the Minnesota Amusement Games Association, Inc., which was attended by every firm in the Winona district. Several resolutions were advanced, one asking the board of directors to assess a fee on each new piece of equipment coming into the State in order to provide necessary revenue. Another resolution considered the operation

10-LB. TURKEY

SELECT YOUR FAVORITE GIRL'S NAME AND RECORD A TURKEY

NUMBERS 1 to 10 FREE
 Numbers 11 to 25 Pay What You Owe
 Numbers over 25 pay only 5c

LAST NUMBER PUNCHED ALSO RECS. 1-10 LB. TURKEY

Take Home a Turkey

QUICK CASH FOR YOU

OUR TURKEY CARDS GET ACTION!!

- 60 Hole—F.C-5500—Takes \$11.45 Pays 1 10-Lb. Turkey—Price 74c Dz.
- 75 Hole—F.C-5063—Takes \$14.55 Pays 1 10-Lb. Turkey—Price 83c Dz.
- 80 Hole—F.C-5062—Takes \$16.45 Pays 1 10-Lb. Turkey—Price 85c Dz.

Lots of Color and a Real Flash.

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 Harvard Ave., Chicago, U.S.A.

J. H. WINFIELD CO.
 1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of
Wurlitzer Phonographs
 and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

LARGE CLEAN MUTOSCOPES \$50.00 Each

OR WILL TRADE FOR LATE MODEL SLOTS.
DIXIE SALES
 1168 CAMP, NEW ORLEANS, LA.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



ALL DRESSED UP for a visit to Minneapolis' coin machine row are Mr. and Mrs. Carl Weedman. Weedman, operating in Minnesota, was in Minneapolis looking over the newest coin machine devices in various distributing offices.

of games by persons other than members of the association.

The meeting was the ninth of a series of regional meetings held during 1939. Two more such meetings are scheduled for this year, one at Fergus Falls, Minn., and the other at New Ulm, Minn. According to H. P. Hunter, secretary-treasurer of the association, the meetings have been very successful and the attendance averages close to 100 per cent.

Jane Withers a Ten Strike Fan

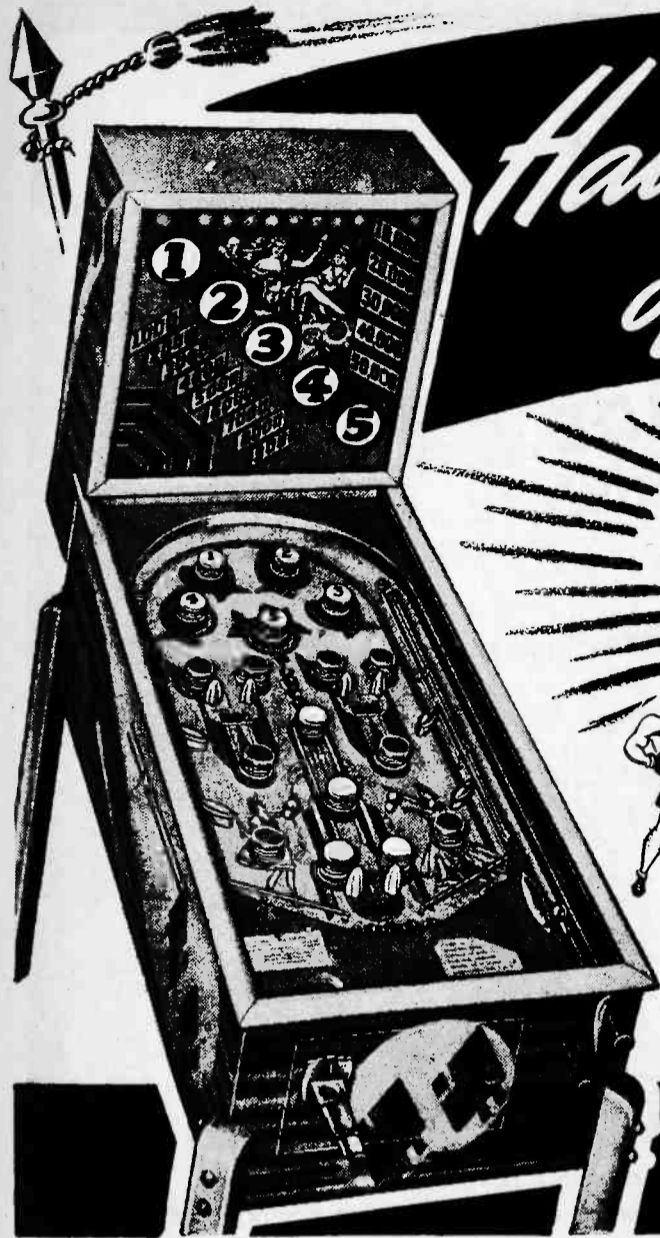
CHICAGO, Nov. 4.—Jane Withers, young movie star, renewed her interest in the coin-operated machine industry on her stopover in Chicago this week. Met at the train by Mr. and Mrs. Paul Gerber, she came to the Sherman Hotel lobby and played the Ten Strike bowling game in the Gerber game room there. Miss Withers expressed her opinion that it is the best game she had ever played. She also said she would like to have one for her own play room.

CORRECTION

Due to a Telegraphic Error in the Transmission of Copy to
AUTOMATIC SALES COMPANY
 NASHVILLE, TENN.,
 Advertisement was published incorrectly. Copy should have read "Refinished Pace Comet, 5, 10 and 25c Play, one free with ten, \$27.50," and "Mills Brown Fronts, like new, \$59.50."

BEST

Best all-around money-makers—legal, consistent, SURE—will be Mutoscope's 3 new winners. Read our full page ad in The Billboard, November 18th issue. Send for advance information TODAY. INTERNATIONAL MUTOSCOPE REEL CO., Inc., 44-01 11th St., Long Island City, N. Y.



Hail the New Champ of Moneymakers!

GENCO'S

PUNCH

A KNOCKOUT WINNER ON EVERY LOCATION!



There's a dynamite wallop every time the ball leaves the plunger of this slam-bang sensation! What thrills in PUNCH'S new rotation-scoring idea . . . what a come-on for the player when he can win by either high score or by lighting the five top bumpers—or can win BOTH WAYS IN ONE GAME! Endless combinations of high-scoring possibilities keeps 'em standing on tiptoe. Unusual suspense features make PUNCH a 100% killer-diller. ORDER THIS GAME OF GAMES TODAY!!!

FREE GAME (CONVERTIBLE)
\$99.50
F. O. B. CHICAGO

GENCO-INC. 2621 N. ASHLAND AVE. CHICAGO



BERT LANE Says:

PUNCH IS A WALLOPING SMASH HIT!
PUNCH IS MAKING MORE MONEY FASTER!
PUNCH IS THE GAME AMERICA NEEDED!
ORDER NOW!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

MONEY MAKERS\$
ROUTE MEN AND HUSTLERS\$
Are Making \$100.00 Weekly Up With Our Special Cards. Sample, 25c.
FERGUSON MFG. CO.
322 N. Senate Ave., INDIANAPOLIS, IND.
ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.



L. I. MITCHELL & CO.

CLOSING OUT—EVERYONE ABSOLUTELY PERFECT
MAJORS | BROOKS | DAVY JONES
CHEVRON | CHUBBIE
SPOTTEM | SKY ROCKET

Write for Our Rock-Bottom Prices. Cable Address: "MITCHAL, N. Y." 1070 Broadway, BROOKLYN, N. Y.

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.

Royal Polish
GIVES YOUR PHONOGRAPHS A ROYAL SPARKLING SHINE
RUSH YOUR ORDER TODAY for this scientifically prepared super-polish especially created for Phonographs, Bars and Pianost Gives a high-gloss, lustrous finish in a jiffy. Used by leading operators while servicing their routes as well as in their workshops. "Royal Polish" is an absolute necessity TODAY! PRESERVES the beauty and life of your phonost. TRY A SAMPLE GALLON AND BE CONVINCED!
Only **\$2.00** Full Gal.
Distributors, Write for Proposition
ROYAL DISTRIBUTORS, INC.
409 North Broad Street, ELIZABETH, N. J.

CLOSE-OUTS
Contacts, F.P. \$25.00 | Palm Springs . . \$ 9.50
Midway 14.50 | Arlington 9.50
4 Mills 5c D.J.P., Check Separator 9.50
8 Mills 1c B.J.P., Check Separator 9.50
6 Mills 25c S.J.P. 9.50
2 Double Safes With Combination 15.00
1 Single Safe With Combination 10.00
15 X Folding Stands 1.50
1/3 Deposit, Balance C. O. D.
MARYLAND COIN MACHINE CO.
5910 Marluth Ave., BALTIMORE, MD.
Hamilton 4936.

OPERATORS!
GET ON OUR **MAILING LIST!**
Receive Weekly List of Special Buys!
NEW and USED Machines—Write Now!
MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

TEXAS
OPERATORS SWAP WITH WILKY
Rock-Ola-Bally-Groetchen
Phone C-1431
UNITED AMUSEMENT CO.
310 SO. ALAMO, SAN ANTONIO, TEXAS

Penna., New Jersey, Maryland, Delaware Operators

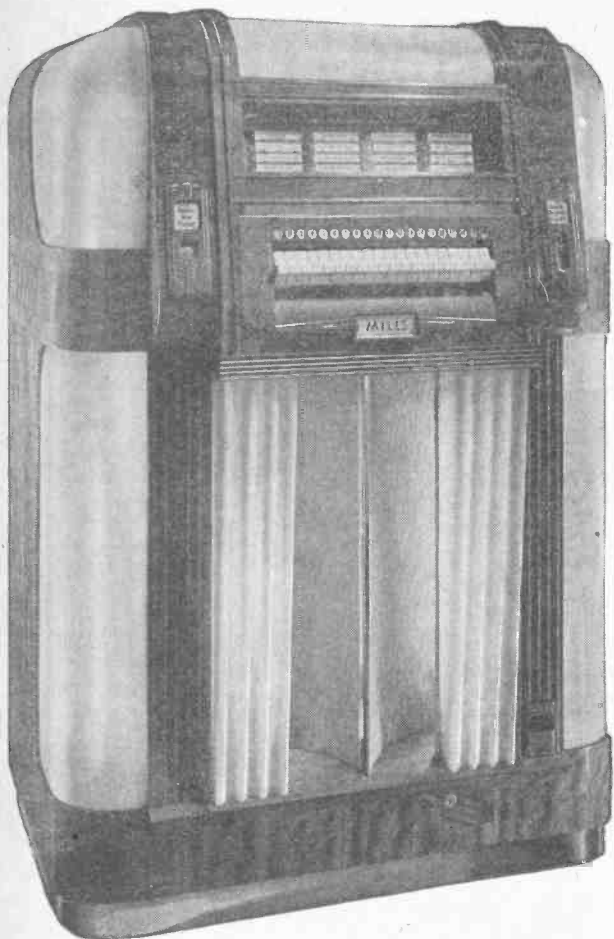
WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
28th & Huntingdon Sts., Philadelphia, Pa.

EMPIRE 1c 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
1/3 Deposit. BALL GUM 15c a Box (100 Pieces)
CASE (100 Boxes) \$12.00.
SICKING, Inc. 1922 Freeman, Cincinnati, O.

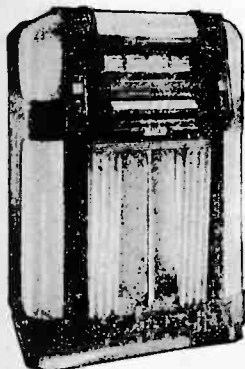
Tell the Advertiser in The Billboard Where You Got His Address.



See!

The most beautiful instrument in the whole field.

Mills Throne of Music



MILLS THRONE OF MUSIC

Richest and Rarest of Phonographs.

OPERATORS . . . Let us help you get started with these truly great instruments. WRITE, WIRE or PHONE for the SPECIAL DEAL we are offering Operators of Southern Ohio, Southeastern Indiana and Northern Kentucky.

RAY BIGNER 1983 STATE AVE., CINCINNATI, OHIO
On State Highways 4 W and 74; 1 Block From U. S. Highway 52.

BARGAINS in Used Phonographs of all makes and models, Consoles, Payouts, Free Play and Novelty Tables, Slots and Counter Games. Write for Prices on any type of coin-operated equipment you want.

WE'LL PAY YOUR ROUND TRIP FARE TO THE GREAT COIN MACHINE CONVENTION IN CHICAGO WHETHER YOU GO BY TRAIN, BY PLANE, OR BY BUS!!

Here Are America's Finest "Better Machine Buys"!

- FREE PLAY NOVELTIES**
- Contacts
 - Majors
 - Double Features
 - Skyrockets
 - Gun Clubs
 - Rinks
 - Box Scores
 - Daval's Gems
 - Spottems
 - Zips
 - Hold Tights
 - Up & Ups
 - Ayalons
 - Flashes
 - Champions

\$29.50

- NOVELTY TABLES**
- Bally Reserves
 - Batter Up
 - Exh. Review
 - Fleet
 - Snappy
 - Treasure
 - Filights
 - Odd Balls
 - Paramounts
 - Regattas
 - Side Kicks
 - Stop & Go
 - Chubbies
 - Rinks

\$7.50

\$10.00

\$15.00

- SLOT MACHINES**
- Melon Bells
 - Mills Bonus
 - 5c Q. T. (like new)
 - 1c & 5c Q. T.
 - Mills F.O.F., refinished
 - Watling Cherry
 - Watling 1c Goose-neck
 - Jennings 1★ Chief
 - Jennings 4★ Chief
- CONSOLES**
- Triple Entries
 - Brown Paces Races
 - Black Paces Races
 - Parley Races
 - 1937 Skill Times
 - Jenn. Liberty Bell

\$49.50
\$2.50
\$40.00
\$2.50
\$10.00
\$30.00
\$12.50
\$17.50
\$22.50
\$145.00
\$89.50
\$49.50
\$59.50
\$45.00
\$25.00

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.

NATIONAL'S USED GAMES ARE EXPERTLY RECONDITIONED EVEN REPAINTED WHEN NECESSARY!!!

- FREE PLAYS**—Write for Prices
- Mr. Chips, Davy Jones, Clipper, Rebound, Twinkle
 - Spottem
 - Genco Fair
 - Cowboy

- NOVELTIES**
- Bally Royal
 - Encore
 - Snooks
 - Gun Club
 - Bang

- 5% OFF**
- On All Used Games When Full Cash Sent With Order!

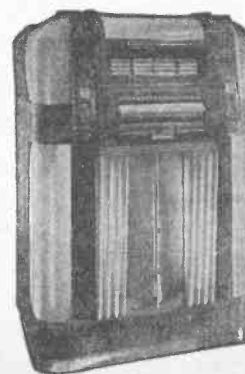
NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.

WRITE NOW For Our Sensational New Price List! It Will Pay You! Free Illustrated Catalog!

EXPORT

"We Cover the World." Cable Address: "NATNOVCO." Merrick, N. Y.

IF YOU OPERATE IN NEW YORK STATE; NORTHERN NEW JERSEY; CONNECTICUT (Fairfield County); PENNSYLVANIA (Wayne, Susquehanna, Bradford, Tioga) . .



HERE'S HOW YOU CAN HAVE YOUR FARE PAID TO CHICAGO AND BACK AGAIN

Just purchase 10 or more of the "RICHEST AND RAREST OF PHONOGRAPHS"—Mills Throne of Music—"America's No. 1 Music Money-Maker"—between November 1, 1939, and December 31, 1939, and we'll pay your round trip fare to and from the great coin machine convention in Chicago. SEE how Mills features the Throne of Music in Chicago—HEAR operators from all over the country acclaim it—KNOW you've bought the best for 1939 and 1940! WE PAY YOUR TRANSPORTATION UP AND BACK! PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!!

GEORGE PONSER COMPANY

519 West 47th Street, New York 1001 East Fayette St., Syracuse, N. Y. 11-15 East Runyon Street, Newark, N. J. 754 Broadway, Albany, New York

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

AMERICA'S MOST COMPLETE LINE . . . BY BALLY!

Bally's C.O.D.

INTERMEDIATE SPOTTEM AWARDS... plus RESERVE

At last! The popular money-making "Spottem" idea with INTERMEDIATE AWARDS to hold the play and keep the coin-chute busy shuffling REPEAT PLAY NICKELS into the cash-box. One free game for each red bumper hit after 1 to 9 lit on backboard . . . two free games for each red or green bumper hit after all 12 numbers lit... PLUS CLEVER NEW RESERVE, never less than 20 free games. C. O. D. can be operated with or without Reserve—insuring maximum operating flexibility and highest re-sale value. You'll C.O.D. with C. O. D.—and collect plenty too. Order your C. O. D. today.



OPERATE WITH OR WITHOUT THE RESERVE

● METERED

CHANGE FROM FREE PLAY TO NOVELTY IN 5 MINUTES

ROLLER DERBY NEW HIGH-SCORE HIT

WITH "COMPLETE-A-1,000" BUMPERS

Features enough for two or three hit games! "SKILL-WAVE" ACTION boosts bumpers from 100 to 1,000 by skill! "COMPLETE-A-THOUSAND" bumpers score from 100 to 900 per hit. "WHEN-LIT" ROLL-OVERS score 1,000, 2,000 or 3,000! SPECIAL ROLL-OVER scores 2 free games when lit BY SKILL! Boost your novelty profits with ROLLER DERBY—order today!



● METERED

CHANGE FROM FREE PLAY TO NOVELTY IN 5 MINUTES

Bally SCOOP

TWO WAYS TO WIN!

Famous FUTURITY AWARDS . . . with "look-what-I-get-if-I-win" suspense . . . PLUS HIGH-SCORE WINNERS! Player can WIN EITHER WAY or win total built up by skill! MYSTERY "SPOTTEM" or free-numbers feature! OUT-BALL RETURN! New super-sensitive BELL-SHAPE SPIRAL bumpers! Plenty of "came-close" REPEAT PLAY come-on! Don't let competition SCOOP your choice locations . . . order SCOOP today!



CHANGE FROM FREE PLAY TO NOVELTY IN 5 MINUTES

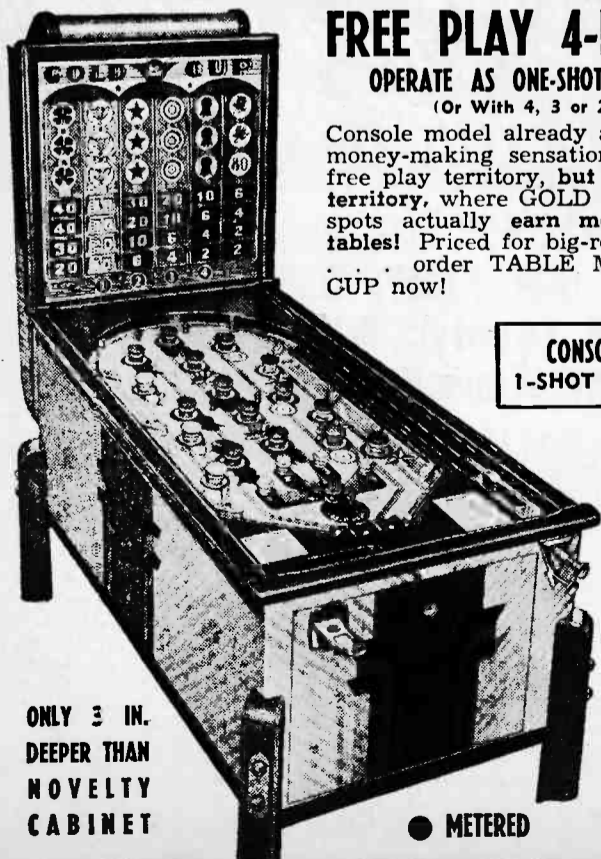
● METERED

TABLE MODEL GOLD CUP

FREE PLAY 4-MULTIPLE

OPERATE AS ONE-SHOT OR 5-BALL
(Or With 4, 3 or 2 Balls)

Console model already a coast-to-coast money-making sensation—not only in free play territory, but also in payout territory, where GOLD CUPS in many spots actually earn more than paytables! Priced for big-route operations . . . order TABLE MODEL GOLD CUP now!



CONSOLE MODEL
1-SHOT PLAY ONLY

ONLY 3 IN. DEEPER THAN NOVELTY CABINET

● METERED

PROVEN PAYOUT HITS!

GOLD MEDAL

Bumper-type one-shot 4-multiple payout; 3 ways to win, including \$25 top Gold Award.

GRAND NATIONAL

Pins-and-pockets "Grandstand style" one-shot multiple payout with \$45 top reserve.

ROYAL FLUSH

5-reel poker console, nickel or quarter play, automatic payout, with or without check separator; also ticket model. Write for full-color folder.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

KEENEY DOES IT AGAIN! BIG SIX

A NEW KIND OF FREE GAME THAT INTRODUCES FOR THE FIRST TIME

**"4 WAY" BUMPERS
3 WAYS TO SCORE
3 SECTION CLOCK**

J. H. KEENEY & CO. NOT INC.

"The House That Jack Built"

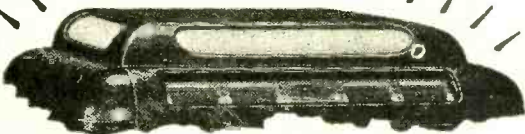
2001 CALUMET AVE.

CHICAGO, ILL.

**1100 SOLD
IN 24 HOURS**

CHICAGO, Ill.—The Keeney factory was swamped with orders for 1,100 games within 24 hours after its first announcement. Provisions have been made to fill sample orders at once for those operators who have not already ordered. Quantity orders are being filled in rotation as rapidly as is humanly possible. You will be glad you waited a few days for the year's outstanding sensation!

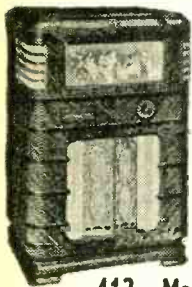
NEW 1940
DOMES



ONLY 2 SCREWS FOR INSTALLATION

Only at **G & G** \$**8.95**

Now Available for Wurlitzer 412-716-616-616A—Illuminated 3 Sides—Finest Workmanship—Money-Back Guarantee!



1940 Changeover GRILLE

For Wurlitzer 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 louvre and top panel.

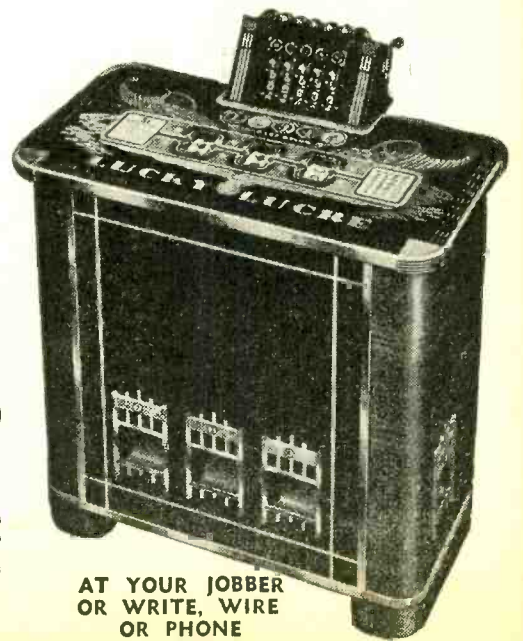
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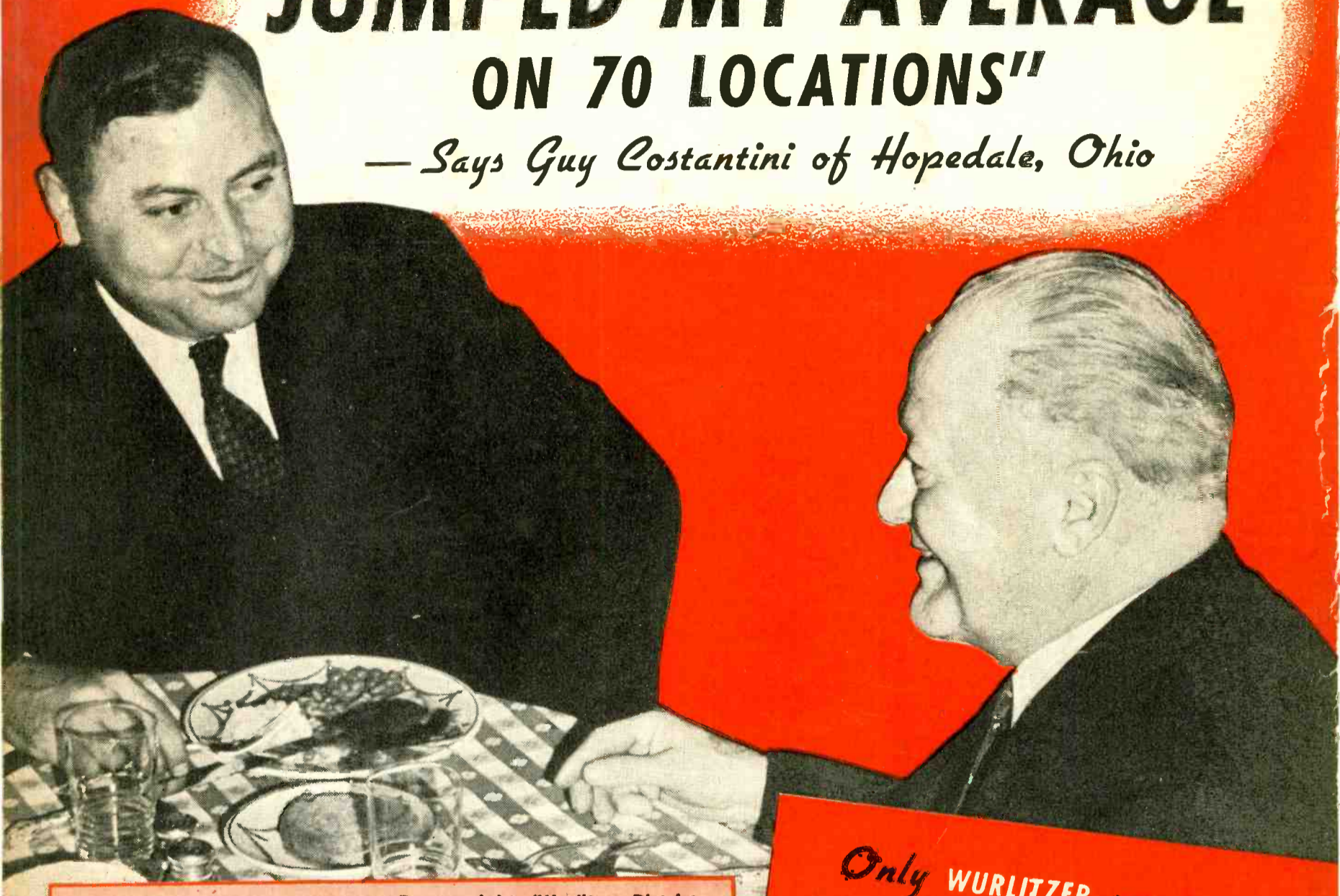
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Guy Costantini, left, tells Harry Payne, right, (Wurlitzer District Manager) how well Wurlitzer's Step by Step Modernization Plan has worked for him in increasing his profits the past year.

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