

The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 25, 1939

15 Cents

Vol. 51. No. 47



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The Billboard

November 25, 1939

Vol. 51
No. 47

The World's Foremost Amusement Weekly

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CLUB P. A.'S PAN BOSSES

TA's \$10,000 Melon; Report On Benefits

NEW YORK, Nov. 18.—Theater Authority will distribute \$10,000 among its members for Christmas. This is the first allotment of benefit funds since the \$15,000 melon slice in April. The committee on allotments, chaired by Leo Fisher, executive secretary of the American Guild of Musical Artists, will recommend to the Authority's board of governors that division of moneys be at same ratio adopted last spring, with the performer unions getting 78 per cent and the guilds and charities 22 per cent.

1939		1938	
Cleared Shows	Paid Shows	Cleared Shows	Paid Shows
10	4	11	6
11	17	11	6
12	22	11	6
13	22	11	6
14	22	11	6
15	22	11	6
16	22	11	6
17	22	11	6
18	22	11	6
19	22	11	6
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21	22	11	6
22	22	11	6
23	22	11	6
24	22	11	6
25	22	11	6
26	22	11	6
27	22	11	6
28	22	11	6
29	22	11	6
30	22	11	6

Report of Theater Authority, made by Alan Correll, executive secretary, to compare benefit situation thus far this season with that of last year, is as follows:

Only 2 Circuses in Miss.; Tax Collections Off Again

JACKSON, Miss., Nov. 18.—State amusement tax collections from circuses in Mississippi are off this year, the same as in 1938. Downie Bros. Circus has been the only circus in the State in 1939 outside of the single date made by Ringling-Barnum in Gulfport recently, according to reports from the State.

Legit Diehard

BOSTON, Nov. 18.—When Paul Muni opens in Boston Monday (19) in Maxwell Anderson's *Key Largo*, there were at least two spectators who didn't come to see the screen star.

Two old gentlemen were discussing the play between the first and second acts and one remarked: "This chap Muni is pretty good. I understand he used to be in the movies."

N. Y. Clubs May Get Extra Hour New Year's Eve; Conn. Softens But Pennsylv To Have Dry Holiday

NEW YORK, Nov. 18.—While the local police department hasn't as yet gotten up official regulations for night clubs for New Year's Eve, it was unofficially stated that nitery owners would get an extra hour hitched to the 4 a.m. curfew. It is as yet unknown whether the ABC board will act on the sale of liquor, but it is believed that it may loosen up because of the beating night club owners took last year when they had to stop selling liquor at 3 a.m. because the celebration went into Sunday morning.

This New Year's, however, falling on Sunday night comes under the Monday morning curfew of 4 a.m. Police department is inclined to be lenient in pressing the law for that night.

Postponed Pay-Offs the Least of It; Want a Little Appreciation

NEW YORK, Nov. 20.—Night club press agents may be regarded by most people as nuisance, phonies, chiselers and whatnot, and the trade may know plenty of yarns kidding them; but few people have bothered to listen to the p. a.'s side

of the story. For one thing, most press agents are hurt, very hurt, because they rarely get either money or praise from their employers—which is adding insult to injury. Any night club p. a. will tolerate a club owner stalling on the weekly fee when he knows business is really bad—but few p. a.'s like to do a lot of build-up work for a night club without even getting appreciation. Praise agents need a bit of praise themselves—even when it's obviously insincere—but most night club owners are afraid to praise their p. a.'s for fear the p. a.'s will immediately want more money.

The press agents complain that the average night club owner looks upon his p. a. with either contempt, amused toleration or frank bewilderment. A night club owner apparently can't see why he needs a p. a. when business is good, and he can't understand how he can afford one when business is bad.

Press agents moan that even after they're hired they must fit their publicity technique to the screwball whims of each particular owner. For example, certain cafe proprietors consider a p. a. a flop if he can't land items in Winchell's column. Others have other ideas, and the p. a. must adjust himself accordingly or die.

Clipped for Clippings

Some club owners demand quantity—a lot of clippings, regardless of what the clips say. Others read each clip carefully and fire the p. a. if one of them is not entirely complimentary. Some owners, p. a.'s now, have favorite performers, and all the publicity must be concentrated on them.

HARRISBURG, Pa., Nov. 18.—Pennsylvania night spots have been warned not to sell liquor on New Year's Eve this year because of State laws prohibiting Sunday sales and restricting liquor-licensed spots from selling intoxicants

before 7 o'clock Monday morning. Liquor Control Board, in a bulletin to night spots, said the board "has no authority whatsoever to change the hours for selling liquor or malt or brewed beverages and it will therefore be necessary for all holders of these types of licenses to observe the requirements." Social clubs are exempt from Sunday sales ruling.

While the liquor board must take this stand, it is generally believed that the notice is a gesture only and will not be enforced. An official of a liquor retailer's trade organization said that dealers in the State's larger cities will be "wide open," explaining that State and local officers are not expected to interfere.

PHILADELPHIA, Nov. 18.—Several nitery ops here have requested an extension of the legal time during which liquor sales will be permitted. The Liquor Bureau refused these requests.

Lincoln G. Dickey Seen Moving In as N. Y. Fair's Show Chief

NEW YORK, Nov. 18.—A shakeup in administration of the World's Fair amusement area for next season was indicated this week when reliable sources implied that Lincoln G. Dickey, the general manager of *Aquascope*, will shortly assume chief responsibility for the midway in 1940. Dickey, who is out of town temporarily, is slated to be personal adviser to Harvey D. Gibson, chairman of the board, on matters pertaining to exhibit and concession departments. It is assumed that he will be responsible directly to Mr. Gibson and that one of his first moves will be to revamp the personnel of the Amusement Control Committee and concession departments.

Dickey will continue to manage *Aquascope*, dividing his time between Billy Rose's big water show and amusement zone problems. According to reports, he returns to New York on Monday and assumes his advisory position immediately. Pop Willin Humphrey, assistant to Dickey in most of his recent ventures, has already been engaged to assume a high position in the exhibit department.

Concessioners at the fair look upon Dickey's reported appointment with renewed hope for a better midway in 1940. His experience at other expositions, notably his general management of the Cleveland Great Lakes Exposition, has prepared him to cope with the problems facing the area, concessioners feel, and he holds the respect of all showmen in a matter of policy, something that the present administration lacked.

Exhibits Sign for 1940

On other fair fronts this week the Exhibit Area took the spotlight when major exhibitors signed contracts to return to the Flushing expo next spring. Those signing included General Electric, Johns-Manville, American Telephone and Telegraph, Dupont, Eastern Presidents' Conference, operators of the railroad exhibit; Petroleum Industry, Beech-Nut, Continental Baking Co., International Business Machine Corp., Metropolitan Life Insurance Co.; Yale & Towne, operators of the glass center; National Dairy Products Co. (Sheffield), Elgin Watch and Distilled Spirits Exhibit, Inc.

Ownership Comeback For Matthew J. Riley?

NEW YORK, Nov. 18.—Altho he hedged on definite details, Matthew J. (Squire) Riley, general agent and former show owner, indicated this week that he is "contemplating plans" to take out his own carnival next season. Riley has been general agent of *Endy Bros.* Shows for the past three years. His activities with shows as both owner and executive were launched years ago. The Squire arrived in New York recently with the traditional sea-gar between his lips, unlighted, as usual, and very much the worse for wear. (That is the sign.) He's been demoralizing the stuff for more years than any living man can remember, this function being his sole means of taking the daily dozen.

AFA To Vote On Dissolving Dec. 15 in N. Y.

NEW YORK, Nov. 18.—Ralph Whitehead says members of the American Federation of Actors, as of July 14, 1939, when the Four A's revoked the AFA charter, will be called to a membership meeting here Friday, December 15, to vote on dissolving the AFA. This is in accordance with the AFA constitution. Whitehead points out:

Whitehead refused to comment as to his position in case the meeting votes down a liquidation resolution, other than to say, "We'll cross the bridge when we come to it."

Ballots are being mailed next week to AFA members in good standing as of July 14, asking them to okeh liquidation of the Death Benefit Fund, each member getting a proportionate share. Good standing means being paid up in dues and DEF assessments as of July 14.

The AFA is still waiting for an order from Judge Henry S. Schimmel of the City Court granting the AFA's request that it pay creditors out of its charity fund on the grounds that the general administrative funds are insufficient to pay off debts due to "enormous expense" occurred during the Four A's fight. If the court okehs this procedure and if any charity funds are left over after debts have been paid, then the AFA intends to ask the court again for okeh to apportion the rest of the money among members.

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VOCALISTIC HEADACHES

Femme Singers May Give a Band Sex-Appeal, But That's Not All

NEW YORK, Nov. 18.—As if the poor band leader's life weren't sufficiently plagued by song pluggers, music publishers and assorted favor seekers, the female vocalist problem often brings him dithers heretofore unknown. The handling of vocalists, since they've become such an important adjunct to the band, has graduated into an itch that is slowly changing the color of the band leader's hair from black to gray.

Not that the leaders don't love the little dears, but the maestro has the double-edged worry of seeing that his warbler doesn't become more popular than he, and at the same time of keeping her happy without wrecking the morale of the rest of the band.

For one thing, and probably the most irksome element in singer-leader relations, the average femme singer is often a would-be or frustrated actress and tries a few tricks to steal the thunder from the happy, if not the leader objects, there is a doting mother around to eat his heart out. So he wishes wistfully that warblers would stick to more and better warbling, less temperament and a practice of leaving doting mothers at home.

To most of the maestri it's the little things that are most annoying, like chewing gum on the band stand, becoming passionate with the microphone or sitting with friends while the band is on the stand. Since most of the tonal artists are sensitive kids, the leader tries

to be as inoffensive as possible, but many of them take too long in learning.

Sideline Bellyrols

The leader men also go slightly nuts when audience attention is centered on the jittery vocalist sitting in a chair and (See HEADACHES on page 61)

Chorus Equity Membership Reaches 514; New High

NEW YORK, Nov. 18.—Paid-up and employed membership of Chorus Equity Association reached a peak this year, according to the November issue of *Equity Magazine*, with figured 514 members under contract.

At same period last year only 378 chorus people were employed. Even adding five shows that were rehearsed last year's top figure at this period was 460. Report did not estimate the additional employment provided by shows scheduled to open within next two or three weeks, but ventured that Chorus Equity members "will enjoy an even more prosperous season than the last one, which was better than the one before."

Water Troupe Prepares

MOBILE, Ala., Nov. 18.—*Flashes and Splashes of 1940*, with solid booking thru the winter and early spring in North and East, is in rehearsal at the plant of the Greater Mobile Gulf Coast Fair Association here. Co-produced by Raynell Lorow and George Golden, cast will include 40, with a budget of \$40,000 to get the water extravaganza in motion.

Murray Jones, Cleveland, 1932 Olympic diving champ, is directing corps of girls in fancy back doubles, double gallops and flyaways, with a tank 12 by 6 feet used. Cortes and his Conquistadors of Rhythm are furnishing music and will take care of the road music assignment. Aquacade talent also includes Fred Beatty, diving clown; Mabel Day, Frances Lovier, Frances Stevens, Connie McGuire, Edith Miller, Betty Lee, June Hewitt and three or four others.

Outside of water talent, specialty acts to accompany troupe include LaBlanc and Du Chan, dance team; Ray Goodie, tight wire; the Vi Mars, skaters; Turko, juggler, and others. Oakie Anderson, New York costume designer, has joined the troupe. Try-out stand is scheduled for coming week in Montgomery, then heads for New York and New England States.

AFM Reverses 802

NEW YORK, Nov. 18.—International Executive Board of American Federation of Musicians has exonerated Sam Tabak, former official of Local 802, declaring Tabak innocent of the local's charges. Local had removed Tabak from the executive board on the charge of unfair dealing, brought against him by H. Leopold Spitalny, NBC contractor. AFM's action also wipes out the fine of \$1,000 which had been imposed by the local, payment of which had been held in abeyance.

War Atrocities?

A Manchester M.P. is putting to Home Secretary in England's House of Commons this question: "Are you aware that night clubs in London are giving semi-nude cabaret shows; will you take necessary steps to control such entertainments?"

This has been brought about by increasing displays of femme flesh in London night spots and in vaude.

Since war began, there has also been marked increase in use of blue gags.

Paris Active Despite War

PARIS, Nov. 11.—Despite the war, Henri Bernstein is about to start rehearsals for his new play, *Efete*, to inaugurate his new theater, the Ambassadeurs, with *Elvire Popesco* in the title role. Occupying a city-owned site on 15th Avenue des Champs Elysees, opposite the American Embassy, the new playhouse is one of the most beautiful theaters in Paris. Originally scheduled to open in early December, Bernstein has definitely set the event for the 15th. Paying with the hand Roumanian artist will be an all-star cast.

Rehearsals are announced for a new revue by Rip and Willemetz at the Theater Michael. Dorville stars, supported by Arletty, Monique Roland and Henri Bry.

Je Vivrai un Grand Amour, piece by Steve Passeur, will reopen the Theater L'Oeuvre. The author, at present mobilized at the front, selected the entire cast by correspondence. Those engaged being Jany Holt, Paul Cambo, Paulette Pax, Louis Salou and Colette Proust.

A drama by Louis Verneuil, as yet without title, will be produced at the Bouffes-Parisiens between the 10th and 15th of December, starring Victor Francen and Gaby Morlay.

Dairy Dance a Success; All Milk on the House

JOHNSON CREEK, Wis., Nov. 18.—William A. Christian Jr., manager of the Music Box, local dance spot, packed them in last Tuesday (14) with an old-time Dairy Dance, feature of which was a free dairy lunch consisting entirely of Wisconsin dairy products.

In addition, all those who attended the dance attired as dairy farmers and dairy maids were given free ducats for the next dance at the Music Box.

Nudes and Air-Raid Shelters

PARIS, Nov. 11.—The Concert Mayol has commenced its winter review, *Paris-40*, written by Valentin Tarault, with two performances daily, to be the first Paris theater to offer an evening scene.

The show is a typical Parisian review, with plenty of nudes and tinsel, elaborate stage settings and little talent, shown in two acts and 50 scenes. Principal roles are taken care of by Buguette Masling, Lorna Rodella, Mlle. Robardie, Jackie Markham, Sandra Laine and Germaine Lambert. Male members are Rimela, Rex Harvey and Serge Dhuchet. There are 150 in the cast.

Most Paris theaters are enlarging and reinforcing their cellars to furnish air-raid shelters for audiences. In the case of the Concert Mayol, audiences are limited to 500, owing to not enough space being available to offer protection to the house capacity of 1,000 in the event of bombing.

"Road's" Davenport Record

DAVENPORT, Mo., Nov. 18.—Tobacco Road completed another successful showing in Davenport, running up a record for number of performances in the city. Piece originally played here in 1937 and was repeated again in April this year and also on November 14 and 15, with capacity house the last time. Total of 11,425 paid admissions for nine performances, with 3,465 admissions on three shows on last series.

Thru Sugar's Domino

FOR one who wasn't what might be called a public figure Syd Spier's death last week drew a tremendous lot of attention from the press, both in the news and editorial columns. The 23-year-old press agent for Billy Rose's enterprise fully deserved the attention that was heaped on his name. The newspapermen liked him because he was genuine; they reacted favorably to him because he was conscientious; they respected him because he respected them and—unlike many of his swell-headed contemporaries in the space-grabbing business—gave them credit for some intelligence.

It was not by chance or ballot stuffing that Spier won by a nine-to-one margin in last year's *Billboard* poll of Broadway newspapermen on the serviceability of Gotham night club press agents. He was head and heels above most of the boys in his calling because he never took himself seriously to the extent that he felt that his press releases were addenda to the Old and New Testaments. Like everybody else that ever had anything to do with him, we feel sorry about his untimely death.

There were no fulsome heroics in Syd Spier but there is something inspiring to be drawn from the reaction to his death on Broadway. About the best way that we can put it is that there was again revealed that, as rotten as some aspects of Broadway are there are still many fine things to crow about such as—in Spier's case—the homage accorded by the Street to a man who was not a windbag; in fact just because he was not a windbag. And the respect that it was possible for a man to coral who operated in almost every way contrary to the familiar Broadway press-agenting formula we all know. It is too bad that this small-town boy who made good in the biggest city of them all could not have spent more years among us. His influence is sorely needed—and in his trade there are pitifully few like him.

BECAUSE of the European conflict South America is heaving to the States as a potential market for tremendous proportions of goods. There are already a number of competent showed devoting their efforts to taking stock of the talent needs of the Latin American countries and several of these men have already started sending talent down below. But the surface hasn't even been scratched. The larger offices that can make it possible for South America to absorb the talent that would normally be exported in Europe and the British Isles are entirely too slow in taking advantage of the new market. We cannot give any reason for it except to give the entirely plausible explanation that we have here a case of mass somnolence.

If the larger talent offices were to scientifically survey the Latin American market and follow this up with a drive for spots and troupes with talent in the Southern Hemisphere the domestic talent market would be greatly benefited. The proper management of new talent that has long been awaited will finally evolve. Performers that look beyond their noses should observe and study the South American market. There are any number of small-town boys who are as successful here as they should be but are of a character that can play all over the world. Those acts that do not depend on language for their appeal have the gold mine in Europe and in South America. As to how soon they can stake their claim depends on the speed with which American showmen with necessary resources can be led to "discover" the South American market.

Her Maiden Name

PHILADELPHIA, Nov. 18.—Frances Payne, while being interviewed by *Billboard* on her recent marriage, terrific build-up and was then introduced as Alice Payne.

"That's all right," she quipped. "Alice is my maiden name."

FLASH WILLIAMS

(This Week's Cover Subject)

FLASH WILLIAMS, after attending the University of Illinois and John Marshall Law College, joined the United States Air Service in search of thrills, performing many dangerous and difficult test flights. Flash was one of the first men to perform a delayed parachute jump.

In search of more thrills and excitement he leavied the proving grounds of the automobile manufacturers as a test and stunt driver, helping to make the modern automobile the safe vehicle it is today. Williams then saw the possibilities of thrilling and entertaining crowds with made-to-order accidents and crashes. He has originated and invented among many other stunts the T-Bone Crash Collision in Mid-Air, the Automobile Power Dive thru the Burning House, the Aerial Heaton Collision, the Suicide Leap and the Flying Automobile.

Since then Flash has skyrocketed to national fame and popularity in the Automobile Thrill Show field with his famous racing, smashing, crashing Thrill Drivers. The Thrill Drivers have appeared at the largest stadiums in the largest cities, as well as at State fairs, including the Minnesota State Fair, the Illinois State Fair, Missouri State Fair, Oklahoma State Fair, Ohio State Fair, North Dakota State Fair and many other State and county fairs and Canadian provincial exhibitions.

During the recent Royal Visit of the King and Queen to Canada, Flash Williams and his Thrill Drivers were selected as the major entertainment feature at Regina, Saskatoon, Calgary and Edmonton.

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ONE ACTOR UNION ACTION

Talent Groups Use Tele To Test Theory; Equity Guards on Chisel

NEW YORK, Nov. 18.—First step in actual execution of the theory of "one big actor's union" was taken in the television field this week by the Associated Actors and Artists of America after years of chinning about it. Move consisted of appointment of joint com-

mittee representing Actors' Equity, Screen Actors' Guild and American Federation of Radio Artists to prepare wage scales and working conditions for a temporary agreement with the broadcasting companies and to work with the Four A's committee on reorganization. Committee consists of Walter N. Grossa, Equity; George Heller, AFRA, and Stephen Kent, SAG. Its main problem at the moment is establishing tele rehearsal hours policy. Consensus is that as good dramatic results can be obtained with fewer rehearsal hours than prevail. Group will report Wednesday (22).

Appointment of this committee represents the first point of agreement among the actor unions on the proposition to make television the one big union guinea pig, since Equity adopted the Four A's resolution of May 9, 1939. Up to now they have been mulling the idea of an administrative body which would consist of a representative from these three same unions plus a delegate from Chorus Equity, all of whom, however, would have to have the approval of Actors' Equity. Agreement to this plan would consist also of the other unions' acknowledging Equity's jurisdiction over television. Radio and picture unions have yet to sign this contract, but even tho it is still pending, the three unions appointed representatives to work with Equity on television problems a few weeks ago. Exact nature and function of this body has not been clearly defined, tho it has had meetings, as has Equity's own television committee.

The subcommittee of most recent vintage is more clearly delineated, the announcement of its creation stirred the embers of a clash within the Four A's. Beneath the surface of seeming harmony aiming at a single membership for performers there is ill-feeling among some of the Four A execs. Some newspaper accounts of the subcommittee's appointment interpreted the move as Equity losing tele control. Paul Dullnell, Equity executive secretary, denied the report, stating that the joint committee activity in no way lessened Equity's jurisdiction. He declared, too, that so long as these reports are not attributed to the Four A's officially, and so long as no one in the Four A's makes an attempt to raid the jurisdiction, Equity will proceed along present lines to co-operate with the parent union and allow experiments along the one big actor union idea to go on in television. But, he maintained, should Equity learn that such reports are from a Four A's source, the union would have to make an open break "for the good of all performers."

WSEX About Set

SALEM, Mass., Nov. 18.—Plans are almost complete for the opening of the new Essex County Radio Station WSEX, owned by the North Shore Broadcasting Co. Charles Phelan, formerly with the Yankee Network, is president. A tentative list of personnel includes Van D. Sheldon, now with the Yankee Network artist bureau, as general manager; Robert Taylor, of the Yankee Network's merchandise department, as commercial manager; Marjorie Warren Leadbetter as program director; Richard Hammond, of WBZ-WBZA, as chief engineer, and Tony Languth, of the Yankee Network, as production manager. Phelan said he will be ready to interview candidates for announcing positions as soon as the audition rooms are completed.

Increased Competish For Radio News Reels

NEW YORK, Nov. 18.—Audition yesterday of American Radio News Reel by its producers, Ayers-Prescott, means increased competition in this field, since Miller Tape Transmission, sound-on-film firm, recently stated they were entering the same field. Ayers-Prescott show, produced by Erich Pam, is claimed to be on more than 100 stations now, as a sustainer, throughout the country.

Both companies have the same approach, recording actual news events, without resorting to the use of actors to portray the characters. However, Ayers-

Prescott records on records; Miller on tape. Both use portable recording equipment. Likewise, both firms plan to have recording apparatus spotted in leading strategic cities.

AFRA Hoof Fest Nets 4G

CHICAGO, Nov. 18.—Final tabulation after the smoke had cleared away on the AFRA Antics—radio union's local annual hop pulled last Friday (10)—showed an approximate \$4,000 net profit for the org's new-formed benefit fund. Dance drew over 2,500 and with various concessions, program, etc., gross came to \$8,000, high mark for AFRA affairs. Local office is still nabbing plenty of pennies by selling souvenir programs.

"Get A Hearse!" yells this smart Alex

When we got the bid to play for the Prom, I naturally remembered the last time we're on that campus. It's a fraternity jam . . . nobody knows us from the College Board. It's plain they can't see us, either. "Get a hearse!" yells one smart Alex. Instead we get us a Sound System—Lafayette, luckily, because they're priced low, but plenty versatile. We're strictly white tie today . . . currently doing a Broadway stint at twelve grand per week.



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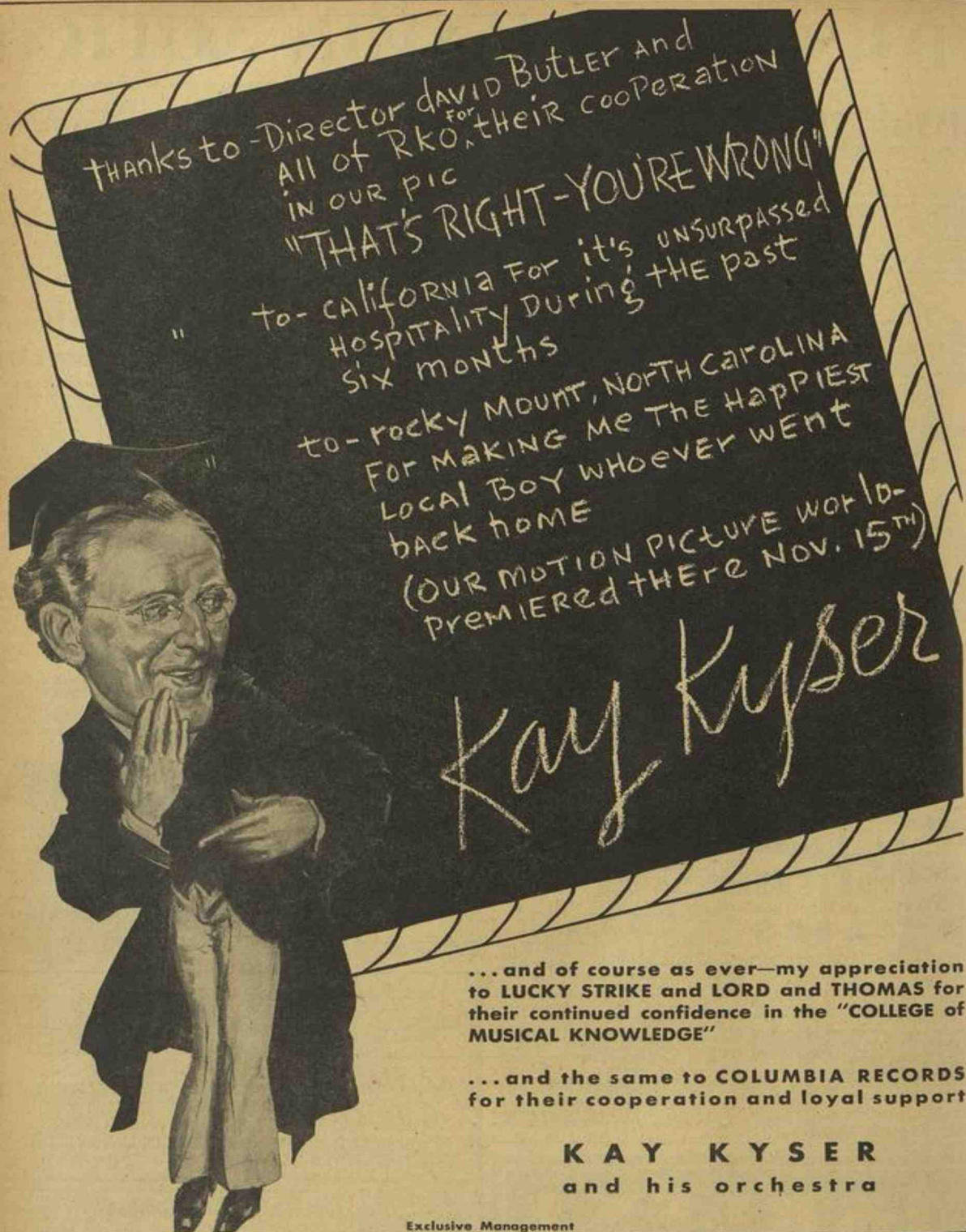
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Double Coupons.
Double Price.
No. C. O. D. Orders
Must Single Tickets, 10¢

The Toledo Ticket Company
Manufacturers of
TICKETS
Of Every Description for the Past 50 Years.
LET US QUOTE YOU.
THE TOLEDO TICKET CO., TOLEDO, OHIO

SPECIAL PRINTED
10,000 . . 6.95
30,000 . . 9.85
50,000 . 12.75
100,000 . 20.00
1,000,000 . 150.50
Double Coupons,
Double Price.



Thanks to - Director DAVID BUTLER and
All of RKO ^{for} their cooperation
in our pic
"THAT'S RIGHT-YOU'RE WRONG"
to - CALIFORNIA for its unsurpassed
hospitality during the past
six months
to - ROCKY MOUNT, NORTH CAROLINA
for making me the happiest
local boy who ever went
back home
(OUR MOTION PICTURE WORLD-
PREMIERED THERE NOV. 15TH)

Kay Kyser

... and of course as ever—my appreciation
to LUCKY STRIKE and LORD and THOMAS for
their continued confidence in the "COLLEGE of
MUSICAL KNOWLEDGE"

... and the same to COLUMBIA RECORDS
for their cooperation and loyal support

KAY KYSER
and his orchestra

Exclusive Management

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS • ATLANTA

EIGHT OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE UNIT IN ITSELF

INFORMATION PLEASE

Taking Shop

By JERRY FRANKEN

Fun for One and All

Just what makes one brawl different and better from another is hard to say, but last week *Information Please* had its first birthday (as a commercial) and they threw a thing for it and it was quite an arrangement. I crawled into radio long ago but can't remember a gala like this one, with so many nice people of one sort and other, including advertising agency people, who, it suddenly dawns, are really human. It started off with a receiving line, like they have with royalty thrown a shindig or fellow in Washington tosses a cactus for the diplomatic corps to get the loan of a few grand for his country. The receiving line was topped by President Moore, Mr. Canada Dry, to whom you were introduced and who introduced the wife and you to another CD exec who introduced you to another and this went on for about a dozen or something like it, so that by the time you were four or five away from Mr. Moore your name was Mr. Shmittle or a reasonable facsimile.

After the broadcast they had some eats, and you could spike your Canada Dry as you saw fit, including with beer, but the bitter juice from inside elephant tusks after the tusks have been conserved a while in asphalt. You had a sufficiency of such drinks, tho, and in due mind, in fact, you really didn't mind anything because everything was just wonderful. After a while they called the meeting to order again, and an off-the-record session of *Info Please* was run off with Mr. Madman asking experts who had been on the show during the past year the questions that stumped them, most of the experts, except for Elmer Davis, Buck Crouse, Lillian Hall and one or two Madman asking them. This was also the time that John Moran got off a classic ad lib. in re a European dictator. This session later gave way to another meeting at the bar, to put the edge on the thing you had previously acquired, but which sort of wore off while you sat feeling very rosy at the off-the-record grilling.

Then you went to some other place, winding up at Lindy's with the Golden Rule and the *Worshipful Society of Benos*; Moe Berg, the learned Boston baseball player; Junior Sutton, of WXY, Detroit; J. P. McEvoy and undoubtedly some others. You don't know what makes one party different from another, but whatever it is, this one had it.

News Guild, WPMs Set 1-Year Staff Deal

MEMPHIS, Nov. 18.—Newspaper Guild of Memphis has announced completion of contract negotiations with management of WPMs, owned by Scripps-Howard. Contract, to become effective immediately and run until January 1, 1941, covers engineers, announcers and clerical staff.

Principal change from former contract is management's assurance of job protection in event of war. Paul Copeland, the Commercial Appeal, headed the Guild committee. J. C. Hanrahan, Scripps-Howard's radio vice-president, represented management.

Striker Makes Detroit Network Express Stop

DETROIT, Nov. 18.—The periodically ballooned rise of Detroit as a network broadcasting center became more or less a fact this week—but the automobile industry, with its large volume of air spending, was only slightly responsible for the latest shifts.

Counting of noses shows that WXYZ has three net shows, *The Love Parade*, on Mutual and *Don Lee and the Green Hornet*, which just went NBC and *Red Gordin*, Secret Army, which went Mutual. All three mystery serials, who have been connected with WXYZ for several years.

Celebration

NEW YORK, Nov. 18.—At a recent meeting of Associated Music Publishers, Ben Selvin, hitherto recording manager, was promoted to vice-president.

The promotion came exactly 20 years after "Ben Selvin's novelty orchestra" recorded *Dardanella* for RCA Victor. Paul Whiteman's famous recording was made in 1923.

Philly AFM Seeks N. Y. Backing in Fight With WPEN

NEW YORK, Nov. 18.—Threatened strike and quarrel between Philadelphia Musicians' Union and Arde Bulova's WPEN is rapidly reaching the boiling point, with the Philadelphia local now pulling strings in an attempt to gain the backing of Local 802, New York, AFM affiliate.

A contingent of the Philly local execs will be in town early next week to confab with 802's executive board. Local 802 execs stated that yet they did not know what the Philly local would request, but that if the Philly men wanted 802 to strike against the Bulova stations in New York the matter would fall within the ken of the national AFM office, whose exec board would have to be the deciding factor.

On the other hand, 802 execs indicated that the Philly local might request not to strike, but money. As to this date it cannot be definitely stated whether 802 would acquiesce to such a request, but relations between the New York and Philly locals are very cordial. It is understood that Rex Ricciardi, AFM local exec, in recent confab with Philly President Joe Weber, said that unless he could count on full support of the national office in the WPEN matter he would call a general strike against all the radio stations in town. Weber was reported as lackadaisical at first, but later promised a further conference on the matter. Ricciardi momentarily expects notice from Bulova and WPEN formally abrogating the contract under the national plan of settlement.

Wolf's Night Chore

NEW YORK, Nov. 18.—WOR press department, headed by George W. (Johnny) Johnston, has added Tom Wolf to its staff. Wolf, who had been legman on the WOR-Mutual World's Fair series, *Welcome Neighbor*, will work the night trick, first time WOR has had a man on its pop desk five days a week. Wolf, who worked on *Neighbor*, which was a *Let's Visit* type show, Wolf was with *Life* and *The New York Post*.

CBS Lands Preminger

NEW YORK, Nov. 18.—Columbia Artists. CBS artists bureau subsidiary, signed a management ticket this week with Otto Preminger, German actor and director. Preminger, who is playing in and directed *Margin for Error*, legit hit, will be repped by CBS in all fields, but retains the right to give preference to legit jobs if he wants to.

Preminger is 32.

World Situash Boosts Bounce Tunes, Novelogy; Valses Droop

NEW YORK, Nov. 18.—Trend in transcriptions is definitely toward "whoopie music," according to Ben Selvin, vice-president of Associated Music Publishers. Analyzing the wax that is selling best, Selvin claims the public is currently going for (1) more pop stuff as opposed to classical; (2) gayer tunes with fewer vocals; (3) hillbilly music; (4) electric combinations (electric guitar, organ, etc.).

Along with these trends, there is a noticeable general mixing of German music, the ban extending to such well-known classics as the *Blue Danube Waltz*. This, of course, is directly traceable to anti-Hitler sentiment.

Roosevelt Contradicts Adams' Statement; WMCA Set for N. Y.

NEW YORK, Nov. 18.—Contradictory and conflicting statements highlighted the past week's activities in the Transcontinental Broadcasting System network development, with Elliott Roosevelt figuring in the activity to a major extent. Roosevelt first, according to a letter sent to Mutual Broadcasting System by Maurice Bent, vice-president of Blackett-Sample-Hummert advertising agency, contradicted a statement previously made by John T. Adams, of Transcontinental, that the contract of the Texas State Network, of which Roosevelt is president and Adams vice-president, with Mutual had expired. Adams stated to *The Billboard* 10 days ago that the Mutual-Texas contract had expired, thus denying the claim made by Fred Weber, general manager of Mutual, that it had until September, 1941, to run.

Roosevelt sent wires to MBS and TBS affiliates stating that, after a conference with Hill Blackett of B-S-H, Blackett had told him his agency had not committed itself to Mutual for a block time buy. Meanwhile, Fred Weber was in

WFIL's Bank Night Version Boomerangs

PHILADELPHIA, Nov. 18.—A promotion stunt of WFIL is backfiring to the officials of the station. The studio selects five names at random from the phone book, announces their names and calls up the lucky parties to notify them that they have won a radio provided they are listening to that station. During the drawing of the numbers, wags get on the phone and keep the line busy until the station stops trying. When the station stopped giving out the names until the number was called, the wags continued to amuse themselves by calling up people notifying them that they have won a receiving set. Studio has since been deluged with callers threatening action unless the set was given them.

Oscar Levant Stars In Golenpaul Show

NEW YORK, Nov. 20.—Dan Golenpaul, originator of *Information Please*, has set up an audition for this week of a new program starring Oscar Levant, composer. Levant is one of the fairly regularly appearing experts on *Info Please*. Program, it is said, will present the musician both in his own field, conducting his orchestra, and as a comedian, since he's acquired quite a rep in this last field thru his *Info Please* appearances. Golenpaul is also understood to be working on revamping *How To Raise Your Parents*, an NBC sustainer that went off about two years ago and which he originated.

Golenpaul started its second year this week for Canada Dry fizz waters.

Chicago working on time clearance for Blackett-Sample-Hummert. Roosevelt signed this wire as president of Transcontinental, thereby contradicting previous statements he had made that he was not to be a board member or executive of the new chain. Presidency was supposed to have been held by Adams, Roosevelt stating in Chicago recently that he was figuring merely as a station owner. Reported that Adams is now board chairman.

Attempts to reach Adams in New York in connection with variance between his and Roosevelt's statements was unsuccessful, since he had left to return to Texas. Adams had been in New York working on obtaining a New York contract, and it is pretty certain that while he did not leave with a signed contract, he and executives of WMCA have agreed on terms. Don Shaw, vice-president of WMCA, told *The Billboard* that these terms were not at Transcontinental's proposed 30 per cent of card rate. Shaw also said that WMCA felt it could clear the time TBS wants, but that it would not affect the 10 night hours Blackett-Sample-Hummert now have on WMCA to repeat daytime serials.

WMCA signed a contract this week with the American Federation of Radio Artists covering wages and working conditions for announcers, actors, singers and production men. A clause in the contract, it was learned, provides that, in the event WMCA becomes the New York affiliate of Transcontinental, the wages provided in the contract will no longer apply and regular AFRA network scale, such as used by CBS and NBC, will apply instead. Presumably WMCA has given itself protection on this score in its arrangement with Transcontinental.

B-S-H Position

Position of Blackett-Sample-Hummert in this Transcontinental-Mutual situation becomes more diffuse as time passes. B-S-H, thru seeking to place its Procter & Gamble, American Home Product and General Mills on a "spot network," supplied the motivating factor that led to starting Transcontinental. Support to the new chain came in concrete form in a blanket order signed by George Torney, agency vice-president, for 20 business hours per week, although the order did not name stations or rates, an unusual situation in the buying of advertising.

Letter sent by Bent to Mutual and (See TBS SITUATION on page 8)

Television Review

"Criminal at Large"

Reviewed Friday, 8:30-8:45 p.m. Style—Dramatic. Station—WXYZ. Reviewed on RCA Television Receiver.

With Friday's studio show, *Criminal at Large*, by Edgar Wallace, NBC, chalked up another solid entertainment hit. The murder mystery thriller was played by a very competent cast, including Nance O'Neill, Denis Hooey, Charles Jordan, Carl Harbord and Frances Reed.

Technically, camera and lighting on this job was excellent, with good facial images. Only exception to this was a brief period at the beginning, but as soon as the plot advanced somewhat the photography became very clear, the camera shifting back and forth easily so as to pick up salient action. The cast was small, and the production had a definite economy in that there was scarcely any waste motion. That, of course, the way the writer handles the present limitations of small casts and confined stage area. Anton Bundsmann, director, made the most of his material, presenting a play with sustained interest.

Cast strictly so-so, with Nance O'Neill as Lady Lebanon, Denis Hooey as Sergeant Tanner, Frances Reed as Isla, Carl Harbord as Lord Lebanon and Charles Jordan as Sergeant Totty. Ackerman.

Transcription Men Bite Nails Fretting Over AFM Policing

NEW YORK, Nov. 18.—Move by Local 802, American Federation of Musicians, to police the transcription industry more effectively and secure from the Federation a clarification of the union's laws on "library service," has given the wax men an acute case of jitters. All are wondering what the upshot will be and how it will affect them.

Misconception over library service, which the union holds must be used for sustaining programs, is another bone of contention. Feeling of the transcription men is that, as far as the manufacturer is concerned, library service is made under sustaining scale; but the station is supposed to have the right to do whatever it wishes with the record—including peddling it for commercial purposes. Should the musicians' union put a crimp in this use, the exec stated that "stations will simply not use transcription."

Action on this situation by the union will affect all the leading wax works adversely, according to this view, and will have a crippling effect on the industry. It is pointed out that trans-

cription companies are already hard put to it to carry on, in view of expense necessitated by the business. Music Publishers' Protective Association, for instance, collects \$15 per tune for every copyrighted item transcribed. This is in addition to MPPA's levy of 25 cents and 50 cents paid by stations for playing pops and production numbers on programs nationally sponsored.

Wax companies pay the 15 cent levy while anxiously hoping that a test case will settle the problem of whether the tax should be two cents, as in recordings, or the present sum.

Local 802 is mulling—in conjunction with the Federation—a 5 per cent tax to create funds to police the business. Transcription men point out that the union could possibly slap a fee on stations comparable to MPPA's, and could further police the business by checking the station's logs and libraries.

Despite NBC Tie-Up Frisco Papers Aloof

SAN FRANCISCO, Nov. 18.—KPO-KGO, NBC outlets, were well treated in their election coverage tie-up with The Chronicle. About 20 columns of space went into telling the story of the stunt.

However, the radio-newspaper feud isn't over yet, although some observers say they have ceased to think that the publisher antagonism was broken. They feel that the abundance of space KPO-KGO secured may cause other editors to think seriously of burying the hatchet. The Chronicle, along with The Examiner, Call-Bulletin and San Francisco Daily News, tired of dishing out radio cuff publicity about the time other dailies throughout the country started dropping radio columns. They all came out and said they had plenty of nice white space to sell, and were fed up with giving radio overdoes of publicity.

While Chronicle ooked election deal, the fact remains that radio columns will not return until all four sheets agree that running them no longer stacks up as high evidence of radio's inroads on their advertising.

Following the broadcast, Chronicle's general manager, Paul C. Smith, said he had said the matter being sought in order to analyze the possibility of future press-radio relations.

Philly Politico Biz Crawls to Worst Low

PHILADELPHIA, Nov. 18.—Time bought by politico, which accounted for a healthy percentage of the biz done in the last quarter of last year, has dwindled to a negligible figure this year. Despite the fact that the election fight for the mayoralty was one of the hottest in running years, politicians saw little cash from the campaign.

KYW got the biggest percentage of political blather, accounting for 3 per cent of their total biz during the last quarter. Jim Aull, publicity man of the station, said the station took 10 1/2 hours was the smallest in years. WCAU accounted for five hours, WFIL for a similar amount, WPEN, WIP and WDAS getting smaller portions.

WOR Yuletide Bonus

NEW YORK, Nov. 18.—Early announcement was made last week by Al McCosker, WOR president, that the station would distribute a Christmas bonus on December 5. All employees spring less than \$50 weekly will get two weeks pay, those earning more than \$50, one week, this applying to employees of the station who joined before the first of this year. Those joining the pay roll before July 1 will get half the prescribed amount.

WOR has had a healthy year. Station is owned by the Macy department store.

Correction

It was erroneously stated in the November 4 issue of *The Billboard*, that Zenith Radio Corp. was among the radio manufacturers preparing to reduce prices on television receivers. Capt. E. P. McDonald Jr., Zenith president, points out that his company does not sell television sets, leading them only. Zenith has not yet sold one television set, it was declared, and will not until "we believe television is ready for the public."

Another Boake Pending

PHILADELPHIA, Nov. 18.—Comment by John Corcoran, circulation manager of *The Daily News*, coming thru WPEN three times daily, has been sold to Ben Wilks clothing stores thru the Jerry Verlin agency. Corcoran, who sports an English accent, is given a build-up similar to that of Boake Carter, who also had his genesis on the same sheet. He will be heard for 15 minutes Tuesdays, Fridays and Saturdays.

Radio's Talent New York

By JERRY LESSER

ED DUNHAM (NBC) *Adventures in Photography* rated over 500 fan letters just from WJZ last week, to date there have been no returns from all the other stations that carried the program. It is rumored that several of the larger industries in the country are already discussing the program with NBC's sales department. Second show of the series had as its stars **PAT LIVERSIGHT**, famous woman photog, and **VIC GIBBENS**, Sunday picture editor of *The Daily Mirror*. . . NBC is to be commended for having finally awakened to the potentialities of *Horse and Buggy Days*. This weeks show was enlarged to the extent of an octet, plus the addition of **CHADY RICE**, star of the old Roxy Gang. **BILLY GOULD** was the guest star. It won't be long now before this grand program will become a commercial, as it will take on a new time starting November 30, immediately following *Radio Guild*.

Canadian listeners are so thrilled with the new "Remains of the Mounted" series that NBC is really going to town trying to sell it. . . **Gail Henshaw** and **Margaret Hillis**, who flew to New York from Chi last week to visit friends, had to cut their visit short, after having been in town only three hours, because of a telegram requesting them both to be on an interview program the following day in Chicago. . . **Frank Luther** and **Zora Leyman** (Luther-Layman Singers) have a really great idea in their new "Songs of America" series. They sing the hit songs of America since 1605, telling the history of this country in song. . . **Brad Barker**, the man who took the

wool from the door and commercialized him, saw a horse entered in the first race the other day called *Hurrying Ann*. It recalled *Ann Elms*, who is always hurrying around, and on the hunch *Brad* played the nag. It bounced home. . . **Arch Oboler**, due back in New York come February, is planning a one-man script for **Raymond Edward Johnson**, new romantic lead on "Your Family and Mine." . . **Ork** leader **Harry Salter** is reading his original theme song for "Mr. District Attorney" for publication. . . **Adelaide Kelsa** is a new version on *Joan Blaine* program. . . **Edmund O'Brien**, who recently returned from Hollywood where he acted the romantic lead with **Charles Laughton** in "The Handback of Notre Dame," has joined the cast of "Betty and Bob," replacing **Shepard Strudwick**, who left for the Coast. . . The 50-foot schooner that **Harry Herman** bought last week will be named *Rissa*.

New announcers who've just joined CBS's New York staff are **WARREN SWENEY**, from WBY, Washington, and **ANTHONY MARVIN**, from WNYC, New York. . . **CHARLOTTE MANSON**, Society Girl, took first prize at a recent *So You Think You Know Music* program. . . **JAY CROBERT** starts a new role on *Our Gal* Sunday this week. . . **PHYLLIS CROBERTS** first commercial was a swell job of singing and acting on the *Ant Jenny* show last week. She also did some recordings with **TED STEELE** and his Novotons on which **Ted** introduced **Phyllis'** own song, *Wrong*.

Chicago

By HAROLD HUMPHREY

VIRGINIA VERRILL, **WAYNE VAN DYKE**, **MARLIN HURT** and **CLIFF SOUBIER** will be principals on the new **Brown & Williamson** show, set to start on the NBC-Red next Sunday. Name for the new stint, B. & W.'s fourth, is still being mullied, but it will have a "showboat" theme. . . **ANN RUSSELL**, of *Let's Captain Midnight* shot, will be **LOUIS ROSEN**, NBC speaker, has finished his required number of flying solo hours and is in line for a pilot's license. . . **RED SKELTON** had 'em in the aisles the other night at the annual **AFMA** shindig, and what was left of the crowd's stomach muscles was torn completely into shreds by a couple of stories from **PAT O'MALLEY**. . . **PHIL STEWART**, ex-Chicago boy who used to do the *Lady Esther* commercials, is now on a CBS sustainer on the Pacific net called *Moods and Melody*.

Actor Bill Bouchey is swimming in clam nectar and corn beef, of all things; it seems his rural relatives pugged up on him sending gallons and pounds of the stuff. . . **George Thorndyke** is now doing the "Orphan Annie" scripts. . . **Constance Crocker** has been added to the "Right to Happiness" show. . . **Frank Kettering**, of the *Hoosier Hot Shof*, is booming over the arrival of baby girl No. 2. Her name is **Barbara Dell** and the latest quotation was 7 1/2 pounds. . . **William Morris** office, in conjunction with the **National Lecture Bureau**, is spotting **Elmer Roosevelt** on several lecture dates around the Midwest. . . **Same office** has brought **Bud Pearson** and **Les White**, the **Eddie Cantor** writers, out to Chi this week to write some stuff for **Red Skelton's** shows. . . **Domie Reade** is sporting a new car since a crack-up of the old one, leaving it more or less demolished. . . **Frank Dane** is escorting his sister and sister around town while they're resting in Chi.

Senatorial Attack Cut Sales Chance, Hearing Shows

BOSTON, Nov. 18.—Lawrence J. Flynn, former employee of the Shepard Broadcasting enterprise, has testified at a Federal Communications Commission hearing that it was difficult to obtain advertising for WAAB after political attacks made over the Colonial Network by station by **Leland C. Bickford**, editor-in-chief of the Yankee Colonial Network news services. Flynn told FCC trial examiner **George Forst** that Bickford's attack on members of the State Legislature brought trouble to the station, and he was on the stand during most of the week's hearing into an application from the **Mayflower Broadcasting Co.** to broadcast on WAAB's frequency.

Flynn told the FCC examiner that he had resigned from the Yankee Colonial networks in 1937 after a long conference with owner **John Shepard III** regarding time allotments. The former Shepard employee said he would cooperate in any hearing if the Mayflower group's application was approved and said the station would better serve the public interest. He added that unchecked news items, attacks on public or private persons and speeches calculated to arouse racial prejudice would be banned on the proposed station. At this point, **Paul D. Spearman**, counsel for the Shepard station, protested against this improper and unwarranted imputation.

Spearman also objected to the introduction of typewritten copies of speeches made by Bickford supporting the gubernatorial candidacy of former Gov. **Richard M. Russell**. Spearman declared the speeches would be over the other Shepard-owned outlet, **WNAC**, and therefore were not relevant. Flynn also told the trial examiner that former Mayor **Frederick W. Mansfield** of Boston had questioned the group's argument regarding the allotment of time to himself and to former Governor **James Michael Curley**.

Walter O'Keefe Off

NEW YORK, Nov. 18.—Lever Brothers has failed to renew its option on the **Walter O'Keefe** program and the series will be off the air after its 13-week tenure. Last program will be December 12. Show has been hobbling since its inception, and the comedian couldn't seem to get going. **Ruthrauff & Ryan** produced for **Lifesay** shop.

TBS SITUATION

(Continued from page 7)
swered **Mutual's** letter to the agency of November 2, wherein **Fred Weber** said that the **Texas-Mutual** contract prohibited that **Southwestern** chain from taking in **Blackett-Sample-Nummert** per cent of card rate the contract provides. **Weber's** letter also indicated legal action might be used to enforce the clause. After this letter became known **Adams** said, the **Mutual-Texas** contract had already expired. This statement **Roosevelt** denied. **Bent's** letter explained that **Roosevelt** had told him the contract was still in force and **Texas** has no intention of breaching it. **Roosevelt's** wire, which is given below, has already informed him as to whether **Transcontinental** had 20 or 40 hours sold. Wire reads as follows: "It has been brought to my attention that the **Mutual Broadcasting System** has advised its affiliated stations that it is negotiating with **Blackett-Sample-Nummert** some block time bookings on the network. It is highly important that you know and understand that in a talk with **Mr. Hill Blackett**, of the above mentioned station, that he gave me permission to state unequivocally that my agency has given no commitment for such a block of business to **Mutual** and **Blackett-Sample-Nummert** should be also stated that the order to **Transcontinental Broadcasting System** has been contracted for and also that the **New York** offices of **Blackett-Sample-Nummert, Inc.** for 20 hours of business per week for a year noncancelable, was a firm and binding order. I am happy to state that about 20 hours per week has been contracted for and also that over 100 stations have indicated their acceptance of the **Transcontinental Broadcasting System** contract. More details regarding the additional hours of business will be forthcoming within the next few days."

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:
RUDY VALLEE'S stay on Chase & Sanborn will probably be prolonged beyond the six weeks originally scheduled. He opens January 1 at the Coconut Grove, Hollywood, and will be able to do both assignments. J. Walker Thompson, who took Laekenbill's taking the place Saturday (18) in Washington, girl is Junia Cubertson, socialite. . . Dan Tutthill, of NBC's artist bureau, this week signed Esme O'Brien, who preceded Brenda Frazier as Glamour model. Esme, a gorgeous bundle, had her picture taken on Dan Tutthill's desk. Her only concern was whether her slip was showing. . . Earl Ferris, tracked to Chicago. . . Norman Segal, radio editor of *Cleveland Press*, has been in New York this week. . . Chuck Gay, radio editor of *The Dayton Daily News*, has recovered from a fall which had him on crutches.

Joe Holmes, in charge of station relations for Young & Rubicam, has made a tour of stations. . . Y.R.'s Jim O'Brien back from the Coast Sunday (19). . . Art Van Horsey (Vic. of Vic and Sade) is ill. Copywriters have written him out. . . J. P. Spence, president of G.H. Little Safety Razor Co., flew from Boston to attend the WHN party given when station grabbed the hockey contract. . . Danny Desker, head of J.W.T.'s Coast office, back after holidays with William Palmer and Cal Swenson. . . Bob Burns back on Kraft November 30. . . CBS' "Aunt Jenny" will be on the air four weeks come January. . . Golden Ward came to New York last night and headed for the "One of the Finest" four weeks after her arrival.

INSIDE reason that WOR announced its Christmas bonus so far in advance

of the holiday season is that execs hoped it might lead other networks and stations to give their staff presents of the same nature. NBC, for instance, hasn't kicked in for years, although CBS does regularly. . . Frank Cooper, of General Amusement, on vacation. . . Pete Wasserman, former station rep now managing WQDM, St. Albans, Vt., in town last week and talking of what bumps people are to live in the big town. . . Ken Roberts, the announcer, is making a home movie of leading New York radio shows, finished film to tape production from start to loud-speaker. Ken "messed" the Fred Allen show last week. . . CBS has sent production details on Phil Cook's Christmas book drive to other stations on the network. Last year, the show, over WABC, drew 25,000 books, distributed to hospitals and so forth. Being repeated this year. . . Richard Oll wants to buy a second weekly spot with Arthur Hale's *Confidentially Yours* on WOR. . . Lester Gottlieb, MBS press chief, is doing a dance band column for *Radio Mirror*.

CHICAGO:

TOWN'S laundries are in the midst of a prize war and stations are benefitting. All the "matinee" places are buying spots. . . Wind-Ola Corp. bought a time block on WIND for sports and news stuff. . . Hal Tate's *Moore Tattler*, sustaining on WJJD, is being angled for by a couple of local sponsors. . . Plenty of outlets would give a right hand to hang out some figures on listening habits like those from a survey recently finished by WSBG on its all-Negro programs. Dope shows that 97 per cent of the 325,000 Negroes tune in on the shows and last 80 per cent of the shows with a power running over \$97,000,000. . . WBBM threw a cocktail hour for Louis Ruppel, CBS publicity chief, and Jim Kane, the newly appointed Midwest head for the press department. H.H.

Hollywood and Los Angeles

By DEAN OWEN

Eddie Cantor's new flicker, *Forty Little Mothers*, gets shelved temporarily at MGM. . . Paul Schwegler set to have Enrique Madriguera introduce one of *The Radio Guide*, Davis-Schweger song winners from the Coconut Grove. . . Herman Greenberg, of ASCAP, in town for first stay from the "Golden Rule" in Tacoma. . . Tony Martin and Andre Kostelanetz head for New York. . . Mike Marco and Pancho in from New York. . . Bob Garrod heads for Hollywood to air his twice-daily newscasts. Clinton Jones accompanies him. News

spot formerly went over CBS Pacific net from Frisco's KESPO. . . Felix Mills has been given the back up on *The Aldrich Family* while the airer is here. Don Wynn takes over the commercials. Ruby Cowan, who originally handled their contacts for Paramount, is heading east for confabs relative to new air spot. Strange hearing Bill Henry's voice coming over loud-speakers from France during half time at Stanford-USC football game on Armistice Day. . . Paramount is looking for a polar bear to play the part of "Carmichael" in the new Jack Benny opus.

From All Around

THAD HOLT, president of WAPI, Ala., on a business trip to St. Louis. Mo. Mary Bennett, Holt's secretary, back after a visit to Montgomery. . . Walter Braxton, in preparation for the power rise that will make the station a 50,000-watt. They will help chief engineer. . . Hugh M. Wesley left the Chicago office of Fox & Peters, Inc. in preparation to join sales staff of WBO, Des Moines, Ia. . . Betty Allison, assistant to Harwood Hull, WAPI farm program director, back after visiting relatives in Montevallo, Ala.

Clark Standford, president of KRZ, Fremont, Neb., says the station will take the air before the year is out. It will be Nebraska's 13th other ink. . . Everything happens to Lyle Bremer, KFAB announcer, Lincoln. His girl made up her mind to marry him November 23, and he grabbed the KFAB program, "Coffee Pot" (Butternut) commercial, an airing which is routed over 11 Mid-west stations, all happening in one day. . . Jack Hansen, KFOP program director, with Bob Ryan, of the University of Nebraska's official football caller, went to the Pittsburgh-Nebraska game November 18. . . Bob Bellamy, KFAB, Lincoln, Neb., singer, is soon to be married.

Bob Garrod, KFOP newscaster, is now doing same job at KNK, Hollywood. . . Keith Kroy has taken up the program manager at KROW, Oakland. . . Dave Eiman is to come to Milwaukee November 30 to open the second annual Wisconsin Hobby Exposition to be held at the Milwaukee Auditorium from November 30 thru December 3. . . Alan Hale, WISN announcer, has perfected *There She Goes*, a money game for theaters which is said to be within the law and which he has had patented. . . Bill Roberts, Hollywood music buyer, is recording date for Standard Radio on the Coast the past week. . . Notes from KSO-KRNT, Des Moines: Gwen McLeary, director of women's affairs, back after an illness of two weeks. . . Ted Enns, national sales manager for KSO, KRNT and WNAH, has been spending several days in Chicago on business. . . Wayne Welch, production manager for KSO-KRNT, has a new baby daughter, Nancy Wright, born last week. . . Lawrence commercial manager, in New York for a fortnight.

Turk Righter to Petry

NEW YORK, Nov. 18.—Volney (Turk) Righter left WOR's sales department this week to join Edward Petry & Co., station reps, in a similar capacity. Righter had been with the station for several years.

Hedda Hopper

Reviewed Monday, 6:15-6:30 p.m. Style—Motion picture comment. Sponsor—California Fruit Growers' Exchange. Agency—Lord & Thomas. Station—WEAF (NBC-Rad network).
 This program is preceded by the call, "Hedda Hopper's Hollywood," repeated a few times in a very obnoxious tone. It is one of those vulgarisms which now and then afflicts radio, and this one nearly matches that L. J. Fox spiel on local stations. But assuming the program is slanted at motion picture fans, and is made up of such gossip as who is being born, who is holding hands, etc., there is no occasion to gild the lily—experience having shown that what is one man's bling is another's curiar. So Miss Hopper is likely to sell plenty of oranges and lemons via this Hollywood small talk.

In addition to chatter, program caught contained the first of a series of dramatizations of the life and career of Myrna Loy. Dramatization could not get very far, considering the fact that the program lasts 15 minutes and is made up for the most part—of gossip and plugs. Listeners, however, were projected back some years and listened to a baby crying. This was on a Montana ranch. In about 90 seconds baby was named Myrna, not Annabelle, and somebody remarked the baby was pretty. This stirring tale will be continued.

Ackerman.

"True Detective Mysteries"

Reviewed Wednesday, 8:30-8:45 p.m. Style—Detective story. Sponsor—Linton Restaurant. Agency—Jerome B. Gray. Station—WIP (Philadelphia).

Practically the only local dramatic show in town, this session uses a script furnished by the Macfaddean *True Detective* magazine, with full credit given to the source. Considering that only 15 minutes is given the layout, the production does right well by itself by succeeding in creating a mood and keeping the action going at a rapid rate. Edward Wallis, station production director, who is handling this show, is doing an admirable job in spite of the mediocre quality of the players.

Because of the time handicap, stories are simplified to the point of incredibility. This thriller, dubbed *Smashing the Oriental Dope Ring*, has G-men plotting the capture of a celestial who, they believe, is smuggling narcotics. Plot makes it much easier for the FBI men by having an alert operative plant a telephone tap. The original cast and the denouement reveals the villain's chief assistant to be a G-man. In the character of the ring head, Salvatore Benigno overplayed the part, get-

ting his celestial accent mixed with that of a redskin and in general sounding like a laundryman from Long Island. The others, such as Johnson, trying Brody and Edward Pelbin, did well. Another weak spot was David Martin Glenn as the villain's assistant who turns out to be a federal agent.

Commercials are short and nicely handled by Howard Brown. There are three sessions weekly of this series. Cohen.

"Ned Jordan, Secret Agent"

Reviewed Saturday, 8-8:30 p.m. Style—Dramatic. Sustaining. Station—WXYZ, Detroit.

Ned Jordan has developed a Motor City following that makes it look like a third winner from the pen of Fran Striker, who scripts the *Love Ranger* and *Green Hornet*. Show is to be pushed into a sustaining spot on Mutual next week.

Style is detective serial, with each episode complete in itself. Jordan and a few of his aids carry the continuity, with emphasis on clever thinking in discovering crime. It never fails.

References are unusually timely—with hints of foreign spies in the episode caught, plus a background of a head of a great cosmetic firm apparently killed, actually alive. Railroad and insurance themes are in the general series backgrounds. Straight dramatic method, with very slight use of sound effects, places all emphasis upon good casting, and is successful by clear differentiation of voices. Occasional sottoquoting by Jack McCarthy, who plays the lead, helps along the plots. Following station policies, no other players can be identified. Reeves.

"Festival of Music"

Reviewed Sunday, 8-8:30 p.m., EST. Style—Orchestra and vocals. Sustaining over KDKA.

Newest attempt of NBC-Blue to compete with Charlie McCarthy and Oson Welles is a blend of semi-classical orchestration and Mary Martha Briney's promising soprano. Aired from KDKA's Festival is a brushed-up version of program of same name begun last year by Maurice Spitalny. Most of the selections are often-sung home favorites, Americana like Stephen Foster, and semi-classical.

Highlighted by a group of "Golden Strings," and arranged by Spitalny, whose forte is this particular type of music, half hour might wear away some of other week's listeners trying to escape drama and gags. Pittsburgh-bred Miss Briney contributes several selections in traditional quality soprano style. Frank.

Comment

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

When *The Coffee Pot*, originating on KFAB, Lincoln, Neb., for a 12-station hook-up in the upper Midwest was taken from WHO, Des Moines, and moved to Lincoln, a new crew was called in, headed by TOBY NEVUS, as the principal framer and comic. At first, it lacked any particular sock, but looked good enough to peddle Butternut Coffee at its early hour. Since then two swell radio personalities have found themselves on it, BOB BELLAMY, romantic tenor, who replaced OENE TENHULZEN, and VERA SALEMAN, who started with the program and has developed with it. Miss Saleman, with a voice that is a definite after-dinner wooing-soother, is a bit too early in the morning for the most effect, but she's still spilling over with mike charm. Commercials thrown by CHUCK MILLER, whose former appeal has been well established, are effective. B. O.

2 p.m. on is subjected to constant interruptions so that announcements may be made of what has won what race and what track. As the station is now scheduled, the afternoon is pretty much of a dead spot for "most everybody, save those with an interest in naps.

BOB BYRON, who recently left CBS to take over an afternoon show at WHN, seems to suffer the most. Byron is a genial emcee and does a piano, song and whistling routine, plus playing phonograph records, but he is lucky if he can get one complete tune across during his hour (2:30-3:30). It's aggravating programming. J. F.

BUPRELLES
 ESTABLISHED 1838
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 B. RAYNE 7-5371

Move Against ASCAP Among Wis. Tavern Ops Spreads

Branch of Milwaukee's Tavern Music Protective Association starts in Sheboygan—local newspaper hits society—cites State law requiring society to register

SHEBOYGAN, Wis., Nov. 18.—Local Tavern Music Protective Association at a meeting Tuesday (14) at Silver Lodge Tavern near here and pledged financial support to the association's fight against alleged discriminatory and arbitrary fees charged by ASCAP. Speakers included Charles E. Broughton, editor of *Sheboygan Press*; Volmer T. Dahlstrom, Milwaukee, pres. of the Milwaukee and Wisconsin musicians' associations, and Sol Zien, Milwaukee, secretary of the protective association. *The Sheboygan Press*, local daily, in an editorial captioned "Now Is the Time to Fight," commended tavern keepers, hotel men and others for their stand against ASCAP. Editorial cited Chapter 177 of the Wisconsin statutes of 1931 requiring the licensing of music brokers and declared:

"What is the use of having a statute if it is to be violated daily by this organization that exists because it can extract under a broad head of copyrighted music from every place where music is played? We had one instance a year or so ago where representatives of this group came into a hotel in this State and demanded a license because a radio was receiving a broadcast of copyrighted music. Not satisfied with hitting the radio station, not satisfied with getting an exorbitant fee, they wanted to crack down upon a hotel where the broadcast was received.

"The law passed in 1935 makes it compulsory for the American Society of Composers, Authors and Publishers to take out a license before it does business in this State, and we are proud of the fact that the tavern keepers and the hotel men and others in this State are going to fight the payment of this tax. In the radio field the ASCAP operates under a federal statute, but here in Wisconsin, where it is not interstate commerce, the secretary of state should issue a warrant for recording transcription and other allied music and entertainment to refuse to pay a license fee until it has registered and comes under the Wisconsin statute.

"For years the collection of fees has been nothing but a game of confiscation. No one would object for a minute to the composer getting a fair return on copyrighted music, but when it goes to a concern that exists primarily for profit and it sees how much it can get by pressure it is time to call a halt. Up to this moment this association has never taken out a license, and the law provides that any firm, association or corporation that shall attempt "by threats of suit or other means, either oral or in writing, to compel any person in this State to purchase licenses for the rendition of musical numbers shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of \$500 for each offense.

Fritz Graumann was elected president and Tom Scanlon secretary of the Sheboygan unit.

ASCAP Wins in 14 States Out of 19

NEW YORK, Nov. 18.—In a recapitulation of the current year's anti-ASCAP legislation in 19 States and Alaska, the Society emerged definitely the victor by a narrow margin in only five instances. In New Mexico legislation against ASCAP was vetoed after its enactment. Other States in which the Society was the loser were Kansas, North Dakota, Vermont and Montana. In the abandoned State, anti-ASCAP laws were passed in 1937 and the new bill passed this year was only a repeal of the old legislation and replacement by a modified law. With the New Mexico veto, the record this year shows only three States added to those already having anti-ASCAP laws. It is unlikely that the Society will contest any of these, because in Kansas and North Dakota clauses are contained making the new laws inapplicable to existing contracts, and in Vermont the Society is not barred from operating but has only an easy tax measure applied to it.

States in which laws were introduced only to be defeated this year include Alabama, Arkansas, Connecticut, Missouri, Indiana, Illinois, Michigan, Minnesota. (See ASCAP WINS on page 15)

302 Set To Huddle With AFM on Disks

NEW YORK, Nov. 18.—Local 302, AFM, is set to present its complete case regarding recordings and electrical transcriptions to the AFM exec board at a meeting of the local union, held Monday under direction of Max Arons, trial board chairman, made a thorough investigation of the various evils allegedly attendant upon making records and transcriptions as regards overtime, underpayment and other alleged unfair practices. Its findings have now been compiled in report form, and the confab with AFM officials is at the local's request.

Committee meeting with the AFM board includes proxy Jack Rosenberg; Richard McCann, v. p.; treasurer Harry Suber; Arons; and the radio committee—George Schector, Aldo Ricci and Shirley Thompson.

CHICAGO, Nov. 18.—James C. Petrillo, proxy of musician union Local 10 here, said that there would be no duplication here of New York's 802 Local plan of "centralizing" payment to musicians for recording, transcription and other allied work thru the union. When Petrillo said he had no comment to make.

Whiteman Selects A '39 Dream Band

NEW YORK, Nov. 18.—This year enlisting the help of several hundred radio editors throughout the country, Paul Whiteman again presents a musical hall of fame as the 1939 dream band. Screen swing suits who last year bulked large in Whiteman's all-American swing band for *Collier's* magazine have fallen by the wayside in this tally. Line-up of stars includes:

Guitar Carl Kress (free lancing)
.....	Archie Hoge (band leader)
Alto sax Benny Carter (band leader)
Tenor sax Chu Berry (with Cab Calloway)
Tenor sax Eddie Miller (with Bob Crosby)
Trumpet Roy Eldridge (band leader)
Trumpet Roy Kridger (band leader)
Trumpet Charlie Teagarden (with Paul Whiteman)
Trumpet Ziggy Elman (with Benny Goodman)
Trombone Jack Teagarden (band leader)
Trombone Tommy Dorsey (band leader)
Trombone Glenn Miller (band leader)
Piano Count Basie (band leader)
Piano Bob Zurke (band leader)
Accordion Joe Mooney (with Paul Whiteman)
Violin Joe Venuti (band leader)
Violin Staff Smith (band leader)
Violin Eddie South (band leader)
Violin Matty Malneck (band leader)
Clarinet Benny Goodman (band leader)
Clarinet Artie Shaw (band leader)
Vibraphone Lionel Hampton (with Benny Goodman)
Bass Violin Bobby Haggart (with Bob Crosby)
Drums Gene Krupa (band leader)
Drums Ray Beauduc (with Bob Crosby)

Replacements in the dream band of 25 found the coveted spots going to Harry James, who was not on last year's team, taking Mammie Klein's seat; and in the same trumpet section, Ziggy Elman, on the strength of *And the Angels Sing*. (See '39 DREAM BAND on page 15)

Fellow Worker

LACONIA, N. H., Nov. 18.—It was easy pickings for Dean Hudson, on his recent tour thru these parts, to grab off juicy plums in *The Laconia Evening Citizen*. But not without reason and coincidence. When, with scrapbook of press comments, he called upon Major Edward H. Gallagher, editor-publisher and a power in State politics, the Major took particular note of clippings from *The Billboard*. The maestro soon learned that Gallagher was a former member of *The Billboard* family, covering tab shows for Billygo in Cincinnati many years ago.

Sullivan Makes Bow With a Mixed Band; Hammond on Assist

NEW YORK, Nov. 18.—Undaunted by the dismal failure of Mezz Mezzrow to make a go of it with a black-and-white band at the Harlem Uproar House on Greenwich Village, Joe Sullivan, Bob Crosby's pianist turned band leader under the aegis of William Morris agency, introduced a mixed seven-piece band of paleface and septa tootlers to blaze night-lifers this week at Cafe Society. Green-tinted pianist Joe Sullivan, Bob Crosby's pianist turned band leader under the aegis of William Morris agency, introduced a mixed seven-piece band of paleface and septa tootlers to blaze night-lifers this week at Cafe Society, crossing the color bars with 14 men.

Sullivan had been swinging it out at this spot for the past month with an all-white band but was going no place in a great hurry with his original combination. Mixing idea was fathered by John Hammond, Columbia recording exec and champion of the swing whirl. Hammond, who has uncovered more septa swing and blues talent than the rest of the music industry put together, has always harbored the idea of bringing a mixed band out in the open to the top of the heap and was all set to take a black-and-white band headed by Benny Goodman to London several years ago. Hammond, above anyone else, influenced Goodman to spot septa stars in his line-up today.

If Sullivan's experiment works plan is to augment personnel, regardless of color, to full size. In addition to its racial character, band also has its international aspects. Clarinetist is Danny Polo, rated the Benny Goodman of the Continent and recently returned after 12 years in Europe, the past six years featured with Bert Ambrose, London maestro.

Name Parade for Genetti's

HAZLETON, Pa., Nov. 18.—The regular weekly dances featuring big name bands began at Genetti's Ballroom here this past Wednesday (15), with Johnny Hamp opening the season's series. Initial session was well attended.

War Drives Forgotten Musical Aces Back Home to the States

NEW YORK, Nov. 18.—Each hostload of returning Americans docking here from war-torn Europe brings back with them a host of forgotten musical acts, many of whom might have risen to heights here on the crest of swing had they not been hidden on the Continent for so many years. Some of the names are still remembered among the hot jazz fans, while others have been all but forgotten except by the most avid record collectors and swing biographers.

Most interesting crew was found on the St. John, a small ship landing here several weeks ago in London for the last four years, and hopes to carry on here where she left off. Already she has put in a recording session, matching her sultry chanting with that of Fats Waller for *I Can't Give You Any More*. But Louis, who is unable to play the piano keys until her union card is cleared.

Danny Polo, rated the Benny Goodman of the Continent, made the same crossing after being away for a dozen years. He first came to Paris 12 years ago with an American band that included sax-

LSU Campus Ask Refund on Jones

Campus rumor says pick-up crew used—Shribman office denies charges

NEW ORLEANS, Nov. 18.—With the score \$750 to \$750, things stand at a draw in the controversy between the student body at Louisiana State University and the Charles Shribman office, New York. Mix-up follows signing of a contract between the two parties October 10, whereby Shribman office was to furnish the Isham Jones Orchestra for November 3 and 4 dances at the university. After signing contract and payment of \$750 deposit to the booking office, half the purchase price, rumors spread around the LSU campus that "Isham Jones intends to leave Gotham alone and pick up musicians free-lancing on the way south."

To be sure that the student body would appear in the intact, Isham Jones Ork of 12 pieces, William Nadler, chairman of the interrat dance committee, then sent the following wire to the Shribman office:

"Have been advised that Jones doesn't plan to bring his original orchestra with him but pick up players on the way. We do not feel that we should pay \$1,500 for anything but Jones' original orchestra. Please advise."

Two answers came back. One from Bob Bundy of the Shribman office, advised that there was no truth to the pick-up men story as far as his office knew and that the original Isham Jones crew as been held intact for the past three years, would appear in the intact. "Propaganda spread by opposition agents" and further stated that he would return deposit of \$750 if set-up is not to full liking of the college. The other answer, from Jones, advised that original band would come south intact, but that carrying thru of contract depended upon quick consent by students on dates, Jones also offered return of deposit.

While students claim their answer was that deposit be returned, with several days passes no allegation refunded as yet. A court suit is threatened to clear the mix-up, attorneys for the councils at LSU hint.

NEW YORK, Nov. 18.—Bob Bundy, in charge of the Charles Shribman office here, denies any allegation that Isham Jones used a pick-up band for the campus dates in question. While there has been some grumbling, students' fears were groundless and Jones played the dates to the complete satisfaction of all. Bundy was delivered as expected, no claims have been made for a refund on the \$750, he says, and all this fuss is a complete mystery to him.

maestro Bud Freeman and drummer Dave Tough, who have made names for themselves here with Benny Goodman and Tommy Dorsey. All the boys except Polo returned to the States after an engagement at *Ermitage Moscowite*, Parisian hot spot. Polo remained behind, joining Les Gluskin on the contract, and touring the Continent. Gluskin in the w-k West Coast radio maestro. After several years with Gluskin, Polo joined Bert Ambrose, remaining with the British maestro for six years, during which time he was rated as a member on the Continent. During the past year, until coming here, Polo played with Ray Ventura, the Horace Heidt band of France, which broke up with the advent of the war.

Original Dixielander

Same ship also brought back Smith Christian, trombonist with the Original Dixieland Jazz Band, who was behind in 1921. Christian played bass for the past five years in the Scandinavian countries with Leon Abbey, colored band with Christian the only paleface band.

Also returning on the same boat with several other members of the band. Also crossing the pond was Garland. (See MUSICAL ACES BACK on page 15)

Music in the Air

By DANIEL RICHMAN

Songs by Long

DANCE remotes seem to be one field of endeavor wherein the usually important factor of experience doesn't appear to matter so much up for a lack of a few newcomers to ordom turn quite in excellent examples of late hour broadcasting in comparison to the slipshod programs of some of their bigger, more experienced colleagues on popular networks. This week again brought a few new bands, comparatively new to this listener's loudspeaker to bear out that contention.

JOHNNY LONG (Beaver Hills Country Club, Westport, Ky.—WEAF) is Exhibit A among newcomers with the smart ease to plan a dance remote instead of just taping it together while they're setting up the mikes. Long made up for a lack of perfection in a show that had more than its share of radio entertainment through a judicious selection of one or two well-known hits of the moment, a couple of lesser compositions, contrasted with such as *Love For Sale* and *Little Spanish Town*, and a pair of really comic novelties. Duetted vocals and ensemble chanting never hurt the listening appeal of a remote, and Johnny knows how to make good use of both.

Sunset Music

ALTRIO there isn't a great deal of sense contained in the catch-phrase of **RAY PEARL** (Hotel Gibson, Cincinnati, WABC), that still doesn't prevent him from making up for its inanity by delivering a very neat dance remote. It's Pearl's idea to call it "Sunset Music" with the probable implication that his rhythmpation embodies the soft, melodic and restful vein of that peaceful hour of the day. But unlike cascading chords, bell tones and the tocs, all of which are more or less audible, "sunset music" has to be thought about to find its meaning (if any), and late-hour audience don't want to think about what they're listening to; they merely want to be entertained by it.

Forgetting the designation, what is denoted is really all right, a nicely thought out half hour, blending pops, oldies and novelties in a properly balanced melange of melody. The warbled invitation to tune in again, and an ensemble theme, could certainly be taken up by those dieters who like their remotes appealing rather than merely ground out of a meat-chopper.

This Theme Business

SPEAKING of themes, closing themes specifically, **LANG THOMPSON** (Top Hat, Union City, N. J.—WOR) makes the same mistake with his that is made by a great many other leaders. Whereas Pearl's ending signature has point and meaning, being a musically voiced query as to whether the program is over or not, it so, in invitation to listen in again. Thompson winds up with a romantic ballad (*You Darling*), which is entirely meaningless and pointless. As a melodic theme it would be all right, but the message which it carries and the word-usage carries no significance whatever in relation to the song's use as a signature.

Outside of that not much fault can be found with the Thompson brand of remote dissemination. With the exception of *St. Louis Blues* and the more or less unimportant *Does Your Heart Beat for Me?*, the program was all pop, but given a semblance of continuity thru Thompson's well-spoken announcements which come a few bars after the start of each number, with the usual space between themes thus done away with. The style creates a smoother, more flowing program.

JOHNNY MACIE (Donahue, Mountaineer, N. J.—WOR) like other new masters of the past couple of weeks, impressed this dialer with his knowledge of how to stage a remote, getting into it with ease and proper pacing. Not the least of the stage attractions for stay-at-home listeners is the fact that Macie, who seems to give his program a shine and sparkle lacking in bands where there are no outstanding soloists to hold audience attention and to make them wait interestedly for the next featured solo passage. Even pop, like on new life when handled as here.

The Reviewing Stand

Jimmy Mundy

(Reviewed at Onyx Club, New York)

AFTER much fanfare and great expectations the Mundy Band was finally revealed as an org trying desperately to live up to both. The general impression is one of tenseness, either due to its initial baptism of audience fire or to a too strenuous attempt to fulfill the high hopes held for the org. When (and if) it loses that straining to represent the same of technical swing perfection and resolves itself into a group that swings from the heart rather than from the brain, Mundy will really make good the promise of his previously brilliant work arranging for Benny Goodman and Gene Krupa.

Breakdown is six brass, five reed (with Jimmy's tenor sax) and four rhythm. In the infinitesimal acreage of the Onyx, each section seems to hold a dozen men, but that's less the spot's fault than Mundy's. At present the band blasts unmercifully, with no thought given to shading and coloring.

Library at the moment consists almost solely of current pops and hot swing stuff. Most of the arrangements are, of course, Mundy's, and even these are too pat, too stuffed and forced. Madeleine Green's vocals add nothing to the performance, and band showmanship is nil.

Richman.

Elton Worth

(Reviewed at Terrapine Casino, Lincoln, Nebraska)

THERE'S no lost motion in Elton's sweet band because Worth, a la Joe Sanders, sits at the piano and leads his vocals from the stool. Worth has only been in the music business a year, and his present band has been organized seven months, known principally in Nebraska and Western States.

Here's an outfit which might be worth an investment. It needs a couple more men to give it some depth. Sets of four saxes, two brass and three rhythm. If the rhythm section were increased by a guitar, and another brass member added, it would stiffen the aggregation in value.

However, that's nothing against the band as it stands, turning out a nice array of creditable dance music. Besides Worth at the ivories and mike, other key men are the two trumpets, Emil Reha and Mel Fiesher, while Fay Neiman does the vocal and guitar duties. It's definitely of the club and room style, music generally soft.

Oldfield.

Sande Williams

(Reviewed at Orangerie, Hotel Astor, New York)

WILLIAMS is playing his third season at the Astor, which in itself is indicative of his fitness for this type of upper bracket hotel. Outfit (only of cocktail dimensions, although Williams has him playing for dinner and supper clientele. Considering size limitations he does a more than adequate job of pleasing the myriad musical tastes such varied patronage is bound to have. Williams' fiddle sets the pace for his five-man background, made up of sax, drums, piano, bass and accordion. Arrangements on a varied library are smooth and danceable and don't attempt to bite off more than the miniature can chew up.

A step ahead of other similar combos is the exceptionally smart type of ditty that breaks up the regulation pops, oldies and Viennese waltzes. Jack Tarr, sax, in addition to more normal word-age, handles sophisticated Cole Porter lyrics on seldom-heard items like *Mrs. Lossborough—Goodbye*, a minor classic that is a potent attention getter. Trio of Williams, Tarr and bassist Jack Russell do nicely with rhythm and novelty waltzing. *The Napoleon* (Tarr), *A. J. Thum* (Ambrose), (accordion) and Nick Pellico (drums and vibes) complete the quintet, which turns in a neat performance without trying to do the impossible.

Richman.

Louis Prima

(Reviewed at the Hickory House, New York)

IF THE new large ok Prima is readying is endowed with the same swing literature and showmanship of the six-piece combo with which he made his name, he has every chance to click in the same way in the special big field to the same extent that he has among denizens

of swing haunts. The Prima jam efforts, in addition to offering high-grade stomptology, contain an element even more important if a swing group is to appeal to a wide audience than any he record collectors. That element is humor, easy and unforced and yet guided by experienced showmanship.

From the swing standpoint, Louis' trumpet, Meyer Weinberg's clarinet and Joe Springer's piano are superb, and backed by Henry Adler's drums, Louie Masinter's bass fiddle and Frank Fredric's guitar, offer a session of definite swing excellence. Books lean to oldie beats and rhythm faves and out of the world stomp stuff. With his current stand allowing no space for dancing, Prima is free to switch tempos at will, with the sudden and unexpected quickening or slowing adding to the general listening enjoyment.

Prima's showmanship is almost on a par with his tooling. His vocals may not reveal a bell-like tenor but they're always entertaining; ditto his side remarks and his gyrations whether he's strictly a commercial combo or not. He sells himself and his music to those who may not have the technical knowledge to appreciate the subtleties of some very superior swing.

Richman.

Shep Fields

(Reviewed in the Pavilion Caprice, Netherland Plaza, Cincinnati)

RECENT bolstering of the brass with trombone and euphonium has led to what has been notable improvement to the Fields crew, making for a sounder Rippling Rhythm than ever before. Employing three brass, four sax, accordion, piano, drums, bass and guitar, it's strictly a commercial combo with a definite style that gives the band a stamp of individuality.

Band cannot be classed as either hot or sweet, the lads running the gamut from one to another without sacrificing anything in the way of tempo or sound dance rhythm. Combo's precision and aggressiveness is apparent even to the uninitiated, with its unusual arrangements wandering far off the beaten path.

Fields himself does a graceful job of stick-wielding, and clicked effectively with this room's class clientele with his knack for mixing the novelty, comedy, sweet and swing. Hal Derwin and Jerry Johnson, in the way of vocalizing, put a sound manner, joining up at intervals with Paul Weigand, trombonist, for some better-than-average harmonizing.

Claire Nunn packs a good set of pipes and knows what it means to sell a ditty. Her aggressive style and effective way presses the personality stuff too hard at times. Miss Nunn's excellent piano work between dance sets is a treat.

Sachs.

Garr Jams Grady Opening

ATLANTA, Nov. 18. — Opening of Glenn Garr at Hotel Henry Grady's Spanish Room last Saturday (11) exceeded all expectations of Manager Juddie Johnson, in spite of the fact that it was a holiday, Armistice Day. Was the first appearance for Garr in these parts, taking in four weeks here, and tables were grabbed up by 650, taxing the room to capacity. Ropes went up at an early hour and Johnson figured at least 200 turnaways. "Finest band to play the Spanish Room," said Johnson.

Review of Records

Plenty Kicks

HAND in glove with the ad slogan of his sponsor, Columbia records can rightfully prescribe for the platter public to get a kick with a Goodman-plant Benny, of course. Overlooking the fact that Fletcher Henderson at the box of keyboards is in no fettle with the kind of company he meets here musically, there's still that same kick and abundant feeling to be found in the new Benny Goodman Sextet recordings. It's not a righteous jam session but the rhythmic drive is just as relaxed for *Rose Room*, *A Hickory Old Hickory Song*, and *Flying Home*, an original to be spotted in Benny's Sextet's *A Dream* melody. It might further be added that Charlie Christian's electric guitar pickings make up for any shortcomings in Fletcher's Steady Fingerings.

(See REVIEW OF RECORDS on page 71)

Bands on Tour

Advance Dates

ELLA FITZGERALD: Memorial Auditorium, Chattanooga, Tenn., Nov. 28; Sunset Auditorium, West Palm Beach, Fla., Dec. 8; Apollo Ballroom, Tampa, Fla., Dec. 9; Frazier's Park, Auburn, Ala., Dec. 12.

JIMMY DORSEY: Roseland Ballroom, New York, Nov. 30 and Dec. 7; University of West Virginia, Morgantown, Dec. 8; Clear Club, Cleveland, Dec. 22.

GLYDE MCCOY: Orpheum Theater, Minneapolis, Nov. 30 week; University of Minnesota, dance, Hotel Lowry, St. Paul, Dec. 8; Rink Ballroom, Waukegan, Ill., Dec. 9; Adams Theater, Newark, N. J., Dec. 15 week; Paramount Theater, Springfield, Mass., Dec. 22 week.

DICK STABILE: University of Michigan, Ann Arbor, Dec. 1.

VALEXANDER: Town Hall, Philadelphia, Dec. 1; Arcadia Ballroom, Brooklyn, Dec. 2; Connecticut College, New Haven, Dec. 6.

BUNNY BERIGAN and **BENNY CARTER**: Arcadia Ballroom, Brooklyn, Dec. 2; Russ Morgan's, Fin-Mor Ballroom, Kansas City, Mo., Dec. 2; Lakes Ballroom, Guttenberg, Ia., Dec. 8; Danoland, Cedar Rapids, Ia., Dec. 7; Turnpike Casino, Lincoln, Neb., Dec. 10; Highland Park Casino, Quincy, Ill., Dec. 12; Orpheum Theater, Hamilton, Mo., Dec. 13.

MAL HALLETT: Rainbow Ballroom, Fremont, O., Dec. 3; Essex County C. C., West Orange, N. J., Dec. 23.

BOB CROSBY: Community Center, White Plains, N. Y., Dec. 3; Flatbush Theater, Brooklyn, Dec. 7 week; Windsor Theater, Bronx, N. Y., Dec. 14 week; Carlton Theater, Jamaica, L. I., Dec. 21 week; Sunnybrook Ballroom, Pottstown, Pa., Dec. 31.

CONY BARIE: New Albert Auditorium, Baltimore, Dec. 8.

GENE KRUPA: Savoy Ballroom, New York, Dec. 10.

CAB CALLOWAY: Paramount Theater, Omaha, Dec. 10 week.

RAYMOND NEW BRADFORD (Pa.) Theater, Dec. 11; Cathedral Theater, New Castle, Pa., Dec. 12; Capitol Theater, Wheeling, W. Va., Dec. 13.

GLENN MILLER: Memorial Hall, Columbus, O., Dec. 15; Indiana Roof Ballroom, Indianapolis, Dec. 17; Meyer's Lake Park, Canton, O., Dec. 20; Trionon Ballroom, Toledo, Dec. 20; Arena, New Haven, Conn., Dec. 30.

MILT HERBERT: Esale Theater, Washington, Dec. 15 week.

CHARLIE BARNET: Manhattan Center, New York, Dec. 25.

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Out of This World

PORTLAND, Ore., Nov. 18.—Vic Meyers, Seattle's ambitious orchestra leader, former candidate for mayor and now Washington's own musical lieutenant governor, has been granted permission by city council to operate a ballroom here, granted a 30-day trial license.

Meyers was accused of posing as a "white-winged angel" when he pointed out that he did not wish to sell beer at the new spot he is opening, but desires solely to give Portland a ballroom and dance spot of which Portland will be proud. Commissioner J. E. Bennett made the reference to his white-winged seraphic condition.

Pitt Local Seeks To Lift Sun. Music Ban

PITTSBURGH, Nov. 18.—Representing a membership of 1,500 musicians and 100 bands, Clair Meeder, prez of AFM Local 60, is preparing a test case against the State Liquor Control Board to determine legality of ban on music in licensed night clubs and cafes after Saturday's midnight hour. Meetings with board reps failed to secure a reversal of the original decision killing time-making.

Ban of liquor sales from midnight December 30 to morning of January 1, which will force clubs to be bone dry except for liquor brought in by patrons, created pessimism among entertainment site managers, who have depended on Saturday and New Year's Eve trade to keep bowling wolves from the door.

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56th Week

HOTEL ASTOR, N. Y.

Mutual Network 3 Times Weekly

DIR: MUSIC CORP. OF AMERICA

Orchestra Notes

By M. H. ORODENKER

Gotham Gab

NEW YORK has been playing host to the bulk of the band buyers all week, the hotel men having their annual show here at Grand Central Palace . . . and for the first time exhibits at the show included the band booking offices, Music Corp. of America and William Morris Agency participating . . . hotel men's frolic at Hotel Astor Thursday (18) was made all the merrier by the MCA-contributed show . . . with band buyers as thick as flies, it was surprising to see so many of the other bookers asleep at the switch . . . BEN BERNIE makes his first Harlem appearance November 23, taking in a stop at Golden Gate Ballroom on that date . . . much ado has been made about BOB ZURKE, ex-Crosbyite, at the Paramount Theater these weeks playing in opposition to BOB CROSBY, his old boss, banging out the two-beats up the street at the Strand Theater . . . but what most observers failed to notice about the interlocking engagement is that the key man behind the Zurke show is FUD LEVINGOON and the chief cog in the Crosby machine is OH, RODIN, both of whom played sax and roomed together as members of the famous BEN POLLACK Band 10 years ago . . . INA RAY HUTTON and her male-o-dear set to follow JOE VENUTTI into Roseland Ballroom December 23 for a four-weeker . . . GLORIA PARKER, with all girls in the gang, takes over at Club Seville, Long Island, midway at Franklin . . . ADRIAN ROLLINI TRIO is back at Hotel Piccadilly's Circus Bar . . . when LOUIS PRIMA breaks out with his big band about year-end time, he's taking DELLOYD MACKAYE, septa pianist-contrabassist along with him . . . both are current at Hickory House . . . BUSTER EDWARDS, managed by ED HARRIS, Prima's boss, is mentioned as the follow at this swing spot . . . if BENNY GOOD- MAY is impressed on the hearing, piano bench in the sextet will go to JACK REAGOR, colored swingational at the Steiway . . . he's another JOHN HAMMOND discovery from out Denver way . . . RUS LYONS, out of the CRA by being camp last week, joined the MCA percenter this week . . . will spend most of the time out on the road, working out of the local office.

Western Round-Up

ARTHUR PARKS, of the MCA-Hollywood branch, added another attraction to the agency's newly formed colored band division in linking a binder with FLOYD RAY . . . VINCENT LOPEZ set for six weeks at Palace Hotel, San Francisco, following GLEN GRAY December 10 . . . HENRY SENNE opened an indef run at Music Box, Omaha dancery . . . JIMMY BLUE, big-little band of four, signed to seven years with MCA, spotted into Orlando Hotel, Decatur, Ill . . . follow for BENNY GOODMAN into New York's Waldorf-Astoria Hotel is off, and BOB CROSBY returns to Chicago's Blackhawk Cafe January 4 . . . trumpet bugler YANK LAWSON is going back to the Bobcats, leaving TOMMY DORSEY, which reminds that songbird JACK LEONARD is back with the sentimental slider after a burying-the-hatch act . . . when PHIL LEVANT gets back to Chicago December 2 for an indefinite at Trianon Ballroom, there will be GALE ROBBINS singing the songs, replacing ESTHER TODD . . . following his Karzas stand, Levant heads east for an indef stretch at Bill Green's Casino, Pittsburgh.

Doings in Dixie

TED FIO RITO, current at Peabody Hotel, Memphis, reclaimed his former

comedian, CANDY CANDIDO, who left the band in '37 for a fling at the flickers . . . Ted will lead way for HENRY KING, who takes over the Peabody stand December 2 for four weeks . . . PETE VIERA, current at Hotel Adelphi, Philadelphia, set for the winter at Ronsey Plaza Hotel, Miami, Fla., opening December 24 . . . same stay brings VAL OLMAN for the season's run at Whitehall's in Palm Beach, Fla. . . Olman makes the jump from Buffalo, where he opens this week at Steyveston Hotel . . . ARTHUR RAVEL into Hotel Roosevelt, New Orleans, this week until December 21, when OZZIE NELSON takes over the stand for a month . . . but without HARRIET HILLIARD . . . WALTER COUTLER'S Tenth Garden, Richmond, Va., dancery, gets LEE DIXON on the 28th for a four-week stanza . . . JACK DENNY set for a December 2 starting of a four-week stretch at Rice Hotel, Houston . . . JOE DUDY penciled far ahead, slated for a brace of four weeks at Baker Hotel, Dallas, beginning February 19.

Eastern Round-Up

TONIE MARLOWE located at Transit Valley Country Club, East Amherst, N. Y. . . BILLY LEWIS running into his third successive year at Johnnie Egan's Club, Schenectady, N. Y. . . PETER KARA gets the call to open late this month for the season at Laurel-in-the-Pines Hotel, winter resort at Lakewood, N. Y. . . JOE CONY, Hotel, Pittsburgh, gets JOHNNY LONG for an indef stand starting Saturday (25) . . . following night brings LARRY PUNK to Ye Old Tavern, West Brookfield, Mass., for a month . . . ERLY DEIBSCH takes over at New Kenmore Hotel, Albany, N. Y., Friday (24) for four weeks, WILL BRADLEY giving way for a jump to Dallas, where he opens a three-weeker on the 30th at Baker Hotel . . . GENE KRUPA starts a fortnight's stay at Southland Cafe, Boston, December 11.

Rambles in Rhythm

RAY HERBEC takes in a return trip to Edgewater Beach Hotel, Chicago, December 2, tailed by TED WEGMUS December 23 . . . TINY HILL takes over the band shell at Madura's Dancoloco, Hammond, Ind., on the 30th for four weeks, following a 13-weeker of PAUL PAGE . . . HENRY BUSSE into Netherland Plaza Hotel, Cincinnati, for four weeks beginning December 14 . . . AL COOPER, equis at Hotel, for TOASTY PAUL, starting December 9, at Grasmere Hotel, Chicago . . . TITO and his Swingette into Hotel Lincoln, New York, for the relief rhythms . . . Hotel Sherman, Chicago, buying GAC bands for its Parlor Room, JIMMY DORSEY first in late in the year, has already scheduled ARTE SHAW for four weeks beginning February 9, and a similar stretch for LARRY CLINTON comes next April 8 . . . AL COOPER and the Savoy Sultans into Kelley's Stables, New York, Thursday (23). COLEMAN HAWKINS removed . . . CECIL GOLLY into Aragon Ballroom, Cleveland, for three weeks, and then takes in three more at Schroeder Hotel, Milwaukee, beginning December 12.

Notes Off the Cuff

AL GOODMAN, radio maestro, added to the William Morris band rolls . . . International Casino, New York, bringing in a big name for the first time when RUSSELL MORGAN takes over the stand December 21 for an indef term . . . Frederick Bros.' Music Corp. has signed JIMMY GARRIGAN, vet Chicago maestro, and is building a new band around him . . . CHAUNCEY CROMBIE's jobber at The Royal Arms, Buffalo, for an indef engagement . . . EARL MELLON holds over until New Year's Eve at Oh Henry Ballroom, Chicago . . . DRIGO augments the orchestral barrage of rumba rhythm-patters at La Conga, New York, sharing the podium with CARLOS MOLINA and ROSA COSTELLO . . . and so we send our cuffs to the cleaners.

Norvo's Road Mgr. Loses Pay Claim

NEW YORK, Nov. 18.—Suit against Red Norvo by Howard Baron for \$700 for alleged back salary was tossed out of Brooklyn Municipal Court yesterday after Baron was unable to prove that he had an oral contract for \$50 a week and

WATCH FOR

Christmas Number of
The Billboard dated
December 2

SPECIAL ARTICLES
SPECIAL FEATURES
SPECIAL INTEREST
including

The Trianon-Aragon Ballroom
Cavalcade, by Andrew Karas
(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).

expenses for his services as road manager.

Chauncey S. Olman, attorney for Norvo, claimed that Baron was taken on by Norvo after his brother-in-law, Miles Rinker, left the band to go with Waldman. Deal between Norvo and Baron was that the latter was to learn the business and then become road representative, but until that time was to draw only expenses, which amounted to \$50 for 26 weeks. Baron claimed that he was supposed to get \$50 per week as a salary and served him with a summons for the balance due.

Decision was rendered by Judge Stoll in favor of Norvo, who came in from Philly to attend the hearing. Norvo was also awarded court costs.

Jay Faggen Says:

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NEW YORK CITY

UOS License Appeal Nixed

Philly agency sought to restore license — charged with malpractice

PHILADELPHIA, Nov. 18.—Appeal of Bill Smith, head of United Orchestra Service, to have his booking license restored, was denied by the executive committee of the AFM Local 77 at a meeting on Wednesday (15). Smith was charged by the local with malpractice and price-cutting.

According to Rex Riccardi, secretary of the local, Smith's license revocation was caused by numerous complaints that musicians on engagements booked by him were paid off under scale. Instance in which he was found guilty was the engagement by the Don Crist Ork for a date at Broadwood Hotel.

Complaint against Smith was originally filed because of the booking of Glenn Williams on a series of one-nighters throughout New England. Booking deal was made in conjunction with the Cy Shubman office in Boston and the men were paid the scale prevalent in that area. That complaint was cleared when Shubman testified on Smith's behalf, but other items cropped up to stymie his reinstatement. Smith made no comment as to his future plans. His license was revoked several weeks ago by the AFM upon recommendation of the local union. United Orchestra Service was the largest band booking unit in Philadelphia.

Miss Ella's \$750 Fine for Lincoln

LINCOLN, Neb., Nov. 18.—Ella Fitzgerald, with an 83-cent advance and \$1.10 the door per person, hauled in \$750 last Friday (10), the night before the home-coming Nebraska-Kansas football game, which Manager R. H. Pauley said was very good. Band was such a hit Pauley said he believed the outfit could do 50 per cent better on a quick repeat at his Turnpike Casino.

Eiton Worth, with a graduated scale of 25 cents-50 cents, next two days at the Turnpike (11-12), got \$700, very nice, and a spot booking, too. For same two days Leo Pieper, at Pla-Mor Ballroom here, walked into a fancy draw, at two bits a head, of \$610 for the pair.

Lumeford Royal at Ritz With \$1,100 for Sun. Solo

BRIDGEPORT, Conn., Nov. 18.—Jimmy Lumeford, always a favorite in this town, did handsomely last Sunday (12) at Ritz Ballroom, drawing 1,500 persons. Prices were upped a bit for this engagement, with girls asked 75 cents and the ladies paying 65 cents, making a fine gross of \$1,100.

With the booking of Lumeford, Ritz announces the booking of better-known bands, with Al Donahue on November 19 and Jimmy Dorsey on November 20 already set. Competition from the nearby Arena, in New Haven, Conn., has been temporarily eliminated, with that spot booking hockey games on Sundays instead of the previous band-vaude spectacles.

Orkdom's All-American

NEW YORK, Nov. 18.—When the country's pigskin experts start selecting an all-American for the gridiron, Gray Gordon throws his athletic chest forward with an all-eleven boost within his own band. Of the 12 men doing tic-tocs for the maestro, seven played varsity football during rah-rah days and four starred in junior varsity action.

Sax section presents a sturdy right wall in Lionel (Gonzales) Bogun, Cliff (Butler) Grass and Johnny (Wisconsin) Johnson. Guitarist Bill North and drummer Frank Adams received their football education at Illinois, while pianist Ray Mace went to Utah. Brass section saw action at Providence (Chet Bruce), Boston U. (Floyd Lauck) and Maine (Glen Roling), while trombonist Bobby Blair served at the University of Texas. Gordon himself toted the pigskin in 12 games while studying at the University of Chicago.

Kyser for Movieland 'Gone With the Wind' Gala Ball in Atlanta

ATLANTA, Nov. 18.—Kay Kyser will bring his ork here for the *Gone With the Wind* Ball at Atlanta Auditorium, which will precede the opening of that much-talked-about picture having its world press here December 15 at Loew's Grand Theater.

Clark Gable, Vivien Leigh and Olivia De Havilland, starred in the screener, will fly here to lead the grand march at the ball, which will be staged by the Atlanta Junior League in the exact setting of the scene in the film. Gowns worn by the stars in the film will be worn by the Leaguers.

The ball, which will have an "old South" theme, will be a brilliant opening of the two-day celebration. Proceeds from the ticket sale will be divided among three charities sponsored by the League.

Practically the entire cast of *Gone With the Wind* will be in Atlanta for its world premiere in the home town of Margaret Mitchell, who penned the novel. From New York Producer David Selznick and Jock Whitney will lead a large group of MGM and Loew's studio execs.

Morgan Big Guns at Army Dance in Ala. With \$1,800

MOBILE, Ala., Nov. 18.—With a night football game, a leading event in the community, as a competent factor and the young folk saving their dimes for the Alabama-Tulane game on Armistice Day, Russ Morgan did yeoman drawing last Tuesday (7) at Fort Whiting Armory. Dance was sponsored by the local units of the Alabama National Guard, Ward Faulk, general chairman of the affair.

More than 1,000 persons turned out. Duets were priced \$1.25 in advance, with most sales made at the door at \$1.50 a head. Gate hit \$1,800 and was satisfactory to all concerned.

Hawkins' Three-in-One

AUSTIN, Tex., Nov. 18.—Eskine Hawkins hung up a record for a town of this size when he played two dates and received an offer for a third, all within the space of one week. Band made such a hit at the Texas University dance November 3 that it was booked for a race

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Mailing Lists

AS IMPORTANT as a set of music books and stands, a mailing list can be as important to band leaders as it is to the hotel manager or dance promoter. There's nothing like having indexed files of dancers in the various territories covered in touring; and that little personal touch in telling the folks in advance that you are coming to town goes far in building up patronage for the date and a steady following that makes for repeat dates.

It serves and means of getting up a list vary in every degree of approach. Method employed by Jack Wardlaw, current at Hotel Heidelberg, Jackson, Miss., is worthy of consideration and comment since it serves more purposes than one.

It uses a two-ply card, placed at every table. One fold is the usual request tab with wording: "We want to play your favorite tunes. Please list them in the order of preference. If we do not have your favorite request we will order it for you." Lines are drawn for three tune selections, signature and address, and the patrons are asked to detach the card and turn it over to the waiter.

The other fold is a souvenir card with photo of maestro, address of spot and air schedule, all attractively designed, with the patron urged to "Mail This to a Friend."

In all, it not only builds up a mailing list to use for future reference but also gives the maestro a good indication of what selections and types of music the folks in that particular territory like to hear; and at the same time it gives the patrons a souvenir card with the all-important radio remote schedule either

"Swing Football" on Memphis Hotel Floor

MEMPHIS, Nov. 18.—Brand-new promotion stunt was paraded before Claridge Hotel dance customers last week when Nick Stuart, ork leader, introduced Swing Football, originated by C. E. Rittenhouse, former Philadelphia operator and until recently manager of a roller derby unit.

Promotion was popular among the dancers, and Rittenhouse says he has other stunts he hopes to develop shortly. Swing Football follows the general scheme of the gridiron game, with the dance floor properly marked off and with goal posts at each end.

Band leader tosses numbered balloons, shaped as footballs, to dancing couples who have been selected by their ticket stub numbers. There are 11 couples on the floor at a time. Each couple must get two footballs with successive numbers on them and then dance to their goal posts to record a touchdown. Extra point is scored if ork leader fails to guess numbers on the footballs.

Stuart has also found Memphis crowds take to group singing of old tunes. He has the room darkened and the words flashed on the walls by slides. Stuart leads the singing.

dance at the local Cotton Club four days later on the 7th. Subsequent enthusiasm for Hawkins reached the point where arrangements were set for him to play Texas U. again on the 11th, but he was unable to make the jump from a Mississippi date back here in so short a time, and had to turn down the offer with regrets.

to keep for themselves or to mail to a friend.

Along these same lines is Enoch Light's autograph-dispensing system at Hotel Telfer, New York. Enoch is tickled to scratch his name on whatever is shoved in front of him, but he goes one step further by asking the fan, as soon as he finishes, to sign his or her name in a huge book he has handy lying on the band stand. The trade leaves a nice feeling with both fan and maestro, and by the same token it builds up a huge mailing list of fans who know and like his music, which can be used to excellent advantage when the band goes on tour. There isn't a leader in the band business, big or small, who can't profit from these or other plans that make for a mailing list.

Telegrams

THERE'S hardly any angle branch of show business that depends so much on the telegram to facilitate business negotiations, a confirmation by wire even serving as a contract on rush bookings. And it's the punchy and concise messages associated with the telegram, rather than long-winded dispatches, that grab off the attention of the busy men in the industry. As a result, the telegram form makes for one of the most effective paper mediums to get your message across.

The regular Postal and Western sheets are always available, but some offices go as far as personalizing the form. As Gale, Inc., New York, all wired transactions and even mailings for Ella Fitzgerald go out on personalized form, the blank being appropriately enough a "T-ellagram." And to carry the association a bit further, it's a yellow sheet with the famed yellow baskets ornamenting the page. All messages referring specifically to the recordings of the bands personally managed by Moe Gale are dispatched on a "Phon-o-gram" blank. And in like manner, Jack Robbins uses an individual "Robbins Radiogram" for his Robbins Music Co.

Ous C. Edwards, Chicago band rep in the interests of Clyde McCoy, used an off-set of a wire from Glenn Schmidt, manager of Beverly Hills Country Club, Newport, Ky., to advise the trade that McCoy busted all previous attendance records at the spot. "It's McCoy-of-course" bleeds the border of this self-explanatory piece.

Making the most of collegiate and fraternity affiliations are always sure-fire to invite added interest and stimulate business. Georgetown University coming to New York today (18) for a football tussle with New York University's Nat Brusiloff, maestro at Park Central Hotel, made capital of his Georgetown alumnus standing. Pre-game evening was designated as Georgetown Rally night, with the after-game evening becoming an Alumni night at the hotel's Coconut Grove. Brusiloff, of course, providing the musical stimulation for the Georgetown contingent of grads and under-grads.

Franklin Masters, at New York's Essex House, inaugurated a series of Friday Nights dedicated to national fraternities. First session was dedicated to Sigma Alpha Epsilon, with Frankie broadcasting greetings to the Greek-lettered brothers and playing the sweetheart song, "Violet," during his dance remote from the hotel.

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Music Items

Publishers and People

RAYMOND SCOTT is turning his attention to the writing of ballet music for the American Ballet Theater and will have his first effort along these lines finished in January.

T. B. Harms, Inc., becomes active again after a lengthy period, with the publication of *My Silent Mood*, the adaptation from Chopin by Larry Clinton and Stanley Adams.

Clarence Williams is publishing the first song turned out by his 16-year-old son, Clarence Jr., *Swinging at the Golden Gate*. Williams pere and his wife, the former Eva Taylor, celebrate their 17th wedding anniversary this year from Jack Robinson, starting a Music Students' Education Bureau to service students with information on their music studios. Free bureau, inspired by some 1,200 letters this year from young musicians, will offer info on every popular instrument.

Harold Moon, Canadian composer, is being referred to the ranks of writers-turned-publishers. He is opening his own music house in Montreal, and his first releases will take their cue from Canada's enrollment in the European war and will be patriotic. They are *God Save the King*, *Ole Faithful* and *Christmas Tree*. It is presently making a deal with Moon for the English publication rights.

Songs and Such

VAUGHN HORTON, of the Radio V. Records, placed his *More Than Just a Memory* with Bob Miller, Inc. Paul-Pioneer set to give a ride to Put the *Squeeze Up in Boffies and Send It Up to Me*, by Al Bryan and Jerry Mark. James J. Walker, remembered for his tunesmithing on *Will You Love Me in December as You Did in May?* (and also his term of office as mayor of New York), comes up with a new one, *It's One Little Piece of Town*, James F. Hanley doing the music.

Red Star Songs has two new tunes from a movie, *One Dark Night*, both written by Mary Schaeffer, Johnny Lange and Lew Porter. They are *Cliff Along With Me* and *Shake It and Break It*. Elsie Thompson, organist for *The Shadow* radio serial, is penning a swing version of her signature, *Spinning Wheel*.

Previously reported figure of about \$45,000 as the purchase price of the *Red Star*, catalog by Willie Horowitz and Abner Silver is now reported to be over double that sum. According to Horowitz, former professional manager for Miller Music, contracts had not been signed this week, since the deal is at the signature stage.

More of the Same

It's No Fun Dancin' If the Band Don't Swing goes from the pens of Matt Wilkerson, Al S. King and Art Gow to Joe Dan and Music, Inc. Wilkerson's *Wanna Spoon Cause I'm Hungry for Love*, in collaboration with Paul Page and Harold Kent, also a McDaniel publication.

Jerry Livingston, leader-composer, turned out *You Fascinate Me*, published by Melo-Art; *Td Give a Million Tomorrow*, Santly-Joy-Sellect release, and *You're Letting the Grass Grow Under Your Feet*, placed with Ager, Yellen & Bernstein.

On the Hollywood front, Lyle Tomerlin, Paramount studio telegrapher, wrote *A Little Co-Operation* with William Lava. It's Tomerlin's second song, his first writing, having been *South Sea Island Maple*.

With the success of the Johann Strauss waltz books, E. B. Marks is readying a similar volume of songs by Emil Waldteufel, a contemporary of Strauss. Tone will be titled *Memories of Waldteufel*. D. R.

'39 DREAM BAND

(Continued from page 10)

Ring and other fine choruses with Goodman, showing in ahead of Louie Armstrong. Also in the brass section, Glenn Miller. Followed Jack Jenney out of the third trombone chair. Art Tatum gave way to Count Basie at the piano, and Bob Zurke substituted Teddy Wilson away from the second Steinway. Stuff Smith succeeded Al Duffy in the fiddle section, and Joe Moon's squeezed ahead of Tito for the accordion pushings.

Sheet-Music Leaders

(Week Ending November 18)

Acknowledging 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.
1	1	South of the Border
2	2	Streptococcus
3	3	My Prayer
4	4	Blug Orchids
5	5	Over the Rainbow
6	6	Man With the Mandolin
7	7	Lilacs in the Rain
8	8	El Rancho Grande
9	9	In an 18th Century Drawing Room
10	10	Good Morning
11	11	Beer Barrel Polka
12	12	Oh, Johnny, Oh
13	13	Isn't It Great? Any Fun?
14	14	Last Night
15	15	An Apple for the Teacher

Kinney Hangs Up Longevity Record

NEW YORK, Nov. 18.—What is probably the second longest run ever chalked up locally, in either theaters or night clubs, reaches its 2,374th continuous performance tonight when Ray Kinney, maestro at the Hotel Lexington here, and his Aloha Maids leave the cast of the Broadway hit, *Hallelujah*. Kinney and the Hawaiian girls played 515 performances of the show, doubling from the hotel, where a 19-month run has given them 1,860 shows. The only stage show to surpass Kinney's record is *Obacco Road*, which gives its 2,532 performance tonight.

The town boasts further long-distance musical efforts, prominent among them being Jenö Bartel's, who has been doubling between Hotel Lexington and the Piccadilly Hotel practically since time immemorial. Bartel has been at the Lexington three and a half years and at the Piccadilly two years. An engagement of equal durability was George Hart, where he lingered in the grill room for seven years. Enoch Light, his successor on that stand, isn't doing badly either, with his tenure rapidly approaching its third year.

CRA Execs Visit Branches

NEW YORK, Nov. 18.—Charles E. Green, Consolidated Radio Artists' proxy, left his home office here for a 10-day trek to the Cleveland and Chicago territories. Will spend most of the time at the Cleveland office, with plans to add at least one seller to the staff there. Ann Richardson, Green's assistant, left for a two-week stay at the Chicago office where she will organize the branch set-up now housed in new quarters.

Songs With Most Radio Plugs

"Lilacs" In Favored Spot; "Border" Retains 2d Place

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-5 p.m. Sundays, for the week ending Friday, November 17. Independent plugs are those received on WOR, WNEV, WMCA, and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Weeks	Indie
1	1. Lilacs in the Rain	Bobbins	38	12
2	2. South of the Border	Shapiro, Bernstein	37	12
3	3. My Prayer	Skidmore	26	14
4	4. I Didn't Know What Time It Was (M.)	Chappell	25	13
5	5. Good Morning (F.)	Chappell	12	10
6	6. Goodnight, My Beautiful (M.)	Crawford	12	9
7	7. So Many Times	Bregman, V. & C.	12	6
8	8. I Must Have One More Kiss (F.)	Santly, J. & S.	12	3
9	9. Man With the Mandolin	Santly, J. & S.	11	9
10	10. Make With the Kisses	Mercer	11	9
11	11. Moonlight Serenade	Bobbins	11	7
12	12. I Thought About You	Mercer	10	7
13	13. In an 18th Century Drawing Room	Mercer	10	7
14	14. Penthouse for Rent	Red Star	10	2

Contact Men and Publishers Reach Agreement on Contract

Many puzzling points remain, however, on future of contractors' union — Chicago piano-playing pluggers can't do both, says James Petrillo

NEW YORK, Nov. 18.—Proposed final song pluggers' union and A.P.I. affiliates, Contact Men and Publishers, newly founded and music publishers was submitted to the latter this week as the result of many conferences between committee of pubs and representatives of the union. Basic element in the contract (and likewise in the original formation of the union) is the abolition of the evil of bribery for song plugs, contact men feeling that the situation was growing to a point where a publisher's checkbook would finally obviate the necessity of maintaining a plugging staff. New agreement provides for a fine of \$500 for any pub found guilty by an arbitration board of resorting to band leader payoffs, plus the posting of a \$1,000 bond to be retained by the union. In the event that the publisher repeats the offense.

Jurist Hits Madison, Wis., Dance Hall Law

MADISON, Wis., Nov. 18.—Superior Judge Roy H. Proctor in a decision here Monday (13) criticized the county's dance hall ordinance and warned members of the Dane County board's dance hall committee not to "persecute" dance hall operators. Warning was issued when Judge Proctor fined Otto List, operator of the Club Lat, \$25 and costs and then remitted \$15 for conducting a dance without a license. The \$25 fine is the maximum under the county dance hall ordinance.

List testified that on November 11 a group of about 40 persons entered his tavern, played a coin-operated phonograph and danced. Judge Proctor declared that the county dance hall ordinance does not specify how many couples may dance before a tavern becomes a dance hall requiring a license.

The ordinance, the court held, penalize operators of large taverns in that dancing by a few persons is permitted in small establishments and frowned upon in large ones. An investigation of dancing in taverns is being conducted by the dance hall committee of the county board.

MUSICAL ACES

(Continued from page 10)

Wilson, colored pianist-singer who, until the outbreak of the war, was playing at Boeuf Sur le Toit, Parisian smart spot operated by Louis Jacoby, who operates a smart East Side haunt here, Le Reuben Bleu. Wilson had been playing with many mixed bands in England and the Continent (no color barrier overseas for bandmen), most prominently with Jack Payne in London. Joe Turner, maestro at the Boeuf Sur le Toit nitery, was among the crew (he worked his way across in the linen room). Turner went to Paris several years ago as accompanist for Adelaide Hall, singing star of many *Les Lesle Blackbird* reviews.

Still another, who first created an impression here before going across, was Mike McKendrick, who has been playing the guitar with various bands in Europe for many years. McKendrick is remembered for his strumming on the Louis Armstrong recordings made in Chicago back in 1931.

Music biz is currently wondering about several contradictory points in the fledgling union's effort to establish itself. Union members themselves have expressed a suspicion that the field creates no labor problem in the accepted wages and hours sense, and that some men active in the union's formation have said they wished to do nothing to antagonize employers, particularly in view of the fact that part owners of some firms were associated with the union. When the MPCE was organizing much was made of the fact that aid was being tendered it by Jack Rosenberg, Local 962 president, presaging a general clean-up of the bribery abuse with leaders ordered to lay off accepting favors for plugs. Rosenberg himself, however, spiked this rumor, claiming to have merely helped organize the pluggers and express the hope that if there is any clean-up the music men must do it themselves. AFM officials are also known to regard the bribery angle as not in their province and they do not care to deter a leader from picking up a little extra money.

George Mario, until recently union head, said the org's chief raison d'être was to prevent incompetents from entering the field via friendships with or relationships to music pubs, restricting the field therefore to those qualified to work in it. "But however, it is regarded as hardly a reason of sufficient strength to warrant formation of a union, as is the pluggers' claim that they are hopeful the union will be able to establish more "cordial" relations between publishers and contact men. Most recent pluggers' problem, according to latest reports, is what to do about the old Professional Music Men's Association, which is still in existence with a reported treasury between \$100,000 and \$200,000. While a merger has been bruited, P.M.M. constitution stymies this somewhat, one clause stating the org must remain in existence if 10 men want it to exist. It is related and claimed have some union members would like to grab this fund, thru a merger or other means, in order to make their own positions more secure.

Additional puzzling point is the exact status of pubs themselves, who as heads of their firms are employers but who are also active in contacting work. One view toward clarification of this point is that they are similar to band leaders, who technically are employers but who also are union members, subject to union rules.

CHICAGO, Nov. 18.—Song pluggers here who play the piano as a part of their job will either have to give up massaging the ivories or refrain from soliciting band leaders if they are planning to join the Contact Men's Union. This rule was handed down Thursday by Jimmy Petrillo, C.F.M. president, who said he had given his attention to about six of the local pluggers were already members of his musker union and contemplate joining the new CM org.

ASCAP WINS

(Continued from page 10)

sets, Ohio, Oklahoma, Oregon, Pennsylvania, Texas and Wisconsin. Bills introduced would bar the Society from operating within the particular State, and all are now being contested by ASCAP and its one foe or another of litigation to test their constitutionality.

Ticket Code Renewal Certain With Equity Teeth Still In

Legal heads are working on a revised pact—to include plan for impartial enforcement—treasurers may ask voice in "ice" cases

NEW YORK, Nov. 18.—Renewal of the theater ticket code took on aspects of greater certainty this week when Actors' Equity and the League of New York Theaters agreed to an impartial code enforcement committee and an impartial appeals board. It remains now for the legal minds representing both sides to draw up a document acceptable to both and work out details. Encouraged by the progress made at this conference, Equity Council, on same day, extended present code for another week to give committees a chance to get changes in working order. Compromise plan for the impartial code enforcement committee may shape up to be a board of equal representation for both League and Equity with wide powers to investigate and discipline the producers, managers, theater owners and brokers. Conduct of the treasurers will be responsibility of the producer, manager or theater operator, Equity claiming no right to discipline employees. Should the code enforcement committee fail to reach a majority opinion in any case, the matter will be sent to a board of equal representation for both League and Equity. Equity claiming no right to discipline employees. Should the code enforcement committee fail to reach a majority opinion in any case, the matter will be sent to a third arbitrator within five days who will be appointed by the American Arbitration Association. If the general code enforcement committee's discipline is drastic enough to put a producer out of business he may appeal to this higher board. It is likely that the brokers will have no such right.

As a check on distribution of tickets, there is under consideration a rule calling for daily reports for every theater. Equity said that its big stick, threat to pull out casts, would remain in the code to give it teeth.

Treasurers' union, increased in the code as it affects them on the ice matter, will probably agree to insertion of a clause in their own basic agreement with the League to the effect that any charges against treasurer members will be submitted to a trial board made up of equal reps from the League and the treasurers' union, probably with an impartial chairman. Decision of this board would be final. If the code made an attempt to deal more directly with the treasurers, union would seek representation on the general code enforcement committee.

Not in the Role

OKLAHOMA CITY, Nov. 18.—The audience in the Shrine Auditorium here believed a limp displayed by Robert Leonard in the role of Joe Bonaparte Sr. in *Golden Boy*, was a part of his characterization. But after the show a doctor had to be called backstage to treat the actor's stiff and painful knee injury.

Review Percentages

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

"Thunder Rock"—25%

YES: None.
NO: Brown (Post), Anderson (Journal-American), Lockridge (Sun) Watts (Herald-Tribune).

NO OPINION: Mantle (News), Coleman (Mirror), Whipple (World-Telegram), Atkinson (Times).

"Washington—All Change"—63%

YES: Coleman (Mirror), Lockridge (Sun), Whipple (World-Telegram), unnamed review (Journal-American).

NO: Brown (Post), Watts (Herald-Tribune).

NO OPINION: Atkinson (Times), Sylvester (News).

BROADWAY RE-LIGHTS MAIN STREET

By FORTUNE GALLO

a feature of the Christmas Number of The Billboard, dated Dec. 2.

"Road" Opens Jackson; See Draw From Memphis

JACKSON, Tenn., Nov. 20.—Jackson will have its first head show in more than 10 years when John Barton and Tobacco Road play at the National Guard Armory here Wednesday night. Local promoter is Pegie Bairdridge, who has promoted West Tennessee dances for a number of years. This is his first venture outside that field, but he says advance ticket sales already insure its success. There will be only one performance.

Memphis playgoers are showing a lively interest in the Tobacco Road booking. Show was cut to pieces by censors when it played there a year ago, and many plan driving to Jackson, hopeful of seeing an uncensored version. Jackson has no censor board.

Palmerton reports the daily business increase in the past few weeks has been very encouraging. Show starting November 20 features Esther Ralston in *Another Language*.

Palmerton Stock Gross On Rise in Salem

SALEM, Mass., Nov. 18.—Guy Palmerton Players ended the first month of their season tonight reporting a steady increase in business. Players have presented four new two-act musicals, *Perfect Fever* and did an estimated gross of \$5,500. Names were dropped the third week, with director Frank Lyon playing the lead in *Night Must Fall*. Show ending was *It's a Wise Child*, starring Robert Perry, a member of the com-

pany. Palmerton reports the daily business increase in the past few weeks has been very encouraging. Show starting November 20 features Esther Ralston in *Another Language*.

From Out Front

By EUGENE BURR

The much-touted glamour of the theater—and by glamour I don't mean the kind exuded by "comph" girls—is a somewhat parlous attribute, as a couple of people may already have suspected. On the one hand, it is a powerful factor in the success of the show, and on the other, it is regarded as an artistic wonderland of beauty and genius. On the other hand, it is the chief cause of the present brutal overcrowding of the ranks of actors. Nine out of 10 of the congenial ribbon-clerks and waitresses who inundate Broadway, who pound from office to office as they tearfully watch the tragic deaths of their own egos, and who sometimes actually take jobs away from experienced actors, are because they have been dazzled by the glamour of the stage.

That, of course, is a truism. If all the adolescent exhibitionist complexes in America were laid end to end, they would immediately get up again and rush post-haste to Broadway. The only thing that might possibly stop them (and it's sad to reflect that it wouldn't stop very many) would be a knowledge of what they are up against once they get here—not only the endless pursuit of a non-existent job, the overwhelming stacking of the cards against them, and the tiny annual earnings of even an established player, but also the conditions under which plays are produced and actors do their work. In short, a true picture superimposed upon the rosy glow of inexperience.

It is something that this corner has tried to present from time to time, something that is presented to the neophytes by almost all professional theater workers at almost every opportunity. But of course it has little effect. Each exhibitionist complex thinks resolutely that it has a better chance than its sisters and brothers—and the propaganda, too, is largely counteracted by the insistent glamorizing of those who know nothing whatsoever about the theater.

A year or so ago, a New York daily ran an article that is typical—a seemingly informed survey of employment possibilities for youngsters in the legitimate theater. It painted a rosy picture and practically guaranteed the exhibitionist kids a comfortable and even glorious existence. This corner kicked about it at the time. Recently another instance of the general attitude came up. A lass now going to college wrote a paper on the plight of the actor, a plight that she knew pretty well because, unlike most embryo Duses, she had taken a good look at the theatrical cesspool before tossing herself in. She cited figures on employment and salaries, and listed—rather palely—the other disadvantages suffered by professional mimics. The paper was intended as a report to the class at large, but the instructor suppressed it because, she said, it painted too dark a picture.

That seems to be the general attitude. Everyone knows that actors and actresses go around in lovely clothes, pulling down salaries of three- or four thousand a week for a couple of hours' work a day; and anyone who denies it is merely a pedantic and unpleasant snob.

Perhaps phony rose-colored pictures should be suppressed too—along with those who promulgate them.

Last week the publishers of Georg Kaiser's novel, *Vera*, were kind enough to send me an unsolicited copy, merely because Kaiser had once written some of that kindness it is unpleasant to report that *Vera* is a bottleful of bilgewater that considers itself champagne.

The story is of a Russian officer during the last war, eager for conflict but falling at the crucial moment, who changes uniforms with a dead private, spends an erotic summer on a German farm, ruins a trusting French family, and finally falls to reveal himself to his Russian wife when he meets her, because she thinks he has died and ascended to the sun. The only asset is an early picture of the attitude toward the last war, eager and chauvinistic, which furnishes a startling contrast—thank Heaven!—with what can be learned of the current attitude in England, France and Germany.

For the rest, the volume is an attitudinizing account of impossible mental states. Its characters about as real as so many formalized puppets and its emotional reactions, in consequence, non-existent. The only reactionary matter of fact, are annoyance and disgust—and those have to do with Mr. Kaiser rather than his characters.

The writing is tortuous, involved and very self-conscious—tho that, I suppose, is the fault of the translator—while the inferential philosophizing and careful following out of ridiculous mental states are so much pretentious poppycock. The book is ostentatiously meaningless, pompously silly and more than a little reminiscent of Thornton Wilder.

Theater Patrons Can Smoke, Maybe

NEW YORK, Nov. 18.—After years of fighting by the League of New York Theaters for equal consideration with the motion picture houses in local smoking regulations, a bill introduced by City Councilman Genevieve B. Ezell and brought before Mayor F. H. Guardo asserts that it discriminates against theater houses, allowing smoking privileges in the balconies of the picture theaters, but not in the legit spots.

The new measure, passed by the City Council and approved by Fire Commissioner John J. McElliot, would extend the smoking privileges to legit balconies, boxes and mezzanine seats if theaters complied with certain technical provisions such as flame-proof carpets, but use of cigarette lighters for reading of programs. Mayor indicated he would sign the bill when it is amended to clarify stipulation of a railing or cord to separate orchestra floor and any privileged section in houses without balconies.

Horton's 12G in Chi; "Hamlet" Near Sell-Out

CHICAGO, Nov. 18.—Edward Everett Horton is doing a strong one-man job at the Erlanger box office and the first week grossed a fine \$12,000 with the dated *Springtime for Henry*. While the play is far from its crisp self of former days, Horton's familiar gestures and droll line delivery add new life to this Benn Levy one-act vehicle. The cast is small and expenses are kept low enough to enable this tenant to remain for a profitable run.

Ed Harris has been doing near sell-out business with Maurice Evans in *Hamlet*, which closes a two-week run tonight, and brings in next Sunday (26) A. B. Marcus' *A Night at the Moulin Rouge*, a valuable musical comedy, which has been in a too healthy state on the West Coast. *Tune Show* is sandwiched in ahead of the arrival Christmas week of the second company of *The Men Who Came to Dinner*. *Moulin Rouge* will be in competition with the *Les Lacs de Me* at the Auditorium and will bid for trade with a lower admission scale.

The Harris has been packing them in with *No Time for Comedy*, starring Katharine Cornell. Succeeding attractions, starting November 27, will include *Our Day and Our Time* and *Raymond Massey in Abe Lincoln in Illinois*.

"Abe's" 22G in Philly; Others All Doing Well

PHILADELPHIA, Nov. 18.—Despite the fact that all three houses in town contain holdovers, the legit box offices continue to do a terrific business. Leading the pack is the Forest, where *Abe Lincoln in Illinois* is being shown. The second week of this opus will wind up with an estimated \$22,000, an increase of about \$6,000 over the preceding six days. Staudes were evidenced at Wednesday night's showing, with the treasurer reporting that the upstairs section and most of the ground floor were sold out for the remainder of the week. This is the original troupe with Raymond Massey. *The Boys Goodbye* is showing a profitable week with a take of \$8,500 at the Locust. While this figure indicates a far from capacity house, the low nut on this company headed by Elizabeth Love allows it to turn in a profit.

Distribution of two-for-ones is helping the Forest gross approximately \$5,500, with *Of Mice and Men* on view. The players are headed by Guy Robertson.

All three shows are slated to leave town after Saturday's performances. The Forest will feature *Morning's*, Paul Osborn's new play, and the Locust draws *Hot Mibado* with Bill Robinson.

"Morning's" Good Hub Biz

BOSTON, Nov. 18.—Paul Osborn's new comedy, *Morning's*, at Seven, ended its premiere showing at the Plymouth Theater tonight after two weeks of almost sell-out business. Had capacity houses during the week, and during the run with the second week's business reported better than the opening.

Dorothy Gish is scheduled to replace Lillian Foster when the show opens in Philadelphia Monday (20). The Gish drew rave notices in all Boston papers.

Stage Whispers

Equity and the Shuberts, those well-known opponents in the arbitration ring, are at it again, this bout involving the payment of one day's salaries to the cast that closed the Louisville mumble opera season last summer. The series shutters on a Sunday, with Equity contending that the work week started the previous Sunday and therefore ended on Saturday and therefore the cast played an extra day, for which they should get paid. The Shuberts, on the other hand, claim that the work week started on Monday and therefore the cast worked Sunday, and no extra checks are in order. Decisions is expected late this week or early next. . . . Young Man With a Horn, the dramatization of the best seller, production on which has been proceeding mainly in fits and starts, suffered from an extra setback this week when Jed Harris announced that he definitely would not be directing it. That leaves producer Vinton Freedley up a directorial tree; and the show's scheduled Boston opening, as a result, has been postponed to December 29 to January 8. Mr. Freedley, meanwhile, would like another director. The Harris withdrawal was caused by a disagreement as to terms. . . . Another play whose name has been in the news a lot, Ernest Hemingway's The Fifth Column, treated its head again on the coast of rumors that the firm of Mr. Carly Wharton and Martin Gabel might acquire it. It's been held by a number of offices, with Lewis B. Gensler finally letting it go recently. The Fifth Column is about the civil war in Spain, and Mr. Gensler decided against it when a super-agent who cropped up, Francomb Tome would be in it, if and when. . . . The Group Theater, which took a shelling during Thunder Rock, first production of the season, has some members claim that the Group handed the shelling to the play, rather than vice versa—is going ahead with plans for a road revival of Clifford Odets' Rocket to the Moon, to open in Chicago in about a month. Casting started during the week with several of those freed by the imminent closing of Thunder Rock mentioned for the trek.

A soul-searing tragedy had been ended on 48th street. Because of what is said to be an error, the tickets for the first two performances of the play, The Mummy, where The Men Who Came to Dinner is playing, have been carrying an imprint of \$2.75—and, as a consequence, that has been all that the management has been able to charge occupants of those seats. But the error in the tickets came in this week, all prettily labeled \$3.30 for the first two rows—which is what the management claims it wanted in the first place. . . . If the Stern receipts anywhere near the same fashion as Boston, the management of the show, when DuBarry Was a Lady comes to town. The reviews are practically hysterical, and the show opened to \$3,800 for the first performance. . . . Margin for Error, which was bleakly facing eviction from its current home at the Plymouth because of previous contractual agreements made by the house, can breathe a deep sigh and settle down. Madame Will You Walk, the late Sidney Howard's last show, won't be moving in for a while. . . . George M. Cohan is leading the lead on tryout after such dissimilar candidates as Wildred Lawson and Leslie Banks were unavailable, has pulled out of the Walk cast and the play will be moved for re-casting and revision. Margin for Error, therefore, is now selling tickets for the Plymouth thru January 6. . . . John Henry, the Paul Robeson star, will be allowed five weeks of rehearsal as a musical, according to Equity. It will be Hassard Short who will direct the show. . . . Easy Virtue, in which Constance Bennett will attempt to brave the perilous pitfalls of legit. Rehearsals should get under way next week after next. . . . Chekhov Theatre Productions, undaunted by the fate of The Postponed, has taken offices in the New Yorker. Theater Guild, and says it is going ahead with its original plans to produce a dramatization of Chekhov's Papers, due maybe during Christmas week. No statement, tho, as to whether the new old English of Pickwick will be presented in the medium of cock-eyed modernistic sets and the "abstract" method of Moscow Art setting.

New Plays on Broadway "DuBarry Was a Lady" (Shubert Theater) NEW HAVEN

Reviewed by Eugene Burr

MANSFIELD

Beginning Tuesday evening, Nov. 14, 1939.

THUNDER ROCK

A play by Robert Ardrey. Directed by Ella Kazan. Setting designed by Mordcaik Corolik, constructed by William Keilam, and painted by Center Studios. Costumes designed by Paul Morrison and executed by Helene Pons. Lighting by Michael Gordon. Press agent, James Proctor. Assistant press agent, Peggy Phillips. Stage manager, W. E. W. Wells. Assistant stage manager, Phil Brown. Presented by the Group Theater. Street scene. Myron McCormick-Norway. . . . Harry Bratsburg-Inspector Flanning. . . . Roman Bohnen-Charleston. . . . Luther Adler-Captain Joshua. . . . Boris Aronovsky-Briggs. . . . Art Smith-Dr. Stefan Kurtz. . . . Lee J. Cobb-Melanie. . . . Francis Farmer-Miss Kirby. . . . Ruth Jeffrey-Anne Marie. . . . May Fowler-Chang. . . . Robert Lewis-Cassidy. . . . Phil Brown-Thunder Rock, a Speck of an Island in Northern Lake Michigan.

ACT 1—Afternoon, August 1, 1939. ACT 2—The End of the Middle Ages. ACT 111—The Next Morning, Very Early.

America's most promising playwright, Robert Ardrey, who displays more talent in one act than Clifford Odets does in his collected works, is still promising in Thunder Rock, his new one, which the Group Theater presented Tuesday night at the Mansfield. "Presented" is, however, isn't quite the correct word; "massacred" would probably be more fitting. Thunder Rock, tho it has many defects and is still far from the level that Mr. Ardrey will achieve in the future, is the excellent piece of work, but it's hard to tell that amid the mud and molasses that the Group has dumped upon the Mansfield stage. It takes a practiced eye to discern even the brief, bright flashes of play that manage to shine thru the fog of the production.

Thunder Rock is essentially a play about a man cursed with clear sight in this world of murderous madness. Charleston, the chief character, sees the utter futility of all idealism, of all hope; he sees the frantic foolhardiness of battering a life or a mind against the iron front of the world's insanity. So when his best friend goes off to die in defeat in a Chinese fighting plane, he buries himself in a lighthouse on Lake Michigan, recalling in his imagination the crew and passengers of a ship that was wrecked on the reef in 1849. In 1949, Charleston feels, there was still hope because there was still room for expansion; now the only expansion is possible thru war, thru destruction; so he lives among his imaginary re-creations of an earlier and brighter day.

But, strangely, his imaginary figures turn against him—and since they are after all only re-creations of his own mind, the scenes in which they appear represent really the fight of his thoughts toward clarity, a finely imaginative conception of Mr. Ardrey's. The figures, becoming more and more real despite Charleston's efforts to sentimentalize them, finally emerge not as the hopeful pioneers of a new world, but merely as fugitives from the problems and dis-

tresses of the old world—a beautifully clear idea of the overtouted 19th century emigrants. Charleston berates them for their cowardice, pointing out that if they had only waited they would have found the answers to their problems; a few years after they acknowledged their defeat by withdrawing to the wilderness there appeared a Pasteur, a Brahna, a Darwin, a Lincoln. They should have held on.

But the shades turn on him in turn. He too has acknowledged defeat, yet he should have learned his lesson. Progress cannot be stopped; it can merely be postponed. If there had been no Lincoln the slaves would nonetheless be free today. So, too, there is hope today for the future, and the brave man must fight for the acceleration of inevitable progress. Charleston, with a ringing affirmation that the road lies in giving the world an American example of peace, is proving by our own actions that was needless, goes out of the lighthouse to do what he can. It is a splendid statement of the true American way of our world to become an example to the world rather than a cat's paw for the world's greatest and most vicious imperialistic power.

It is true, of course, that Mr. Ardrey fails to think his own arguments thru. If a Pasteur and a Darwin and a Lincoln came and went and the world is still, as he himself says, faced with the same frightful problems, it proves that so-called progress really changes nothing fundamental, and that Charleston's original defeatism was the clear-sighted attitude of the world. But the writing is splendid throughout, the thought powerful and stimulating so far as it goes, and Mr. Ardrey should certainly be forgiven for possessing the idealism of youth and for cleaving to his final affirmation, untenable tho it may be. Thunder Rock is a brilliantly promising play and one (See NEW PLAYS on page 61)

LABOR STAGE

Beginning Monday Evening, Nov. 13, 1939

WASHINGTON—ALL CHANGE!

A dramatic sequence of 10 characters and caricatures all portrayed by Helen Howe. Sketches written by Miss Howe. Produced by Actor-Managers Inc.

The action takes place in Washington, D. C. Scene 1: Senator Force's Office, Senate Office Building, January, 1938. Scene 2: An Apartment on 16th Street, February, 1938. Scene 3: A Park Hotel, June, 1938. Scene 4: Ballroom of the Mayflower Hotel, May, 1938. Scene 5: Senator Force's Suite, May, 1938. Scene 6: The Senate Restaurant, the Capital, July, 1939. Scene 7: Senator Force's Hotel Suite, July, 1939. Scene 8: A House on Massachusetts Avenue, October, 1939. Scene 9: Committee Room, Senate Office Building, November, 1939. Epilogue: The Broadcasting Studio.

Helen Howe's series of character studies in monolog represent 10 types of women who vary but slightly from each other and who in themselves have not enough depth to provide material for such lengthy dramatic portraits. They are universal enough, but of interest chiefly to their own cliques. A masculine audience would find most of them—and consequently the program—tiring.

A saving grace in the semblance of continuity, which the limitations has thrown into the series by suggesting social and political relations among the characters. The thread that ties them together isn't exactly a plot. All the characters have stakes in the raging political feud between Senator William Force, a liberal and civil liberties enthusiast, and Senator McCleery. Lined up thus are a radio news analyst; a typist whose job is a sinecure; a feminine, crusading lawyer who puts her career above matrimony; a socially prominent siren who later marries McCleery to clear the way for Force; a German refugee governess; a woman's nuisance club president; Senator Force's homely wife; an American social climber who marries a British title, and the mother of a youth slain for advocating free speech.

Miss Howe's delineations are clear, but her material is limp, mostly unfunny when caricatures are intended, and contains only a few lines of wit. Her position she would pitch her voice at a lower register she'd make listening easier. Sylvia Weiss.

BROADWAY RUNS

Table with columns: Dramatic, Musical Comedy, and Musical Comedy. Lists plays like 'Easy Virtue', 'Thunder Rock', 'The Mummy', etc., with performance dates and opening performance numbers.

OUT-OF-TOWN OPENING "DuBarry Was a Lady" (Shubert Theater) NEW HAVEN

A musical by Cole Porter, starring Bert Lahr, Ethel Merman, Phil Regan, Betty Grable and Benny Baker. Book by Herbert Fields and S. G. DeSylva. Staged by Edgar MacGregor. Dances by Robert Alton. Costumes and scenery by Ronald Pene DuBois. Here is a show that is hot stuff. Bawdy yet beautiful, it is lavishly mounted and played to the hilt by some of the cleverest boys and girls in the business. It ran long at its premiere in New Haven, but can be easily tightened up and sent to Broadway with a minimum of doctoring. Bert Lahr is a howl as a men's room attendant who wins \$75,000 on a sweepstakes ticket, and then has a dream of debauchery in Versailles during which he assumes the role of Louis XV. Lively tunes, extravagant costumes and wigs, and uncommonly attractive ensembles are the rule rather than the exception. So, if you've ever dreamed of the opening night that on one occasion Miss Merman and Mr. Lahr had to reach into the wings for a paper containing additional lyrics. It ran at a theatre, including high dignitaries from both Broadway and Hollywood, was quick to recognize the possibilities of the piece, both for stage and screen. Julian R. Tufill.

Cohan Out of "Madame"; "Largo" a Hub Sell-Out

BOSTON, Nov. 16.—Paul Muni's return to the stage in Key Largo kept money pouring into the box office of the Colonial Theater all week. The first week of the scheduled two-week run was almost a complete sell-out, with tickets sealed at \$1.10 to \$3.30 evenings and \$1.10 to \$2.90 matinees. The management was notified this week that George M. Cohan will withdraw from Sidney Howard's Madame, Will You Walk when the show finishes in Washington, and that the scheduled appearance in Boston starting November 27 has been indefinitely postponed. No show has been booked to replace the Howard comedy as yet.

Atlantans Survived "Road" So They Get It Again

ATLANTA, Nov. 16.—Atlanta's theater season will open November 27 at the Erlanger when John Barton and his company return to give another week's engagement of Tobacco Road. Road played a record week at the Erlanger last year under the protection of a court injunction which forbade the board of review—made up of a window-dresser chairman and a 70-year-old woman secretary—to have the police close up the show. The judge who granted the injunction on recommendation of an Episcopal minister is now dead. John Barton made a big hit with the local audience, who thought the play much too tame for all the adverse publicity.

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Postponed Pay-Offs the Least of P. A. Woes; Want Appreciation

(Continued from page 3)
 centered on them. Others want the club itself publicized, with the band or performers played down. Still others want themselves publicized and don't care whether the club or the show is mentioned at all. These are angles each p. a. must figure out before he can hold on to an account.

Some cafe owners expect the p. a. to write the menu, routine the show, get up the newspaper ads, be around to greet patrons, act as yes-man and all-around stooge, contact city hall for favors, etc., until exhaustion. Quite a few owners, the p. a.'s will, won't pay the p. a. unless he's around every night. As a result a lot of press agents go around with rings under eyes, nervous stomachs and stooped shoulders.

The trouble is, weep the press agents, that most of the night club owners are former school keepers, restaurant owners and assorted nondescripts who have no conception of press relations. They don't know what they can reasonably expect from the press agent and, therefore, complain no matter how hard he works.

Payoff Blues

But in the final analysis it's the pay-off that worries most p. a.'s. When the pay isn't forthcoming on time the average p. a. is afraid to sue in court, figuring other cafe owners will hear of it and consider him a troublemaker. Not only that, but he usually knows enough about each club to know he couldn't collect a judgment anyway.

Of course, the p. a.'s have a few tricks

too. When they suspect there won't be a pay-off they eat and drink heavily and wine and dine their friends and try to borrow money on dramatic pleas. It's the next best thing to do.

Some day, sigh the press agents as they pulp another cup of black coffee and pocket the lumps of sugar, night club owners will be regular guys who pay off on time and appreciate good publicity.

Pittsburgh Clubs Seek Change in Law

PITTSBURGH, Nov. 18.—Night clubs are trying to persuade the State Liquor Control Board that the Saturday midnight closing rule for entertainment is bad.

Hopeful for the first prosperous winter in several years, they are awaiting the result of musicians' Local 60 president Clair Meeder's petition to State officials, seeking removal of the no-music-after-midnight proviso.

Tic Toc, Milwaukee, Raises Talent Budget

MILWAUKEE, Nov. 18.—Associated Booking Agency, booker of the Tic Toc, says the entertainment budget of the spot hit a new high beginning Friday (10). New show includes Jackie Green, Duvall and Renee and Harriet Cross.

According to Associated, business conditions at the Tic Toc now top the 18 months of the spot's existence. This condition, various reports have indicated, entertainment budgets had hit a new low.

Wait Until She Gets To the Bagel Song

PHILADELPHIA, Nov. 18.—Since Frances Faye is responsible for a terrific biz at Benny the Bum's, the management is doing everything in its power to make her happy.

Therefore, at Monday night's performance, when she was singing "I Want the Water With the Water, the entire service staff trotted out to the floor, bringing her glasses of water.

If she stays at that spot long enough to complete her latest tune, *Shook the Bagels to Me, Hymie Boy*, the neighborhood kosher bakers may expect a sudden rush on the concrete doughnuts.

Philly Union Plans To Set Salaries, Clear Commissions

PHILADELPHIA, Nov. 18.—United Entertainers' Association, indie actors' union, is changing the policy pursued when it became the local AFA branch, insofar as the signing of employers is concerned. The UEA, according to Tom Kelly, business manager, is signing local bookers so that talent will be unionized at the source. He claims the co-operation of the Entertainment Managers' Association, as well as pacts with individual bookers.

Kelly is trying to make his office the central clearing house for all engagements. The plan would have bookers forward information on cafe dates to his office and the UEA would set the price and collect salaries, as well as bookers' commissions.

Brazil Hopeful; Will Use More Outside Talent

RIO DE JANEIRO, Nov. 11.—Brazilian talent employment opportunities for American acts to boom considerably beginning in May, at which time the Casino season starts in this area. Rimac, whose unit is now completing a South American tour and will shortly sail for the United States, agrees with this view, pointing out that because of the war it is most difficult to book European acts. He himself has been commissioned to book talent for a minimum of 10 weeks' time in Brazil.

Rimac, who will sail for the States November 15 on the S. S. Argentina, will bring new Brazilian dances and songs, including the Prevo and various Samba as they are now done in Brazil. His American tour will begin December 7.

In Rio, three casinos are now playing American and European acts: Bill at the Uca is Maria Dubas, Josephine Baker, Mistinguette, Nicholas Brothers, a troupe of 20 Hungarians and eight American girls.

The Copacabana has Rosita Ortega. The Casino Atlantico bill includes Isabella Ruiz, the Olympics, Jean Sablon, 10 French girls and Ciro Rimac's Band and show.

Across the bay of Guanabara in Niteroi, the Icarahil Casino is playing national acts.

Conditions in Rio currently are rather slow, this being the spring season. Summer is also slow, except during February, at which time the carnival is held and tourist trade heavy. But everybody expects things to bum during May, June, July and August.

Seattle Clubs In License Mess

SEATTLE, Nov. 18.—Campaign to force local night clubs to secure city licenses was put into execution with raids on the Bagdad, the Blue Rose and the 413 Maynard Avenue club. The raids were told they would have to pay \$300 for the city license.

EDWARD (LARRY) MAGOWAN, assistant general manager of the Hotel St. Regis in charge of entertainment, resigned last week and was succeeded by Karl Keum.

the Broadway Beat

By GEORGE SPELVIN

THE friendly spirit that the government is trying to establish with South America is certainly helped along by the Enoch Light musical segregation at the Taft; of the 13 men in the band, two are from Buenos Aires, one is from Central America, vocalist George Hines spent five years singing in South America, and George Cole is the leading arranger for Samba music in the country today. . . . The shuttering of Dave's Blue Room marks the passing of another Broadway institution; and it should recall to many of the boys and girls on the street that it was this spot that used to stake them during the lean months between shows. . . . The closing of accounts recently became a dependable money they probably amount to a comfortable down payment on the Casa Manana. . . . Lou Levy, passing out introductions at his Leeds Music office recently, tagged his guests with the names of their companies—this is So-and-So of such-and-such—until he came to a Stern press agent. "This," he said, "is Joe Doskas, of Lidyca."

THERE'S a certain hotel press agent around these parts who's getting himself heartily disliked by independent p.a.'s and band leaders. Every time a new band opens at the hotel the leader is surprised to find that squawks about his being late on the stand, sloppy arrangements, etc., are getting to the hotel manager. And at the same time the leader is told by the hotel p.a. that the manager doesn't like independent press agents. All of the squawks suddenly stop when the band leader fires his own press agent and hires the hotel guy, who thereby collects himself some graft. It's happened to a number of bands.

WITH the vaude season under way, booking offices are again filled with agents trying to peddle acts. One agent, queried how business was, said that business wouldn't be any good until all the bookers were stricken with some kind of brain disease and kept nodding their heads in the affirmative. . . . Del Courtney, maestro at the Hotel Ambassador, complains that too many of the songs today sound alike, and will use a unique method of announcing tunes on his broadcasts; in addition to giving the title of the ditty, he'll tell the number of the song in his hand. . . . Front row seats in the FTP are sold for \$2.00. . . . The FTP are sold for \$2.00 and costumes recently for \$225. All the old FTP sets, costumes and props are being sold thru sealed bids. . . . In the recent trial wherein Gray Gordon won the decision in an action brought by a uniform company for non-payment on outfits ordered by Gordon and then refused for allegedly not being up to specifications, actual first-hand knowledge of the principles involved in the judge's disposal, as well as a technical knowledge of legal points. His honor had once been in the music business himself—as personal manager of a band.

REALISM: A couple of radio performers were discussing conditions at a cocktail party recently with one of them heaving that non-edible props were being used, instead of bars of chocolate and similar tidbits when the scripts called for them. The other took exception. "The trend's the other way," he said. "The other day when I was supposed to be drinking milk I tipped my glass and got a bath. Somebody had filled it with water." Martin Starr did a swell job of reporting with a philosophical twist in his two-installment yarn on Charlie Chaplin in a couple of recent issues of *The American Hebrew*. . . . Magician Joan Brandon, who does a drink-producing act, doesn't drink any liquor herself. . . . Monte Proser is re-entering the Broadway scene as a night club entrepreneur on the site of NTO's Midnight Sun. . . . A concession in Newman's ticket agency (mainly legit) sells statistics of Hollywood stars. Infiltration?

ART LANDRY has left his post as assistant director of the National Youth Administration. . . . Eddie Chester, who used to be in musical comedy and vaude, has now become a restaurant proprietor, having opened an Italian eatery on 48th street. . . . Doug Whitney, former newspaperman, has turned to publicity, handling Martha Raye and others. . . . Dept. of Useful Information: Joe, the reactor boy at Loew's annex, holds the key to the men's room on the fourth floor—on which is located the Loew booking office.

May Reopen Midnight Sun; Snyder at IC

NEW YORK, Nov. 18.—Talk of reopening the Midnight Sun (formerly NTO's) with the Shubert theater interests putting up the money and staying in the background, and Monte Proser, former local p. a. and now owner of the La Conga in Hollywood, fronting for the spot, was prevalent this week. The Shuberts, who own the Winter Garden Theater, in which the spot is located, may take the room Dezer and, for the first attraction, feature some of the casts of Shubert shows.

Plans for the new International Casino are getting under way, with the first call for girls this week. Gene Snyder, dance director of the Rockettes at Radio City Music Hall, will stage the dances. Max Karson will do the costumes and scenery. George Hale, who produced the current revue, will bow out when the show closes in December. New show will open around December 20. Alex Finn, who fronted the alley way hit *Top of the Morning* in New York, Boston with his Club Mayfair. Active management has been taken over by Chester H. Canning, New England money man who bankrolled the spot.

Ciro's, of London, which opened on Central Park South as a snooty joint, filed suit for bankruptcy last week and was taken over by Jimmy Carr, former bandleader, with the class angle dropped. Dress is now "optional" instead of "required."

Chi Clubs Hold Down Budgets Until Holidays

CHICAGO, Nov. 18.—Little talent trade is foreseen in local spots before next month. With no spurt in business expected before the end of the year, cafes are satisfied to hold on to their current attractions until the yuletide season.

While Chez Paree is switching bands first week in December, its new bill won't arrive until Christmas week. Sherman Hotel, too, is holding over its floor show with Gene Krupa's Band and will install new acts when Pat Waller returns in three weeks.

Mike Potson will sandwich in a small show following NTO's departure next week (25) before posing up the pure strings for a big New Year revue. Most ops here plan to flash a new bill before as many customers as possible the first few days, hoping to get more biz as a result of word-of-mouth advertising. Since the holiday period until Santa Claus time, when more local people will be stepping out.

Business has picked up considerably at the Hi Hat, with little competition from the next door 885 Club, and with the folding of the Rose Bowl, which has a "closed for alterations" sign out. Neighboring Colony Club continues big and draws classy trade with its name policy.

Nitery Graphologist Pinched On Vagrancy Charge; Freed

MILWAUKEE, Nov. 18.—A vagrancy charge against Dalton Seymour Greig, graphologist, was dismissed here by Judge Neelen.

Greig, who opened October 21 at Joe Molitor's club, told the court he had demonstrated his art in 21 other cities and had never before encountered any legal opposition. He promised that if the police don't want him to give any public demonstrations in Milwaukee, he won't.

Greig successfully read Patrolman Vernon Steffen's musical inclinations in the officer's handwriting, but the practical demonstration failed to convince police officials.

BEN LAMARCA, former operator of the Nut Club, New York, is managing the Casa Seville, Franklin Square, Long Island. Spot is operated by Gene Seville.

GASTON LAURYSSEN

Executive Director of the St. Regis Hotel, New York, author of "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

Club Talent

New York:

MARILYN AND MICHAEL have introduced a new dance to tune of Whistler and His Dog. Whistler, bought by the team, are distributed at tables so patrons can enjoy appropriate sound effects. The gadget cost 7 cents each.

INGA BORG, dancer at Jimmy Kelly's, has introduced a new routine, a Chinese fantasy, *The Legend of the Willow Place*.

GEORGETTE HARVEY, who played Mamba in last year's *Member's* season, begins an engagement at Jimmy's Cafe Savin Tuesday (21).

CALI GALI completes a 15-week run at the Rainbow Room, and opens December 11 at the Colony Club, Chicago. He is already set for his fourth return engagement at the Rainbow Room January 10, 1940.

RAYE AND NALDI, Lols January and Senator Ford will be in the Rainbow Room show opening November 22. Change was necessitated by illness of Jack Cole. Eddie Le Barco Band will be at the first week playing the Capitol, Washington.

MAURICE AND CORDOBA are set for a stanza at the Persian Room of the Hotel Plaza after their New Yorker stint January 27. MADALYN WHITE, dancer, into the Queen Mary for a three-week session. DANCOB CORBITTA LANE latest addition to Bill Bertolotti's. FREDERICO AND RANKIN went into the Ambassador Hotel last Saturday for two weeks, inaugurating the hotel's policy of change of floor show every two weeks. THE NITE WITS move from the Casino Comique to Leon and Eddie's November 24. CHARLIE KING headlining at Bill's Gay '90s beginning November 22.

Chicago:

DIANE DENISE, singer, is currently at the Drake Hotel. Her new manager, David P. O'Malley, her new manager, Bill, set by MCA, also includes Ballantine, musician, and the Dancing Florio. PAUL GERRITS joins Earl and Josephine Leach at the Empress Beach this week. HILDEBRAND and Calli Call follow the Sophie Tucker-Cross and Dunn combination at the Colony.

Here and There:

FALDES AND PEGGY, after eight weeks of dancing in Chicago clubs, are set for several weeks at night club, Winona, Minn., after which they return to the Windy City. JAY MALSON, who has been working Southern fairs for the Frank Wirth office as manager for the grand-stand acts, moved into the Casa Nova Club, Miami Beach, Fla., November 11 with a line of four girls known as the Miami Madcaps. BARNEY AND LONGIE have opened at Degan's Old Mill Inn, Camden, N. J., after rehearsing at the Red Men's Club, Rochester, N. Y., and Logwood Inn, Pennsylvania. N. J. ALOHA DEAN will not go to Manila to visit her mother, but will return to Ken Cowan's Club, St. Petersburg, Fla., for the winter.

FOUR GOLDEN GATE Girls have opened another four-week engagement at Lido Venice Cafe, Andalusia, Pa. They are now doing an illuminated garden number. TED ELDER, kangaroo act, has been held over for two more weeks at the Harmon Inn, Philadelphia. DON RICCIARDI, baritone emcee, leaves El Patio Club, St. Louis, Tuesday (14), after being held over six weeks. ISOBEL DE MARCO is playing a four-week engagement at the Mayfair Room, Washington. TED MERRIMAN's Hollywood Stars, returning to the United States, from a tour set for the Brass Rail, Salt Lake City.

Night Club Reviews.

Polo Game, Race, Dancing and Floor Show Combo at Pop Prices

A polo game, horse racing, a floor show and a dance band is the combination offered by Douglas Hertz at his Pegasus Arena and Club at Rockleigh, N. J., 12 miles from the George Washington Bridge, which links New York City with New Jersey.

It's a novel layout in the pop-priced bracket in the New York area. Hertz says he wants to bring polo to the masses and is drawing good crowds at 40 cents, 75 cents and \$1.10 into his 2,000-seat indoor, unheated arena. Polo games go on Wednesday and Saturday nights and are followed by Pony Express, a new horse game in the East. In the Express game three riders race around the field, changing horses at a signal. It's short and snappy. On other days there are fox hunts and other horse sports that draw crowds to the arena and, in turn, bring patrons to the adjoining bar, cafe and dining room.

The Sun Best dining room is a handsomely conceived room in plain wood floor being in keeping with the horse show idea. Room seats 200 and includes an adequate circular dance floor fronting the band stand. Tito and Swing-ter, here since the room opened six weeks ago, provide the music entertainment. A swing combo, is held down—the smart crowd preferring slow, sugary rhythms. Tito's swing accordion is outstanding and the rest of the boys are competent, versatile musicians.

The floor show is thin. Scarcely a marvelous card palmer when entertaining at tables, is not so strong on the floor. He offered card palming and switches, tied-thumbs-and-rings trick and calling out cards blindfolded. His tricks are good, but not presented effectively. The crowd was noisy and inattentive and lack of a mike was a real handicap. A Latin tenor, Ramon Armandog, warbled *Celinda Mia, El Rancho Grande, South of the Border* and *Tachita*. He read the border lyrics, which certainly was not smart thing to do. Has a good tenor voice but of limited range and expression.

Minimum \$1 except Wednesdays and Saturdays, when it's \$1.50. There's an annual Cess doing the publicity. The arena has been open a year and half, but the night club portion only about seven weeks.

Paul Denis.

Greenwich Village Casino, New York

An old standby in the Village section, Jim Kelly's 200-seater has reopened for the fall and winter and is doing nicely. It draws a middle-aged, business man crowd that spends quite liberally and that enjoys a lively, eye-filling and spicy show and good dance music. Alleen Cook, an established favorite here, takes care of the spice, dishing out saucy double entendre ditties on such vital subjects as *Get Me a Man Like That, Getting Them What They Give Me, Do They Love in Range and Has No Great Grief* and *She Can Broad-A Me in the Broad Daylight*. She has the right delivery down pat.

The show, a pleasant surprise, is emceed by Billy Wolfe, a handsome young man with a slight British accent, a shrewd sense of satire, a smart delivery and real dancing ability. In other words, he's not the conventional crowd-please emcee, and that's saying a lot. His satire of a typical country floor show is a peach.

Blood and charming Joan Gray, introduced as an Al Siegel protégé, sings pop tunes well. Her contralto voice is limited and she has no great impression, but she still manages to hold close attention with deft delivery. Cute, little Dolly Rockless was on for a couple of fast numbers, one a snappy acrobatic and kick dance and other a combo music and acro dance number. She's a good performer, with a flair for doing the unusual. Went over well.

A line of six sexy, buxom and young girls, routine by Guy Martin, do a pair of simple dance numbers, using the floor show body and also providing an eye-ful. Costuming is above average.

Joe Candullo's former band, now reorganized, handled the show music in ordinary fashion. Candullo is set for a new band will probably come in, Jules

DeSalvo Trio (actually a quartet) provides dance music and also strolls. A good, solid combo.

Minimum is \$1.50 except Saturday and holidays, when it's \$2. Jim Pettis is a combo host and P. a., and Tom Farley is at the door greeting patrons.

Paul Denis.

Glass Hat, Congress Hotel, Chicago

The hotel itself has been in the financial dumps since the closing of its popular Congress Casino two seasons ago and the government has since stepped in to manage things.

From the entertainment standpoint, Uncle Sam has been satisfied to let the Casino remain dark and to operate other dining spots on the main floor with small budgets. Most prominent of three rooms is the Glass Hat, which has developed a big following thru its swell service and conservative prices. It is one of the more popular meeting places downtown and business is big almost nightly.

Small musical combinations are used on the band stand and any attraction that wins the plaudits of the customers stays on for months. Latest in is Peter Kent's foursome, a rhythmic combination that has enough on the ball to keep the table and bar occupants happy. Kent leads with a sax and doubles with a pleasing tenor voice, while his cohorts, in the background, keep an accordion, bass and guitar busy.

Ronda, blond mentalist, strolls between the Glass Hat and Peacock Room, performing the curious. Joe Vera, pianist, remains in the Peacock Room environs, furnishing talented solos.

The next door Pompeian Room is open at dinner time, with concert music offered by George Devron, Margaret Conrad and Marion Carlisle.

Sam Hoinisberg.

La Conga, New York

Doing very nicely since it opened a few months ago as a rival to the Havana-Madrid, this one-flight-down spot is holding its own thru excellent publicity, good Latin atmosphere and Latin entertainment.

Altho it gets a fair dinner crowd, La Conga really picks them in at supper time. At that time, Diosa Costella and Desi Arnez come hurrying over from the Imperial Theater where they are featured in *Too Many Girls*, and work in the 12:30 and 2:30 shows.

The early show, 8 p.m., is not exceptional—but it is a bargain considering the good \$1.50 dinner served and the fact there is continuous dancing for those patrons who like to strut their stuff.

The floor show opens with Teresita, a brunette doing castanet number in semi-classic style. Fair, but returns later for a better fan and flirtation routine with Spanish come-hither glances that is much more effective. Encored. Has a supple body, grace and good technique.

Roseale and Seville, a charming, graceful brunette and a Latin-type male, pleased with three numbers accenting Spanish come-hither glances rather than sentimentalism. Did a waltz, tango and Portuguese foda.

Sylvio and Melba, young mixed team, provided peppery jitterbug style dances, one a lively rumba and the other a jittery conga. Strictly novelty dances.

The emcee handles the introductions okeh and also sings a few Latin numbers in a fair tenor voice that was best in the lower register.

Carlos Molina leads 11 men, his handsome presence making a swell front. The

band is a good outfit, but is weak when attempting straight American rhythms. The relief six-piece band is led by a maracas shaker who also sings in baritone very well. A very danceable combo. Mario Tosatti is the manager and Milt Rubin and Irving Zuseman the publicity directors.

The club as a whole certainly pleases.

Paul Denis.

Boulevard Tavern, Elmhurst, New York

This is about the swankiest of the Queens Borough road spots in the world's fair sector. Exterior is inviting but exceeded by far in good taste and fixings in the dine, dance and show-room. Policy is \$1.50 minimum, which is tipped to \$2 a throw on Saturdays following dinner session.

Band for dance and floor show is that of Jan Frederics, comprising seven men and leader and just about passable on personality and music angles. Instead of relief band, waits are filled by Cam Crosby at an electric console. Crosby does a good job.

Plenty of show and well laid out. The feature is Margie Knapp, warbling youngster new to these parts and with plenty on the ball. Kid is adept at rhythm numbers and goes to town for fair in balladistics, this sort being highlighted by her aside at an ingeniously assembled medley of Youmans tunes. Give her a thriving musical and a tune that fits and she will make the grade sure as God made green apples.

The ballroom team is billed as the MacArthur's and they have looks, routines and genuine talent. Seem to know every trick of the ballroom bag and get the most out of them. On the comedy side of the ledger, high totals are recorded by Louise and Mitchell. Engage in knockabout and acrobatics, with the pug-nosed lady of the team in the underlander role. Dress, bearing and attitude are bland. Into a Hell's Kitchen characterization. An act that's a tonic to a floor show otherwise devoid of comedy.

Of the show's singles, Margie Green is the very satisfactory acrobatic dancer and Kitty Lou Rogers is an engaging tapper.

Show is emceed by a youngster who does an impersonating act. A constructive purpose is served by saying in toto that he doesn't quite fit the bill.

Food good considering price range. Service excellent. Sugar.

Kit Cat Club, Seranton, Pa.

Seranton's only night club has resumed with a nightly floor show and a three-piece colored band. It's a far cry from the entertainment provided here a few years ago at Hotel Jerry's.

Maybe the sudden cold snap was to blame, but the opening crowd this week was rather meager. Jimmy Mack, emcee, a good-looking well-dressed young man, keeps life in the program with his ready wit. He also does a few duets with Tony Orlando, singing waiter. The latter is a strong vocalist and flashy. Alton Drake got a good hand for her vocal efforts, especially *Night and Day*. She is a fair singer.

Delores Drake, a shapely tango dancer, holds attention, while Anita Wayne, bald singer and acrobatic dancer, helps make the evening somewhat above fair.

The Frazier's Band plays the latest tunes, with little intermission.

Robert E. Mang.

Century Room, Hotel Commodore, New York

Sammy Kaye and band, who opened their second season here Friday, October 27, is rounding out his first month and will probably be here for another month or two at least.

Kaye's Band fits in with the new decor of the large room and looks and sounds much better on the new center band stand, especially when compared with the band stand on one end of the room.

MAILED
"THE GOLDEN CODINA"

B'way Houses Doing Well; Except Para

NEW YORK.—All of the presentation houses, save the Paramount, took heavy spurts at the box office last week, and despite the keen competition of good attractions in all of the theaters, the Music Hall, Strand, Roxy and State did well in the clean-up.

The Strand had one of its best weeks with Mark Hellinger's *The Rowing Teamies* on the screen and Bob Crosby Orchestra on the stage, doing \$32,600 for week ended November 18. Going in to the second week just as strong as the first.

The Paramount didn't fare nearly as well, despite the p. a. of Martha Raye backed up by Bob Zurke's Band and the picture, *Rulers of the Sea*. Show accounted for only \$38,900 for the first week, ended November 14, which is only fair.

Music Hall came thru with a smashing gross of \$106,000 for the opening week of Garbo's film, *Ninotchka*. On stage were Betty Bruce, Jeanne and Frances Gray, Nicholas Daks and Hilda Eckler. Show is good for another two weeks. Went into the second week also with SRO and lines running a block long.

Roxy also did well with \$41,500 for the second week of *Drums Along the Mohawk*, and *Bohème* by Jean Elderson, Nadine Gae, the Variety Singers and Teddy Rodriguez on the stage. First week of the run brought in \$66,000. Will run a third week.

Loew's State hit the \$25,000 mark the first time in months with Benny Davis *Stardust Revue* and screen fare, *The Women*, week ended November 20.

Washington Houses Look for Fair Biz

WASHINGTON.—Only fair business is anticipated by the Loew and Warner vaude-film houses the current week. Loew's Capitol featuring Marx Brothers' *At the Circus*, with Don Zelaya, Rita and Ed Cushman, George Beatty and Kay Mayfield, the Five Jewels and the Rhythm Rockets on the stage, expects to do \$19,000 for the week ending November 22. Last week's *Hot* showing of *Remember* did \$18,500.

Warner's Earle for week ended 16th grossed \$19,000 on *Elizabeth and Eszter*. A second repeat week is given the entire bill with anticipated gross at \$14,000. On stage are Dagenham Girl Pipers, Bob Ripa, Patricia Norman, Georges and Jalna and Gene Sheldon.

"Folies" Hangs Up Record in Ciney

CINCINNATI.—Clifford Fischer's *Folies Berger* hung up a terrific \$19,500 at the Suburb the past week, \$7,000 above the house average and \$2,500 over the season's previous high of \$17,000, held jointly by the Rochester-Betty Grabie unit and Martha Raye. Show got little aid from the screen feature, *Too Busy To Work*.

Another heavy gross is looked for the week ending November 23, with the Andrews Sisters and the Mal Hallett Orchestra topping a bill which also includes *Boys and Girls*, *Boys and Girls* and Bob Brown's *Supper*. With the aid of a fair flicker, *Peck Up Your Troubles*, with Jane Withers and the Ritz Brothers, house should register a neat \$16,500.

Valdefilm Grosses Busse, Fields Lum 'n' Abner's 8 Gs 4 Days a Memphis Record

BUFFALO.—This past week offered local theatergoers quite a bit of entertainment, especially since two smaller neighborhood houses presented a mammoth attraction. This was the first time for any smaller house out of the downtown area to feature an attraction.

Shea's Buffalo Theater followed a most successful stand of *Horse Heidt*, which broke records, with the *Four Ink Spots*. These septa swingers worked with the house band led by Ken Sisson, and the Buffalo's regular vocalist. A full week which began November 16 brought in a nice \$13,400. Pic, *Elizabeth and Eszter*. Total house average without special attractions is around \$12,000. General manager of the Shea chain McPaul said his next name bill will be Gene Krupa plus band and show December 1 for one week. Current at the Buffalo are *Henry Deutsch* and *ban* and Dick Powell, a one-week stand which started November 17.

The Basil-Dixon circuit, which recently took over the Century in competition to the Buffalo and now has also taken over the Bailey Theater, a neighborhood house, brought in Henry Busse and band for one day, Tuesday (14). Busse drew 6,000 patrons to the Bailey, which has a capacity of 1,800 persons. A \$1,200 gross was considered good, and almost doubled the take of any average week day.

Wednesday, November 15, Busse drew 3,000 folks into the Riviera Theater, Tonawanda, a suburban house owned by the same company, for a \$600 take, which was equally satisfactory. Contrary to other weekdays, four performances were given at both houses, and the picture was *Society Smugglers* in both instances.

Richard Kemper, manager of the Century, said *Shep Fields*' Band and his show went over very well the first day and he expects a big week. *Fields* opened November 17 for six days.

Blackstone Ups Post St. Take; Spokane Better

SPOKANE, Wash.—Success of weekly vaude at Post Street has led Orpheum, which had been running in occasional competing flesh, to adopt former's policy of vaude three days each week.

Post Street shows (Friday to Sunday) have been building up slowly since inaugurated September 1. Manager William L. Evans booked Blackstone's magic unit between vaude bills last week, following vaude was in for four days, with the take \$2,900, the bill consisting of Pepito, Foley and Latour, Merle and Gaylor, Al Zimmy and Betty Taylor, plus pic, *Grand Jury Secret* and *The Night Hawk*.

Orpheum, offering the five Ramsdell girls, Emore and Sims, Eddie Collins, Tyler and Renaud and Emogene, the "wonder horse," plus *Tropic Fury* and *Calling All Marines*, November 9 to 10, had "fair" business. Manager Buck Seale said vaude was excellent, blaming opening on Thursday instead of usual Friday for under par showing.

Milwaukee Beats Average

MILWAUKEE.—Indian summer weather and outstanding flickers at several competitive first-run film houses combined to hold the gross at the Riverside Theater here for the week ended November 16 to \$7,600, slightly better than average. Bill attraction, Lottie Mayer's *Watercode Revue*, along with Moezy Amsterdam, Andriani Brothers, the Three Freshmen and Lawrence and Betty Cook, Pic, *U-Boat 29* (Col.).

Cab Calloway, Ted Weems Big In Holiday Week

CHICAGO.—Name orchestras are coping the spotlight in two of the Loop's three vaude houses this week (starting November 17). At the State-Lake Cab Calloway opened strong, and with the added Thanksgiving biz should gross \$15,500. His attraction has always been a favorite here and current location in his best form is the box-office angle. Screen's *Nurse Edith Cavell* (second run) is of little help. Last week, ended November 16, Benny Meroff's *Hellas/ire* unit closed with a pretty good \$15,000.

Chicago, week of November 17, is using its annual tenant, Ted Weems and orchestra for a better-than-average \$25,000. Boys are popular here and current session may even see a spurt in usual gross due to holiday crowds. Screen, in *Rulers of the Sea*, has a good picture but, unfortunately, means little at the ticket window. Joe E. Brown's unit, week of November 10, wound up with a so-so \$31,000, which was under expectations. *Rosemound in Bali* on the silver sheet didn't help much either.

Oriental this week (17-23) has a regular combo bill in Lottie Mayer's *Watercode* and three acts plus *Here I Am a Stranger* on the screen. Average \$14,000 in sight. Somewhat better last week, two second-run pictures and a vaude layout topped by Eddie Peabody grossing \$14,700.

Pawtucket's First Unit This Year; Patrons Want More

PAWTUCKET, R. I.—Indicative of improved conditions in Southern New England and of clamor for stage shows is business done by Eddie Lynch's *Too Hot for Paris* unit at E. M. Loew's Capitol Theater November 13 to 15.

Playing three shows daily, attraction drew close to 10,000. This was first unit to play Pawtucket this season and house manager Hy Rodman went after business with extra advertising in Providence and Woonsocket dailies. Three thousand cards handed to patrons Tuesday and Wednesday, inviting comments on show and expression as to whether more such attractions were desired, brought over 600 replies, with comments praising attraction and saying "Give us more."

Heidt Tops Raye's 4-Day High in Akron

AKRON.—Horace Heidt Band lifted the box-office record briefly held by Martha Raye by grossing \$2,900 better than Miss Raye for four days, November 10 to 13, at the Palace. Miss Raye's previous record was almost one grand above her predecessor's.

Both Heidt and Raye have been breaking records recently—Heidt grossing \$24,000 at the Buffalo, Buffalo, week ending November 10, and Miss Raye doing extremely well at Toledo last week.

Kemp Over House Par in Philly; Under Last Date

PHILADELPHIA.—Earle, with Hal Kemp's band on tap, netted three Gs over the house par, with \$21,000. This represents a drop for Kemp in this town, since he registered \$26,000 during his last local date. Rufe Davis, screen pipe, and Jean Blanche completed the stage show. Pic, *Cat and Canary*.

Faye hit \$7,000, not bad at all, with a bill featuring Dolores Del Real, Cheri and Tomatis, Patti Paree, Ted Lester, Rose and La Pierre, Three Amigos, and La Vere and Ware rounded out the bill. On screen, *Two Bright Boys*.

The Carman did stampee biz with Reynolds and Massey, Ross and Bennett and the Golden. Film, Hollywood Cavalcade, was responsible for most of the \$5,100 draw.

"College Rhythm" Okeh in Springfield

SPRINGFIELD, Mass.—*College Rhythm Revue*, which closed at the Court Square Theater Saturday (11), did a "better than usual" business, according to house manager Don Harbyrd.

Feature was the comedy team of Lewis and Ames, who rate high among those booked in this city recently. Team had great audience appeal and was a highlight in a rather usual show. Also featured were Miss Jo Andrews; the George Libby Debs, an eight girl line; Joan Kelvin and Mildred Jocelyn, Healey and Garnella, Corbett and Lorraine, and La Temple & Co. Picture, *I Stole a Million*.



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DETROIT, MICHIGAN

Loew's State, New York

(Reviewed Thursday Evening, Nov. 17)

House apparently was doing not so well opening night, despite a fair line-up of talent. Two of the top acts, however, have recently played the theater, and perhaps this was responsible for the slack attendance.

Opener was Con Colleano, best wire set in the business. Colleano danced lightly over the wire, building suspense, then finally did his back and forward somersaults—feet to feet on the wire. This is very tricky stuff and required a couple of tries. Colleano is quite showy and has a girl to announce the more difficult business. Strong opener.

Lee Sims and Ilomay Bailey constitute a very good piano and singing act. Sims does the ivory work. He is a polished pianist, way above the ordinary accompanist and his fingering and arrangements are delightful. Miss Bailey opened with Donkey Serenade but really warmed up on subsequent numbers, including a Jerome Kern melody, South of the Border, and an interesting version of Ravel's Bolero. Beautiful delivery. Act is a good bet anywhere.

Jack Durant delivered his unique brand of acro-comedy. Turn is built on satiric takeoffs on movie stars, interspersed with terrific somersaults. He did Herbert Marshall, Gable and others, finally closing with acro hooting. Durant appeared here only five weeks ago but despite this he showed-stopped, forcing a farewell speech. A hard-working and very effective performer with unusual talents.

Happy Felton Band is practically a stage unit in itself, with the hefty maestro dishing out a varied program of music and novelties. Included were Billy Galbraith, Irish tenor; Lols Lee, swing singer; Ken Neely, baritone; Louise Dunn, classical singer, and the Swingeroo, a male trio. There's not a bad performer in the lot, with Galbraith.

Vaudeville Reviews

Nealy and Dunn the best of the talent. In addition, cork gives good comedy production to some of its numbers, with entire outfit chanting choruses. Act is well-paced.

Pic, Thunder Afloat.

Paul Ackerman.

State-Lake, Chicago

(Reviewed Friday Afternoon, Nov. 17)

Brilliant entertainment all the way, this latest of the Cab Calloway units which should give Balaban & Katsa one of their best weeks at the box office despite the picture handicap (second run of Nurse Edith Cavell, poor fare for Calloway audiences). The Calloway brand of talent is as entertaining as it is distinctive and is generously distributed throughout the show. And, too, he surrounds himself with bright supporting acts and a band that is 99.9 per cent swing.

Another point to the unit's credit is the employment of the stage curtain as a relief from observation of the band for a solid hour. Curtain is drawn with reason, bringing on specialties that score better in a less crowded environment.

Band swings the limit in the opening Avoca tone, cools off with Does Your Heart Beat for Me, permitting Pianist Benny Payne to do the vocal, and then turns on the heat again for a rhythmmania specialty by Cozy Cole, a champion drummer.

Cab next revives his own popular composition, Jumpin' Jive, which creates more than a murmur among the swing patrons, and his rhythm quartet (the Four Cab Jivers) moves up front to toss After You're Gone to the musical winds. It's all done in stoney fashion, but the customers were highly appreciative.

In tall hat and tails, Cab fronts his Rhythm Roustabouts, a mixed dancing sextet, for a jive routine that is unusual, and Helen Smith, peep tapper, furnishes the maestro with a breathing spell by holding the attention with a slick and peppery routine.

In front of a dim set, the leader and the sextet return to smoke in vocal and physical interpretations something they call Ghost of Smokey Joe, giving the Hi De Ho master another chance at some fancy grimaces.

Two show-stopping acts are saved for the end. Three Chocolateers in comedy suits tie up things with hilarious dance

routines, topped with their familiar but belly-laugh session of pecking. Sister Tharpe, personable swingster of Harlem, who accompanies herself on a guitar with wicked rhythm, gets the assistance of Cab and the audience in selling such 20th-century hymns as Rock Me and Hot Dog That Made Him Mad. A sure winner in this set-up.

Business was good end of first show opening day. Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Friday Afternoon, Nov. 19)

Will Rock and Co. get the spotlight, dishing up clever legerdemain that went over well. Rock and his troupe are using the tricks and apparatus that formed part of the late Thurston's show. Starting with grabbing barnyard fowl out of a seemingly empty box, Rock got his show into the groove at a fast clip. There are no dull spots in the long show, and Rock covers up the breaks while sets are being switched very effectively.

One of his best tricks was making a girl appear out of a doll house that had been taken apart bit by bit before the audience. He used the old gullotine trick, Rock apparently getting his head sliced off and then appearing dressed in the robes of one of his assistants.

Rock has a good stage manner and knows how to get his stuff across the footlights. His best talking trick was a kidding explanation of the disappearance of an egg into an "empty" bag. Finale was sawing a woman in half, with the usual build-up by getting patrons to come up on the stage. With one stroke, holding the hand and the other her ankles, Rock and an assistant seem to whack thru the box with a cross-cut saw, dismembering the gal. However, she takes her bows in one piece.

Rock publicized himself by throwing so-called lucky cards to the crowd. On the back of each card were listed the greatest magicians of all time, including Thurston and Houdini. On the other side is a picture of Rock, implying that he is in the same class with the others.

Al Lyons and ork are back this week and the maestro presented what he called "miniature vaude" while the stage was being set for Rock's act. Working in the pit, Mary O'Reilly sang Good Mornin'. This femme is in her fourth week and, if original song styling counts for anything, she should go far. Warbling an Irish brogue, the gal really sells her stuff.

Henry Galante sang South of the Border adequately. Jackie Wing offered some banjo tricks a la Eddie Peabody. Okeh, but new material would brighten the act.

Flickers were Adventures of Sherlock Holmes and Here I Am a Stranger. Big slack at this show. Dean Owen.

Stanley, Pittsburgh

(Reviewed Friday Evening, November 17)

Hal Kemp is still a suave showman and gracious emcee, altho he seemed a trifle bored in engineering the 55-minute show parading his band's talent. The outfit remains one of the more versatile name muscrows, and Rufe Davis, as an aside attraction, supplies the necessary spice to make a pleasing altho unexciting return to stage shows after a lapse of several weeks.

The curtain splits with Kemp's radio theme, after which a medley of An Apple for the Teacher, Over the Rainbow and Vol Vieux Gaily Star, and an orchestration of El Rancho Grande. Brunet Jeanne Blanche, in white loose skirt, follows with a brace of tap numbers, accented with a few snake hips, and accentuated on the show caught with a tumble into one of the band boys' music stands on her final twirls.

Kemp's sax quintet blows its traditional Stardust, and the whole outfit ditions with its familiar treatment of You Ever See a Dream Walking? Eddie Kubby's scale-climbing trombone is featured in Mood Indigo, accompanied by maneuvers from the maestro.

Band standout is Jack LeMaire, whose burlesque of I Got Rhythm, where he makes the Charleston pay dividends, capitalizes on antics familiar to Jimmy Durante and Curley Howard of the Three Stooges. Announced as "our romantic baritone for six years," Bob Allen crosses home plate with the feature in the house on Day In Day Out and South of the Border, follows with time-tried In a Mood for Love and Lullaby of Broadway, and winds up on I've Got a Date

With an Angel, the last heralded by Kemp as "our good luck song." Altho the tune is still popular, there's such a thing as luck running out its string. And can't Allen look a little more romantic than an uninspired cooer executing a duty, to match his voice?

The band's Thurston spotlighted some fancy drumming by Clayton Cash, whose facial grimaces and head tossing drew a hand as much as his beatings.

The Smoothies are smooth and popular. The Man With the Mandolin and In the Shade of the Old Apple Tree

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display their versatility, particularly the latter, which they deliver by caricaturing vocal styles of a barbershop quartet, Skip Fields and Guy Lombardo's Trio. Babe, in particular, goes to town on Oh, Johnny, Oh, with Charlie and Little typing in for a flash finish with Myrie.

Rufe Davis imitates almost everything but your neighbor snoring. Supported only by his guitar, the Hollywood hayseed sings, whistles like a train, imitates a dog and hog fight, reproduces the music of various instruments, vocally taps dance sequences in a Donald Duck and otherwise draws a bundle of laughs from applauding customers. Show wind-up is an ensemble of the various acts, presenting their versions of Goodnight, Sweetheart, completed by a straight

line-up across front stage that leaves flat taste.

Max Adkins' pit orchestra opens bill with medley. On the screen, Dead End Kids on Dress Parade (WB). Business fair. Morton Frank.

Paramount, New York

(Reviewed Wednesday Evening, Nov. 8) Show suffers from the same top heaviness that has characterized so many other bills here since the house dropped its straight band policy and started to add acts of varying degrees of merit. With Martha Raye headlining and sharing marquee honors with Bob Zurke's new band, the roster also includes Senor Wences, Everett West and Jack Williams. It's all a little too much for 55 minutes.

The Zurke crew is making its first stage appearance and, despite limited opportunities making the most of it. Zurke offers an unfamiliar (for this house) type of swing, with an accent on Dixieland and boogie-woogie rhythms, and audience reaction was definitely favorable. The cork is held down to a medley of current hits and two of its specialties Hobson Street Blues and the classic Zurke interpretation of Meade (Lux) Lewis' Honky Tonk Train. The first warmed them up to the fine Zurke pianists and the second really had them jumping.

The medley displayed the band's vocalist, Claire Martin, in *What's New?* Miss Martin's vocal equipment and style are so good that it's a shame to allow the 1935 coffure to militate against the generally excellent impression she makes. The maestro's performance at the keyboard of the new, specially amplified Eschwege piano is in the proper vein, effective and impressive but without phony grandstanding. His ivory fingering speaks for itself.

Ensemble is by Jack Williams, seven-foot tapster. Later's routines are Grade A, and his intriguing choreo are at the same level. Everett West, tenor from the Al Pearce radio commercial, unfortunately uses hammy gestures that take away almost completely the enjoyment offered by a really excellent voice, clearly discernible even on the inevitable *When Irish Eyes Are Smiling*.

Wences has the sort of act that even makes audiences stop coughing. Probably one of the most original acts extant and certainly in a ventriloquist class by itself. Wences' offering is clever, amusing and highly original. As a ventriloquist, Wences is amazing, and his material is intelligent, appealing and genuinely humorous.

Miss Raye winds things up, but very definitely. The young lady's exuberance and comic ability are boundless and her burlesque of a six-year-old singing *Three Little Fishies* is a hilarious bit. She is quite funny enough without attempting to set a new low in low tastes of business that only smear up her routine.

Frank Lloyd's Paramount production, *Rulers of the Sea*, on screen. House fairly well filled opening night. (Show has been held over a second). Daniel Richman.

Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 17)

The house line of girls started a two-week vacation today, due to Lottie Mayer's diving ballet, which occupies the stage this week, and Harry Rogers' *Mikado* in Swing, coming in for another run Friday (24). So Maestro Verne Buck conducts his pit boys in a semi-classical overture for the opening usually given to the dancing dozen and it's quite a relief from proceeding stereotyped beginnings.

Miller and Reading, acrobatic comedians, are the first act out to warm up things on the stage and their job is satisfactory enough. The knockabout tricks are funny, and the falls, in particular, daring and amusing.

Bobbe Lorraine, youngster who won a recent amateur contest and with it a week's engagement, displayed singing and dancing talent. Her impersonation of a drunk doing *Ti Pi Ti* is clever and the constants and tap routines are well done. Ray Vaughn, musical novelty act who has been away in Europe for a good many months, produces some novel effects on a xylophone by using a variety of hammers and later employs them on bottle contraptions for good results.

Ross and Edwards, oldtimers in the talk-and-song field, go over because they are true and tried veterans. Whatever their material may be, they sell with an abundance of life and always create the impression that it is as new as tomorrow. Went big when caught.

Lottie Mayer's *Watercode* closes the show. Stage pool set is lavish and colorful. Tricks and routines, nicely paced,

Elsie Janis Night Club Debut—After 42 Years

NEW YORK, Nov. 18.—Elsie Janis, who has been trouping for 42 years and came out of retirement this spring to go into Frank Fay's vaude revival, makes her debut as a night club performer this Tuesday (21) at the Versailles, swank east side bitery. She will do her standard act of singing, dancing and imitation.

are executed by 10 shapely divers. A refreshing act.

On screen, *Here I Am a Stranger* (20th-Fox). Business good end of second show opening day. Sam Hontigberg.

Roxy, Atlanta, Resuming Vaude

ATLANTA, Nov. 18.—With a combo picture-stage band program, the Roxy Theater will open Thanksgiving Day, November 23, Robert R. Meyer, owner, announces.

J. H. McKay, of Wilmington, N. C., will be general manager; Jack Hodges, advertising manager, and James Thigpen, assistant manager.

Air-conditioning equipment has been installed and final decorative touches added. A year ago \$75,000 was spent to renovate the Roxy.

Meyer operates a chain of hotels. In New York, Fashion & Marco Music said it has been in touch with the Roxy concerning booking its shows again.

Newark Adams Adds Allan Gilbert Line

NEWARK, N. J., Nov. 19.—Adams Theater, operated by Adam A. Adams, changed from a name band and vaude policy to a 32-chorus production show yesterday, with Allan Gilbert producing. Della Carroll featured in the new arrangement, supported by Countess Jeanne Rochelle, St. Clair and Yvonne. Gene Marvey, Frank Paris and Don Rice. Show is labeled *Follies Parisienne*. House does four to five a day. Policy to prevail if business warrants. Al Dow, of New York, sole booker of acts.

Philly Musicians, Warner Tiff Again

PHILADELPHIA, Nov. 18.—A standoff in negotiations between the musicians' union and Warner may force vaude out of the Earle soon. The contract expires December 31, and the wrangling may lead to the closing of the Stanley in Camden, as well as three nabe houses here. Three nabe houses have already canceled week-end vaude.

A similar difficulty was encountered in 1936 when the musicians picked Warner houses for 18 weeks.

Orph, Memphis, Resumes

MEMPHIS, Nov. 18.—Orpheum here is booked up to New Year's, with Red Lewis, November 23; A. B. Mancuso Revue, November 29, and Tobacco Road, four days beginning December 7. Booker is Bernard Burke, New York. House had no show last week.

CLUB GAUCHO REVUE unit opens at the RKO Franklin, New York, Tuesday night (21) and will follow thru on a tour of RKO houses. Pedro Vall, owner of the night club of the same name, heads the unit, which includes Manuel Ovando's Ork, Carmen Lita, Caribbean Trio, Fanchita Villa and Dimas and Anita. Lee Posner producing.

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A
Abbott & Costello (Veralliance) NYC, ne.
Adair, Bilis (Colosimo's) Chi, ne.

Bachelors, Four (Billmore) NYC, h.
Bacon, Pat's (The Bowery) Detroit, ne.

Baldwin & Bristol (Triandis Cousins) Battle Creek, Mich., ne.
Balentine, The Great (Drake) Chi, h.

Baldwin & Bristol (Triandis Cousins) Battle Creek, Mich., ne.
Balentine, The Great (Drake) Chi, h.

Baldwin & Bristol (Triandis Cousins) Battle Creek, Mich., ne.
Balentine, The Great (Drake) Chi, h.

Baldwin & Bristol (Triandis Cousins) Battle Creek, Mich., ne.
Balentine, The Great (Drake) Chi, h.

Baldwin & Bristol (Triandis Cousins) Battle Creek, Mich., ne.
Balentine, The Great (Drake) Chi, h.

Baldwin & Bristol (Triandis Cousins) Battle Creek, Mich., ne.
Balentine, The Great (Drake) Chi, h.

Acts—Units—Attractions
Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

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

Daniel, Eleanor (Silver Cloud) Chi, ne.
Dare, Yvette (Colosimo's) Chi, ne.

Dare, Yvette (Colosimo's) Chi, ne.
Davis, Roy (New Pulton Royal) Brooklyn, ne.

Davis, Roy (New Pulton Royal) Brooklyn, ne.
Dawson, Dobby (Belmont) Chicago, ne.

Dawson, Dobby (Belmont) Chicago, ne.
Day, Gloria (Waldorf-Astoria) NYC, re.

Day, Ruth (Drake) Chi, h.
DeLano, Rita (The Bowery) Detroit, ne.

DeLano, Rita (The Bowery) Detroit, ne.
DeLay, Bonnie (Old Romanian) NYC, ne.

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DeLay, Bonnie (Old Romanian) NYC, ne.

POULY JENKINS
And Her PLOWBOYS
Nov. 24-25, New Bradford, Bradford, Pa.
Kew-Forest address: NYC, ne.

Joy, Lotus (New Pulton Royal) Brooklyn, re.
Joyce, Marian (Royal Box) NYC, ne.

Kaleas, Joy (Thompson's 18 Club) Chi, ne.
Kalmus, Roy (Royale Palace) Chi, ne.

Kalmus, Roy (Royale Palace) Chi, ne.
Kane, Pat (Ernie's) NYC, ne.

Kane, Pat (Ernie's) NYC, ne.
Kanimo, Anna (Lexington) NYC, ne.

Kanimo, Anna (Lexington) NYC, ne.
Karavaff, Simon (Russian Kretchma) NYC, ne.

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Karavaff, Simon (Russian Kretchma) NYC, ne.

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

E
Earlson, Vic (Rainbow Inn) NYC, ne.
Edwards, Joan (New Yorker) NYC, ne.

Edwards, Joan (New Yorker) NYC, ne.
Elliott, John (Paradise) NYC, ne.

Elliott, John (Paradise) NYC, ne.
Emswiler, George (New York) NYC, ne.

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Hayford, Kathryn (Capitol) Washington, D. C. L. Mercedes, Eileen (Whirling Top) NYC, etc. Meyer, Lottie, Watercases (Evans) (Oriental) Club, etc.

Joos & Edwards (Oriental) Club, etc. Joos, Greta (Eagan's) Schenectady, N. Y., etc. Kojew, Paul (Pastor's) NYC, etc.

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.

N Nadia (Paddock) Chi, etc. Nafis, Mary (Key Terrace) Chi, etc. Nappa, Koko (Casino Russe) NYC, etc.

Samuels, Brod. & Hayes (Buffalo) Buffalo, N. Y. Santos & Elvira (Cuban Casino) NYC, etc. Sava, Marusia (Casino Russe) NYC, etc.

For LEGIT MUSICAL BILLY DE WOLFE—young and handsome emcee, singer, actor, dancer now at the Village Casino, New York. An American who acquired a British accent when he spent several years in revue and vaude abroad.

O'Brien, Grace (Jimmy Kelly's) NYC, etc. O'Day, Anita (Off-Beat Club) Chi, etc. O'Del, Del (Warwick) NYC, etc.

Schwartz, Fritz (Diamond Horseshoe) NYC, etc. Scott, Hazel (Cafe Society) NYC, etc. Scott, Claire (Diamond Horseshoe) NYC, etc.

PALOMA—South American singer now at La Marquis, New York night spot. A vivid, sparkling, vital and very attractive young girl.

O'Malley, Pat (Drake) Chi, etc. O'Neil, Milt (Whirling Top) NYC, etc. O'Brien, Nedra (Jefferson) St. Louis, Mo.

Taft, Ted & Mary (Shubert) Cincinnati, O. Tait, Vera (Princess) NYC, etc. Tanner Sisters (Billmore) NYC, etc.

YOUNG MEN, Four (Diamond Horseshoe) NYC, etc. Yonkers Bros., Three (Riverside) Milwaukee, Wis. Youngman, Henry (International Casino) NYC, etc.

Padden, Lily (Ed. Regis) NYC, etc. Page, Grant (Grand Terrace) Chi, etc. Paloma (La Marquis) NYC, etc.

Texas & Masters (Forbidden City) San Francisco. Taylor, Leo (Club Maxim) Bronx, N. Y., etc. Tompkins, Jack (Lyric) Indianapolis, Ind.

JOAN WARNER TOPS ABC Opening Bill; Paris to "Normal" PARIS, Nov. 11.—Parisian life is rapidly returning to normal, with several theaters and vaude houses now reopened.

Queen, The Four (Overy Wolf) Sharon, Pa., etc. Quinn, Katherine (Cinderella Club) NYC, etc.

U Uncle Willie & Patsy (Pappy's 66 Club) Dallas, etc. Underoff, Misha (Russian Kretchma) NYC, etc.

JEFF, PORTLAND, 3 Days PORTLAND, Ore., Nov. 18.—Three-day vaude has been inaugurated at the Jackson Theater.

Randall, Jack (El Chico) Phila, etc. Randall, Betty (Rainbow Room) NYC, etc. Randall, Sisters, The (Minnesota) Minneapolis, Minn.

V Valentine, Ann (666 Club) Chi, etc. Valenteoff, Val (Paradise) NYC, etc. Valladarez, Elma (Havana-Madrid) NYC, etc.

WALKER, JANE'S RADIO ROUNDUP JACKED INTO the Community Theater, Toms River, N. J., for one showing, was given the rest of the Walter Reade houses.

Para, Omaha, Trying Names

OMAHA, Nov. 18.—Tri-States Theater has reopened the Paramount 3,000-seater on a vaudeville basis, featuring name bands and production shows.

Names Touring The Southeast

CHARLOTTE, N. C., Nov. 18.—Several picture and radio names are touring Southern theaters for Southern Attractions, Inc., here.

Pro Auditions At Boston RKO

BOSTON, Nov. 15.—Professional auditions at the last Friday night show were resumed last week at the RKO Boston Theater.

Jeff, Portland, 3 Days

PORTLAND, Ore., Nov. 18.—Three-day vaude has been inaugurated at the Jackson Theater.

Wheeling Band One-Dayers

WHEELING, W. Va., Nov. 18.—Capitol Theater has inaugurated Wednesday name-band presentations, with big reported okeh.

Ballads Get the Nod

NEW YORK, Nov. 18.—Two ballads this week stood out of the realm of potentially popular automatic phonograph numbers to become hit tunes in actuality.

New Units Set Out for Hirst

NEW YORK, Nov. 18.—New Hirst circuit show called *Daring Daughters* opens tomorrow at the Troc, Philadelphia, with Amy Fong featured and Billy Hagan, Happy Hyatt, Ben Hamilton, Charles Harris, Patricia Joyce, Ginger Waldron, Carlos and Carmelita and, for the week only, Harry Seymour.

Another new show, *Barrel of Fun*, opens at the same theater the Sunday following, with Juanita Bates featured and Stinky (Fields) and Shorty (McAllister), Lou Powers, Jess Mack, Allen Dale, Leona Thurston and Denny Lyons. Jean Lee joins a week later.

Bobby Del Rio opens in Union City, N. J., November 26. Margie White and Tommy (Bozo) Snyder replaced Jean Canton and Al Schenk in Detroit yesterday. Gates and Claire join the show in St. Louis for November 23 week.

Other Philadelphia bookings include Amette Ross and Diane Raye at the Republic here yesterday when Jean Carroll and Bob Rogers exited, Miss Carroll moving to the Century, Brooklyn. Tamara opened at the Hittinge same day, replacing Nona. Georgia Soltman and Joan Wray went into the Triboro to succeed Amy Fong and Bubbles Yronne.

Bridgeport Burly Opener Is Jammed; Cops Called Out

BRIDGEPORT, Conn., Nov. 18.—Opening night of the Loew-Lyric Theater here, leased by the Leventhal-Rudnick-Rudnick combine, last Monday was accompanied by such a turbulent crowd milling to get into the house that house manager Lester (Al) Smith had to send in an emergency call for police reserves. Twelve cops responded, ordering the box office closed and the lobby cleaned out so that those patrons holding tickets could be admitted.

The 2,900-seater was sold out and several windows were broken during the excitement. This is first local burlesque in several years and is only Connecticut house playing girlie shows. Entire State has been extensively billed under direction of Arthur Fox and Tom Murphy, veteran billers.

Burly Stock Company's 31st Week in Houston

HOUSTON, Nov. 18.—Walter (Bozo) St. Clair's stock company has played its 31st week at the Gay Theater here, with business continuing good.

Cast includes Chuck Sexton, David Polley, Miss Jackie Russell, Nona Jeffries, Sylvan "Red" Johnson and a chorus including Marcella Davis, Teddy Barton, Mary Bradley, Meade Mae St. Clair, Jean Harrell and Freddie Haller.

House uses double feature pix, with stage show changing four times each week.

Patron Sues Club Owner; Shouldn't Have Served Drunk

BRIDGEPORT, Conn., Nov. 18.—Personal injuries suffered in a glass-tossing incident which apparently occurred at a New Year's Eve party at a restaurant in Stamford, Conn., last year are the basis of a \$2,000 action brought in the Common Pleas Court here by Christina McDonald against Arthur Rotas, proprietor of the cafe.

Invoking a Connecticut statute which forbids the sale of liquor to an intoxicated person, Mrs. McDonald says a bartender employed by Rotas sold liquor to a customer who already was under the influence of liquor, said customer hurling a glass against the booth in which plaintiff and her husband were seated, injuring her with flying glass.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

THE GREAT NICOLA, his proposed tour of the world out short by the present events in Europe, encountered the worst misfortune experienced by a major magic attraction when his entire show equipment, gathered thru his 40 years on the stage and valued by him at \$100,000, hit the bottom of Singapore harbor when the British liner *Sirdhana*, on which the Nicola troupe was to begin its tour, sank after an explosion November 13. Most important, however, is the fact that Nicola and his wife, the former Marion Eddings, and all other members of the party, including Charles Hugo, the magic tour impresario, and wife Mr. and Mrs. Edwin Gaillard, mentalists, and Mary Camp, Charles Vance and Mr. and Mrs. Al Declercq, assistants, escaped with their lives. The Nicola troupe is slated to resume its journey as soon as it can book passage on another boat, which may be a matter of weeks. . . . THE VERNONS, mentalists, after a hectic summer on Lake Erie, are back in Houston to begin their third season as Magic Sauter for Sears-Roebuck at the "FOL" AND HELENE ROBERTSON postal from Burlington, Vt.: "Stopped off to catch Willie Dee's coin, card and cig work with Harry Berry's Sunkist Ventiles the other day and it was Dee-Love-ly—did someone else say that?" ALEXANDER, mentalist, moved into Chez Paree, Luverne, Minn., Sunday (19) for a two-week stretch. . . . E. J. (ERNIE) MOORE, well-known Newark, O., magian, suffered a broken leg while doing his turn at McClain Auditorium, Greenfield, O., November 17, when a removable set of stairs leading from the auditorium to the stage collapsed. . . . HENRY (HAL) HAVLAND, who recently ducked the 15-boats to return trip from England, has joined Calvert the Magician, set for Thanksgiving week at the Palace Theater, Jacksonville, Fla. . . . JIM SHERMAN, Chi magic dealer and dealer, jumped into Evansville, Ind., last week for an important club date.

store, Baltimore, to remain until Christmas. He will work as a clown and feature his sleight-of-hand and ring acts his fifth season there. . . . PLATO AND JEWELL, following their recent engagement at the Orpheum, Los Angeles, were guests of honor at a party staged by the Los Angeles Society of Magicians in the Pine Room of Hilton Restaurant, New York. Among those present were Bill Bailey, George Putnam, Arthur Valli, Ben Chavez and Dolores, Frank Fawcett, Pat Armstrong, Jack Wilson, Ernest Mickle and wife, L. M. Pringle, J. C. Cooper, G. Neleh and Mrs. F. W. White. The party was current at the Baltimore Bowl, Los Angeles. . . . RAJAH RABOUD, playing the Jefferson Hotel, St. Louis, reports that the M lads have the ex on the town, with Tommy Martin, Clayton Mardoni and Myrae current at local spots.

THE PARENTS of Marion Eddings, wife of the Great Nicola, and C. A. Nicol, Nicola's brother, were visitors on the Marquis show during the latter's engagement in Aledo, Ill., Marion's home town, November 14. Convinced that Marion and Nic bear a charmed life, Aledo citizens are planning a reception and home-coming celebration for them, Marquis informs HOWARD CONLEY, 13-year-old conjurer, is giving performances in schools and churches in Essex County, Massachusetts.

Burlesque Review Grand, Youngstown, O.

(Reviewed Sunday Afternoon, Nov. 12)

Grind burlesque bowed here again November 10 after several unsuccessful attempts the past two seasons to revive it. Current company, assembled by Jack Kane, is better than the average for this class of burlesque, which shows a survival longer than previous efforts due to unprecedented industrial operations and improved business in the Mahoning Valley district.

Opening bill is long on comedy and has not as much smut as would be expected of a stock company. Wardrobe is okeh and the offering, while not pretentious in its staging, runs like a production. Hazel Miller dominates the initial bill. Her work is pleasing and at no time offends. This is one gal whose wardrobe is a real find. Other strippers are Tricie Lamont and Dorothy Brown. There were 10 girls in line first week, under direction of Evelynne Cordray. They prance thru their routines acceptably and introduce many novelties which lend much to the production.

Comedy is in the capable hands of Charles (Bimbo) Davis and Gress Hillary. The pair, teamed in burlesque for many seasons, win plenty of laughs. Bob Burch is principal straight man. He too is a favorite with the audience. The singing juvenile and scores with a couple of present-day pops. Estelle Montello, diminutive Mexican dancer, is an outstanding solo performer. She is an adept dancer and an excellent entertainer. House will be open daily from 7 till

5 and from 7 to 11, with the usual midnight show Saturdays. Prices are 25 cents afternoons and 35 cents top at night.

House has undergone some renovation. Res McCounsell.

Burly for Youngstown, O.

YOUNGSTOWN, O., Nov. 18.—New Grand, formerly the Princess, only dark house here, will inaugurate grind burlesque, with attractions furnished by the Eastern Burlesque Association.

Prices will be 25 cents from 12, 30 till 2 and, from 2 until closing, 25 and 35 cents.

Hazel Miller, specialty dancer, will head the opening bill.

N. Y. Para Bookings

NEW YORK, Nov. 18.—Paramount booking office here has set Tony Martin for the New York Paramount January 22, with Merry Macs and Casa Loma Band coming in Christmas week.

Orin Tucker Band is booked for Minneapolis December 25, and Dick Powell set for Buffalo and Chicago November 17 and 24, respectively.

Godelle, Hildegard Set

CHICAGO, Nov. 18.—Nella Godelle, who opened at the Powhatan Club, Detroit, yesterday, returns to start at the Colony Club here January 11.

In the meantime, Hildegard has been set for the Colony starting December 11, all deals thru Columbia Artists, Inc.

Burlesque Notes

(Communications to New York Office)

NEW YORK: JACKIE WHALEN, six-foot four-inch tall and five-footed, 33 inches, a midgelet are newcomers on the First Wheel with the *Black and White Revue*. Come from niteries. Besides a comedy specialty in which the midgelet is the singer and Jackie the tapster, the team is also competent in dance. Team now two years in formation. . . . RED BUTTONS, comic, for his regular specialty at the Gaiety employs a new monolog every week, using invariably the interpretation of pop songs lyrics for the theme.

JIMMIE LEWIS, singer, after a long stay at the Gaiety, left November 9 for an indefinite return engagement at the Bolton Hotel, Harrisburg, Pa. Chet Atlard replaced. . . . RUTH DONALD writes from Atlantic City that she became Mrs. William A. Kelly, wife of a local business man, October 25, in Leeburg, Va., and "seriously" going to settle down to making a home and all that stuff that goes with married life."

VIKI, a new stripper-sketch artist, recently imported from England by dance teacher Joe Price, at the Gaiety November 9. . . . JEAN WADE and Diane Raye opened at the Republic November 17. . . . PEGGY

BOUGHTON doubled as showgirl and stripper at Triboro November 6 week. . . . BUSTER PHILLIPS celebrated a birthday November 4 at the People's. . . . SUE WHITE, ex-burlesquer, now one of the chorines in the *Barrel of Fun* nitery. . . . ROXANNE started at the Republic November 10. Relieved Virginia Jones, who shifted to the Century, Brooklyn. UNO.

CHICAGO:

Beginning November 26, several burly performers will make their initial appearance in a local legit house when A. B. Marcus opens his *Night of the Mousie Rouge* at the Grand Opera House. Featured in the line-up are Ada Leonard and Natasha. N. S. Barger, operator of the Rialto, also has an interest in the show and plans to add a couple of burly comedians to the cast. . . . MARLENE has been signed to play for the Midwest Burly Circuit. . . . PEACHES is disrobing at the Celebrity Club.

From All Around:

AL RIO, of the Three Lumatix, and his new bride, Dorothy Wahl, stripper and specialty artist, are current at the Gaiety, Detroit. . . . JACK GREENMAN and Johnny D'Arcy, who have been touring since September 1 with the Evelyn Brent show, *Streets De Paree*, info that present bookings will carry them along at least another month. . . . RUTH BAILEY, chorine, moved into Cleveland from Detroit to visit her parents, brother and children.

CLIFF COCHRAN, comedian, who closed recently at the Avenue, Detroit, has returned to his native Cincinnati to open a confectionery and smoke shop. . . . FREDDIE FRAMPTON, issued the Midwest show at the Gaiety, Cincinnati, last week to do comedy opposite Billy Foster. . . . VERA POSTER is the new captain of the chorus at the Gaiety, Cincy, replacing Dorothy Brown. . . . FRANCES PARKS moved into the show producer, taking in with her her line girls, who have just concluded a seven-week engagement at Martin's Tavern, Lima, O. With Miss Parks are Sally Walker, Norma Croven and the Kelly Sisters, Jan and Dean.

A NEW DISTINCTIVE NOVELTY
JACKIE MURRAY
WHALEN & WOOD
THE LONG AND SHORT OF IT
Comedy Sensation Plus Biting and Tantalizing
T. J. PHILLIPS, Book Bldg., N. Y. City

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"THE GOLDEN GODIVA"

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Winstead Tenter Winds Up Season

PAYETTEVILLE, N. C., Nov. 18.—Winstead's Mighty Minstrels, originally slated to wind up its season November 4, postponed the closing for a week, winding up its canvas trek at Pine Tops, N. C., November 11. Show was out for 39 weeks, with a business of a satisfactory nature. The Winstead opus is slated to open its 1940 season early in March, according to C. E. McPherson, agent. Owner-Manager, E. S. Winstead has jumped into Chicago on business.

Members of the company disbanded as follows: Mr. and Mrs. David Wilks to Detroit; Mr. and Mrs. James Jones (Pot Liquor) O'Neill, Fordyce, Ark.; Henry Freeman, Tampa, Fla.; Mr. and Mrs. W. A. Kemp, Little Rock, Ark.; Mr. and Mrs. Paul Herbert, St. Louis; Mr. and Mrs. Leonard (Buck) Nelson, Macon, Ga.; Mr. and Mrs. W. H. Harris, Durham, N. C.; Mr. and Mrs. Charles Perkins, Nashville; Mr. and Mrs. Willie Rodgers, Memphis; Mr. and Mrs. Willie Jones, Chicago; Mr. and Mrs. J. C. Johnson, Baltimore; Mr. and Mrs. Frank Sloan, Charlotte, N. C.; Joe Mills, Valdosta, Ga.; Ruth Parker, Annapolis, Md.; Mr. and Mrs. Red Jernagan, Fayetteville, N. C.; Leroy (Blackie) Boyl, Drayton, Fayetteville, N. C.; Junior, Kern, Little Rock, Ark.; Buster Johnson, Richmond, Va.; Adro Hooks, Wrightsville, Ga.; Mr. and Mrs. George Gilliam, St. Augustine, Fla.; "Supertone," Fordham, Charleston, W. Va.; C. E. McPherson, Florence, S. C.

Mighty Alvin Shows End 32-Week Trek

CHATHAM, Va., Nov. 18.—Mighty Alvin Shows, traveling picture-vaude attraction, sound up its canvas season here this week. The show's 32-week tour proved satisfactory, the management reports, even though the tobacco centers didn't measure up with past seasons.

The show, under the management of J. A. Miller, moves on four trucks and semi-trailers, and carries a calliope and a -A system. The two-hour program is presented on a 16-foot stage, a 30-foot ring and a 14-foot screen. Tent is 40 by 110. No reserve seats are carried.

Picture program each night comprises a six-reel feature, a two-reel musical and a Mabel Mouse, which is followed by the various vaude and circus acts. A concert is another nightly feature.

CURTIS SHOPPRINT

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CONTINENTAL, O.

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In Your
Christmas Giving



REMEMBER

The Salvation Army
In
Your Will

Rep Ripples

CHICAGO and ESTELLE PELLETTE, who after winding up the season with Choate's Comedians in Tennessee went to Detroit to visit with their son, Jacques, a law student at Wayne University, will leave this week for their home in Lake Union, Fla., where they will again spend the winter. W. H. (BILLY) O'BRIEN, formerly of the O'Brien Players, is presenting a short-act version of *Dr. Jekyll and Mr. Hyde*, by E. F. Hannan, at schools in Rhode Island and Connecticut. . . . MILTON HASKINS and William Clark, after winding up the season with the Bryant Showboat in Cincinnati, November 11, have jumped into New York with the idea of landing something to keep them occupied thru the winter. . . . J. C. BUTLER pencils from Galt, Calif., that his wife, Alice Richey, is up and about again after four weeks in bed with a streptococcal infection, which cost her 30 pounds in weight. Alice also is still very shaky, their unit, billed as Alice Richey & Co., is fulfilling its General Electric dates on the Coast, but efforts are being made to postpone contracted engagements in the Chicago area until spring. . . . CLIFFORD J. CURRIER has a mystery show playing under church and school auspices in Maine. . . . FRED LYTEL has opened his circle show out of Paris, Tex., and it's going along well, he says.

MASON WILKS, formerly with the Christy Obrecht Players, left Kansas City, Mo., last week to join the King Cole Players in Iowa. . . . MR. AND MRS. ROBERT G. FONTINELLE, after closing their 27th consecutive season under canvas, are now at their home in St. Louis.

TED NORTH Players will close their long season November 18 at Sabetha, Kan. Mr. and Mrs. North and Ted Jr. will go to Texas and California on vacation.

FRED LYTEL, E. B. RYAN, who opened their North Texas circle last week to satisfactory business, include the following folks: Billy and Billie Fortner, Vigo Brown, Ann Myrdem, John Apperson and Mr. and Mrs. Fred Lytel. . . . ROSS AND MARGARET BUCKAY and Tudie and Madiyn Manley, after closing the season with Herbert Walters' Comedians, have gone to California on vacation. . . . JESS AND LEOTA SUND and Grady and Dot McClure, with Jack

Hart's Comedians the past summer, stepped off in Kansas City, Mo., last week en route to their respective homes in Guide Rock, Neb., and Des Moines. . . . HENRY AND RUBY NEAL, Players closed their Iowa circle last week. The Neals are now at home in Lenora, Kan. . . . ORVILLE KIRKMAN, formerly with the Original Floating Theater, is in Kansas City, Mo., organizing a circle for Kansas towns.

BYRON GOSH, who had his film-vaudeo tenter out the past summer, is currently presenting his Seldom-Fred Minstrel in Ohio towns. . . . N. W. KENNEDY, formerly of Kennedy's Entertainers, is advancing a feature roadshow picture thru the East and South. . . . "SEABEE" HAYWORTH and members of his troupe enjoyed a visit with Mildred Harris Chaplin's unit recently in Fayetteville, N. C., and enjoyed renewing acquaintances with such rep vets as Jimmie Heffner, Cowboy and Dorothy Quinn and Ernest Miller. . . . MARTHA WARREN pencils from her home in Albany, N. Y., that husband Bob is recovering from a heart attack suffered last June and that they have visions of hitting the road again after the first of the year.

ALCIDE DUCETTE is playing New England towns under French society auspices with a small dramatic trick. . . . HARLEY SADLER moved his troupe into Waco, Tex., Monday (20) for a fortnight stand, after which he holds until after the holidays.

San Antonio Group Organizes To Tour Texas Communities

SAN ANTONIO, Nov. 18.—Performers, formerly with the WPA Theater Project here and under the City Recreational Department, are organizing a troupe to tour Texas communities.

Edward Moran will direct the company, which will include a number of rep people. Cast will comprise Myrtle Moran, straight and character; Lorice Huff, ingenue leads; Mabel Fletcher, general business; "Possum" Roy Jones, blackface; H. J. Schultz, leads and second business man; Joseph McGarrigue, character, and Benny Anderson, leads and general business. Douglas Latgen Jr. will handle publicity.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

New Walkie Org Stymied

NASHVILLE, Tenn., Nov. 18.—Newly formed Continental Walkies, headed by M. (Dick) Williams, Murray Sherman and Paul Boyd, suffered a severe blow when, after seemingly getting a good start towards the opening of a show here soon, they were informed by the city attorneys upon their return here from New York that there was an existing State law prohibiting endurance shows. Firm was forced to withdraw the project after thoroughly checking to see if there were any means whereby it could proceed.

WE ARE INFORMED that Sammy Allen, Pat Gallagher, Bernie Shapoff, LaVerne Reams, Gordon Herring, Jean Forest, Mario Alessandro, Vina Walker, Nick Bedding, Rose Marie Fagan, Marvin and Jean Hobb, and Joe F. Williams, Van Haam remain in the Pasadena, Calif., show. Schnozzle Roth is solo. Ernie Bernard is floor judge; Russ Martin, manager, and Monte Hall, emcee.

BOBBY ALLEN writes that he has caught Frank Ravese's show at Baltimore several times and it reminded him of old times, seeing such large attendance nightly. Bobby infers that Archie Gayer and Jerry Green are doing fine emcee work and that Mickey Sheehan and Pisto Pete Wilson are two fine songs. Bobby wonders why some of his old friends won't shoot in a line on their whereabouts.

I SELDOM see anything about my good friend Zeke Youngblood," pens Buster Odle from Chicago. Buster says he is back on the maple rollers and has enjoyed good booking so far this year. My figure skating routine is wearing out and while I'm resting here in Chi-

cago I'm working out a new routine never before done on roller skates," says Buster.

BERNIE SHAPOFF, contestant in the Pasadena, Calif., show, cards that he would like to see some news on Chuck Payton, Earl Haynes, Marvin Ellison, Jack Diamond, Tee Tyler, Ethel Evans and Hazel Coleman.

JOHNNY GUILFOYLE infers from Los Angeles that he has been contracted for a five-week return engagement at the Log Cabin Inn, Kenosha, Wis., with other dates to follow.

JOE BRANDI, formerly of the endurance field, writes from Los Angeles that he has settled down to real home life there and is doing oke.

INQUIRIES HAVE BEEN received recently from Virginia Gooker, Frankie Little, Jerry Clark, Georgia Walker, Jerry Martone, Joe Gruber, Frank Pae, Eddie Miller, Louis Meredith, Charles Schaeffer, Bobbie Allen, Johnny Dillon, Skippy Skidmore, Lee Goodson, Harry Meyers, Bob Curran, Edna and Jerry Green, Eddie Miller, Peaches McLaughlin, Johnny Hughes, Phil Chris, Mazie Stevens, Bill Parker, Clyde Wood, Bob Sells, Jack Glenn, Smitty Inman, Lou Devine, Billie Parker, Chad Aries, Earl Harrington, Phil Rainey, Jennie Busch, Itay Bacharach, Bill Rogers, Helen Clark, Jack Glenn and Hazel Dietrich. Dust off your stationary, kids, sharpen your pencil and scribble a line to the column right away.

MAKE IT A HABIT to watch the Letter List each week. If you see your name there shoot in your address on a penny postcard and your mail will be forwarded immediately. This service is rendered free of charge.

Bryants End 10th Season in Cincoy

CINCINNATI, Nov. 18.—Bryant's Showboat, Billy Bryant, manager, concluded its 10th annual summer run at the foot of Lawrence street here last Saturday. Prior to the opening here early in June the boat played five weeks in river towns between here and Point Pleasant, W. Va., the craft's winter tie-up.

The Bryant players have lost none of their popularity in their 10 summers here, the season just ended stacking up as one of the best the boat has ever put in here.

Capt. Billy, accompanied by his parents, Sam and Violet Bryant, took the boat back to Point Pleasant last Sunday. Mrs. Billy Bryant and daughter, Betty, remaining here until Billy's return. The European war will cut into Mrs. Violet Bryant's annual trip to England. She and the veteran Sam plan to put in the greater part of the winter in Point Pleasant.

Billy Bryant has several irons in the fire for the winter, including vaude and radio offers, but hasn't made any commitments to date.

Hayworth Has No. 2 Unit Touring Virginia, Carolinas

ROANOKE, Va., Nov. 18.—"SeaBee" Hayworth, whose circle stock is now in its ninth week in Wilby-Kincoy houses in North Carolina, has launched a second unit, *Pepper Box Rescue*, which made its debut at the Bluebird Theatre, opening November 9. The new group, comprising five acts, an ork and a line of girls, is routed thru Virginia and the Carolinas.

Marion Andrews (Mrs. Hayworth) is piloting the North Carolina circle unit, which has been hit by the new aggression. Monty Navarro, novelty act, and Helen McClure, dancer, are recent additions to the Hayworth North Carolina merry-go-round.

Memphis Fire Laws Bar Dixie Queen

MEMPHIS, Nov. 18.—Fire Marshal Frank Buckalew this week barred the docking of the river showboat Dixie Queen. Albert Cooper, owner of the boat, has planned to pull out for more Southern points on the Mississippi. Buckalew ruled that the showboat was not arranged to conform with city and State fire regulations.

Cooper hinted that his troupe might attempt to tie up at a plantation landing south of Memphis city limits for a short run before spending the winter in New Orleans.

OWING TO INCORRECT LEGAL ADVICE, NASHVILLE, TENN., CONTESTANT WILL NOT OPEN AS ADVERTISED IN LAST ISSUE OF THE BILLBOARD. A LEADING LAW FIRM IN THE CITY HAD ADVISED "GO AHEAD."

City, County and State licenses were issued only to find there was a State law prohibiting contests. HOWEVER, we will positively open within a short time another spot. WATCH THE BILLBOARD FOR THIS ONE. GONNIE MURRAY SHERMAN DICK EDWARDS

WALKATHON

Opening Freeport, Ill., Thurs., Nov. 23

Open state, no city ordinance. Up to \$1,500 prize money. Last show six years ago. Good Entertainment and Sport. Terms, write or mail. We collect where accepted. Entrance guaranteed. Contestants, you will be treated fair and square. Entry List Open 48 Hours.

PAUL C. GRIFFIN or CHUCK LOMBARDO HOTEL SENATE, FREEPORT, ILL.

LAST CALL CONTESTANTS

Hurry to see the beautiful Del Rio Ballroom, downtown Kansas, Ill., Thursday, November 23rd. Up to \$1,500 in cash prize. Forty-eight hour opening for contestants coming long distances. Join an organization that will open with a city permit, remain open and pay off, best of treatment and sports. This show will have the foremost emcee and staff in the endurance field. Address mail to

BERT DAVID, General Manager Del Rio Ballroom, Kansas, Ill.

16mm movies in Night Clubs, New Field for Roadshowmen

Many night spots use silent and sound movies to entertain patrons—flesh shows still paramount but films attract attention and are much in demand

NEW YORK, Nov. 18.—Roadshowmen have a new field opening to them since night clubs are offering motion pictures in addition to other forms of entertainment. A survey of clubs in New York shows that two clubs, The Place and Little Old New York, are cashing in on this form of entertainment. Mirages in other parts of the country has been using the idea, too. Movies are not used to replace live talent but merely to supplement the program. Little Old New York, owned by Dan Christie and managed by Jack Laak, has been showing old-time 16mm. silent movies for the past 18 months. This spot makes it a practice to show old pictures, which is in keeping with the policy to remind its patrons of old New York.

Laak says that during the past months he has acquired a film library conservatively valued at \$500. He uses some films from his vault but also rents from a rental library in New York. At present he is showing Will Rogers in *The Awful Year*, produced in 1924. While Thursday is the usual date for changing programs, the public's demands are followed. That is why Laak offers Mary Pickford and Charlie Chaplin as often as possible at his spot.

War Movies Click

The demand is not wholly for old-time films in this spot. *War in Europe*, a recent release, and *War in China* enjoyed extensive runs and are repeated often at the spot.

Little Old New York runs from 11 a. m. until midnight, offering eight movie shows and eight stage shows daily. Even with the showing of the films, Christie's manager makes no pretense of supplanting live talent with movies. The flesh shows run for an hour and 15 minutes and then 30 minutes of movies are presented. Despite the fact that the movies are silent the audience enjoys them immensely, and the comedy of 15 years ago gets terrific laughs. A phonograph turntable is used for old-time music during the movie.

Asset to Spot

Laak admits that 16mm. movies have been an asset to his spot. The films vary the program and make it possible for him to offer something different and entertaining despite the grind schedule he follows.

About 18 months ago Robert Olsinsky, owner-manager of The Place in Greenwich Village, began offering 16mm. silent pictures. Within a few months a movie enthusiast brought over his sound equipment and gave a show. Olsinsky immediately secured a sound projector and has been offering talking pictures ever since. But many things have happened during the intervening 12 months. He and his manager, Peter Tardill, are sold

Questions and Answers

Can two speakers be used with a 16mm. sound projector? If so, how are they hooked up? J. H. T., Newburgh, N. Y.

Two speakers can be used with 16mm. sound projectors and in many cases it is advisable to do so. The speakers are hooked up in multiple. When using two speakers, one on each side of the screen. Have the speakers facing the audience at an angle that if lines were drawn from each speaker they would cross about the center of the house.

What is meant when roadshowmen speak of "rainstorms" in a picture? R. L. D., Clarkdale, Miss.

Roadshowmen use the term "rainstorm" to signify that a film is badly scratched. These scratches allow the light to come thru the film and give an effect similar to real rainstorms in a picture.

Where can I have mirrors made for rear projection? E. B. J., New Orleans.

Abe Landow, of Keansburg, N. J., who has used rear projection of 16mm. sound films, says that his mirrors were made by a firm that specializes in the making of mirrors. He also adds that mirrors used were practically the same size as the picture screen.

Where can I get a book on the repairing of 16mm. projectors? J. M., Auburn, N. Y.

Unless one is thoroughly familiar with the mechanical details of projectors it is not advisable to attempt to take them apart for repairs. Perhaps the trouble comes from inefficient threading or some other trivial source—in this case consult the instruction book furnished with the machine. Should the projector continue to give unsatisfactory results, consult your librarian or the firm from which the projector was purchased.

proved a success, Olsinsky says, and advises any night club or tavern operator to give serious consideration to the showing of 16mm. movies. Roadshowmen are now circulating in every part of the nation and can offer a program on a weekly or monthly basis that will pack them in, he says.

Night clubs are offering a new field to roadshowmen and there is no time like the present to cash in on it.

on the use of movies in night clubs and taverns. While sound on film suffices in this spot, they want to do more—to offer something vastly different. They have done much experimenting and have now concluded the next step will be sound films in color. Owning a 16mm. camera, these men have even taken a fling at producing their own movies of their patrons.

Silents, Talkies Used

The Place offers silent films, starring Charlie Chaplin, but its biggest successes have been scored with bouncing ball shorts featuring the *Foot Boy* and *King Crosby*. The patrons have become so movie-conscious that they ask upon arrival, "Are you going to have movies tonight?" Olsinsky says. Program, which run out 15 minutes, are changed twice a week.

The showing of movies only supplements the flesh talent used by this spot. The Place also presenting two bands and a line of acts. Four movie shows and four floor shows are offered nightly. The film presentation is, Olsinsky reveals, the talk of the Village.

Olsinsky says that 16mm. movies have added to the entertainment of his patrons and solved one of his biggest problems—that of organizing crowds. On Saturday nights when everything is in full swing and patrons are crowding into the place, it is difficult to seat them because the people are moving about in the club. When this occasion presents itself Olsinsky switches on the movies. The patrons settle down to their respective tables, allowing Ramon Guido, maitre de hotel, to find tables for the late arrivals.

The experiment at The Place has

New and Recent Releases

(Running times are approximate)

HER SPLENDID FOLLY, released by Remington Quality Pictures. A comedy drama concerning the impersonation of a Hollywood star by a newspaper out of a job. Plenty of thrills as well as an intimate glimpse into the private lives and activities of movie stars. Stars Lillian Bond, with Theodore von Eltz, Alexander Carr and Beryl Mercer. Running time, 70 minutes.

TEXAS TORNADO, released by Remington Quality Pictures. A Gene Chandler is the hero in this drama of the fighting West. Cattle rustlers in the vicinity of Sage Brush cause the Rangers much concern. Lane Chandler, as Tex Robbins, a ranger, joins a notorious gang of rustlers and brings them to justice amid breath-taking escapes, hand-to-hand fights and gripping drama. Supporting cast includes Doris Hill, Yakima Canutt, Frank Glendora. Running time, 60 minutes.

DEALERS IN DEATH, released by Nu-Art Films, Inc. Film has compelling interest and fine exploitation possibilities and is a cinch to attract attention as an outstanding war film. Exposes the international munitions racket. A true and effective document. Running time, 65 minutes.

ROMANCE AND RICHES, released by Eastin 16mm. Pictures Co. The story of a young millionaire with too much money and leisure and not enough responsibility. Upon advice of his doctor the youth goes to work. Plenty of complications. Stars Cary Grant and Mary Brian. Based on E. Phillips Oppenheim's novel. The

Amazing Quest of Mr. Ernest Eltz. Running time, 72 minutes.

RENFROW ON THE GREAT WHITE TRAIL, released by Eastin 16mm. Pictures Co. Stars James Newill, Robert Wagner and Silver King, the wonder dog. Based on Lauri York Erkin's story, *Renfrow Rides North*. A romantic story with the Great Northwest as a setting. Renfrow gets his girl. Running time, 60 minutes.

WOMAN WHO DARED, released by Post Pictures Corp. A fast-action melodrama based on the always interesting theme of industrial racketeering. A new twist is given to the theme in this case by having a woman defy the demands of the human gorilla and successfully conquer the hoodlums. Several bombings intensify the suspense. Stars Lola Lane and Maitly Palm. Running time, 78 minutes.

POLYNESIAN FOLLIES, released by Post Pictures Corp. A visit among the primitive tribes of New Zealand. Native songs and dances of peculiarly distinctive rhythm. Running time, 8 minutes.

CASTILLIAN MEMOIRS, released by Post Pictures Corp. A visit to Manila, P. I. Running time, 8 minutes.

CELESTIAL VENICE, released by Post Pictures Corp. Intimate views and a personal study of Bangkok, Siam. Personally produced by Dean H. Dickson, noted world traveler, scholar and lecturer. Running time, 9 minutes.

SPINDRIFT, released by Minipix. Silent. Playboy horse-owner and track en-

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Vol. 51 NOVEMBER 25, 1939 No. 47

theist, master of Spindrift Farm, has never known the struggle for a dollar, falls in love with the daughter of his trainer's daughter. A romance of the turf. Running time, 80 minutes.

BAREFOOT BOY, released by Walter O. Gutcheon. A father's honor hangs in the balance when a red-blooded American polo player discovers the "haunted horse" hideout of a racketeer mob. With Jackie Moran, Marcia Mae Jones, Ralph Morgan and Claire Windsor. Running time, 60 minutes.

CONVICT'S CODE, released by Walter O. Gutcheon. A thrilling story of a football star, framed before his "big game" and released from prison on parole to track down the gamblers responsible for his conviction. Stars Robert Kent, Anne Nagel and Sidney Blackmer. Running time, 60 minutes.

KNOW YOUR FOOTBALL, released by Official Films. The "inside" of modern football. The intricate strategy and complex plays, expertly demonstrated and explained by Dr. Marvin (Mal) Stevens so the layman can understand it. The New York Giants in action. Running time, 9 minutes.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN LENNAN,
188 City Terrace Building, Pitt Street, Sydney, Australia Office of the Billboard.

The Final Curtain

Goldwater Canyon. His sister-in-law, Acta Barrett, 25, was with him and sustained a fractured skull. Nichols, whose father was a director, also acted in the old Biograph Co. with Mary Pickford and other stars of that day under David Greibach. When 17 he became a member of the Selig Picture Stock Co. with Jack Pickford. In later years he became a director thru his distinction gained as a film editor. Nichols had been a director for RKO since 1934, and brought Anne Shirley to stardom and was contracted to direct a film starring Richard Dix and Chester Morris. Survived by his widow and two children, George and Sue.

OLDING—Horace S. 34, Toronto radio station engineer, in that city recently after a long illness. Born in the Hawthall town, he lived at New Glasgow, N. S., and then at Toronto. Survived by his parents, two sisters and three brothers. Services in Toronto.

PASCAL—Mrs. Barbara Herriman, 31, wife of Ernest Pascal, screen writer and playwright, in Los Angeles, November 15, of complications after an operation. Survived by her husband, her father, George Herriman, cartoonist, and a daughter, Dinah.

PRATT—Charles P. 49, former manager of the Crystal Lake Pavilion, suddenly November 9 in Plymouth, Wis. In his younger days Pratt served as an orchestra leader and appeared with the Redpath-Vawter Chautauqua. Survived by his widow, son, a daughter and a brother.

RUGE—Christopher C., father of Christopher Ruge Jr., orchestra leader at the Hollywood Restaurant, Bridgeport, Conn., in that city November 3 after a short illness.

SHAW—J. H. signwriter, of Greenwood, Miss., in Leflore Hospital there October 6. Deceased was better known to old-timers as Buck Shaw. Survived by a daughter, Mrs. G. W. Harrison, of Baltimore.

SHUTER—E. Mortimer, who produced the operas at the University of Michigan for many years until they were dropped in 1925. November 10 at Ann Arbor, Mich., after a long illness. He had Thomas E. Dewey as an actor in one production of *Top of the Morning*. In earlier years he managed various stars, including Lillian Russell, Mrs. Patrick Campbell, Pauline Frederick and William H. Crane. Services in Ann Arbor with interment in Altoona, Pa.

SIMPSON—William O. 65, member of the Madison, Wis., WPA Federal Orchestra, suddenly November 9 in that city. Simpson had been a member of the Milwaukee Musicians' Association since 1911 and was made an honorary member in 1938. He served as business agent of the association in 1924 and as an executive board member from 1919 to 1922. Survived by a brother and sister.

SKVERSKY—Rose, 70, mother of Harry Squires, band leader for General Amusement Corp., at her home in Philadelphia (See FINAL CURTAIN on page 61)

AHEARN—Mrs. James, mother of Will and Dennis Ahearn, musical comedy and vaudeville stars, in Bridgeport, Conn., November 2 after a long illness.

ALEXANDER—Mrs. 71, mother of Chester Alexander, night club and vaudeville entertainer, recently in her son's home in New York City, where she had resided the past three years. Another son, William, survives. Burial in New York.

BERNOWER—John Gus, 79, pioneer theater man of Canton, O., November 14 at his home, 1114 E. 14th St., 11 years ago. Survived by an associate, built the building for years housing the Albemarle Theater, now Warner's Ohio, in Canton. He retired several years ago. His widow and son survive. Burial in Canton, Ohio.

BERRY—Agnes O. 36, wife of Jack Berry, concessioner with many carnivals and affiliated in various capacities with a number of circuses the past 15 years, in Trenton, N. J., November 14. She was shown in the outdoor show world. Survived by her husband, and son, John Dexter. Services in Trenton November 17, attended by many show folk.

BUTLER—Mrs. L. D. 57, wife of Attorney R. D. Butler, of Madison, Wis., in that city November 9. She and her husband were avid circus fans, traveling many miles each season to catch circuses and visit the lots.

CAREY—Mrs. Margaret, mother of Clarence Carey, percussionist with the Cincinnati Symphony Orchestra, recently in Irondequoit, N. Y. Survived by her husband and four sons.

CHAPOTON—Louis Albert, 53, Detroit theater owner for a quarter century, November 3 at his home in that city. He retired in 1934, going as operator of the Empress, now a downtown burlesque theater. His widow and two children survive. Burial in White Chapel Memorial Cemetery, Detroit.

COLLINS—James, in Philadelphia Hospital, November 17, Philadelphia, after a long illness. For many years he was a partner in the booking office of Collins & Phillips, but for the past two years he booked as an individual agent.

DALTON—Oliver, 61, chairman of Brighton (England) Palace Pier Co. and reputed one of wealthiest men in England, was found dead October 26 in a gas-filled room at his Brighton home. Dalton introduced coin-operated machines to Brighton and made a fortune in early days of fruit machines. Under his direction Brighton Palace Pier be-

came one of the outstanding amusement centers of British seaside resorts, adding riding devices, games pavilions and kiddies' playground to existing theater and concert hall. He served for many years as a member of the Brighton Borough Council.

DAVIS—Himmie, dancer and originator of the Texas Tommie Dancers, in Veterans' Hospital, New York, November 12. Survived by his widow.

DEANDRE—John B., manager of the Broadway-Capitol Theater, Detroit, for United Detroit Theaters, formerly the Kunsky-Trendle Circuit, November 11 in Women's Hospital of peritonitis after an appendectomy. He was formerly associated with his parents, who owned the theaters at Kendallville, Ind. He had also managed theaters on the Kiat Circuit. Survived by his widow, one daughter and his mother, Mrs. Anna Dear-dorf, who still operates two theaters in Kendallville.

DELANDRY—Mrs. Mammie, wife of Adolph Delandry, magician, of Jacksonville Beach, Fla., in that city recently of a heart ailment. Survived by her husband, two daughters, one sister and three brothers. Services in Jacksonville, with burial in H. Warren Smith Memorial Cemetery there.

DREW—Pop, manager of the N. V. A. apartments, Montreal, and well known to many performers who stopped there, in that city October 21.

ECKER—Joseph B. 72, retired minstrel man, for many seasons a singer with the Al G. Field Minstrel and later with other road shows, November 13 in Fairview Sanitarium, Canton, O., after two years' illness. Two sons, John B. Ecker, Massillon, orchestra leader, and Jerome W. Ecker, Canton musician, and a daughter, Mrs. Charlotte Rauch, formerly of the stage, also of Canton, survive. Services and burial in Canton.

ELAM—James Clyde, 41, merchant and vaudeville man of Humboldt, Tenn., in Baptist Hospital, Memphis, Tenn., after a brief illness. Survived by his widow, Nannie B.; two daughters, Clyde May and Mary; a son, Edward; his mother, Mrs. Lela Elam, all of Humboldt; his wife, Mrs. C. C. Catlin, Blytheville, Ark., and Mrs. Dana Justice, Humboldt; two brothers, Dave, of Humboldt, and Rufus, concessioner with carnivals.

FESSENDEN—Doorman the past 20 years at Rialto (Comerford) Theater, in Jersey, Pa., at his home there November 8. His widow, mother and three children survive. Burial November 8 in Forest Hill Cemetery, Dunmore, Pa.

GHEZZI—Tina, 34, wife of Nino Ghezzi and member of the Ghezzi, acrobatic circus, at St. Joseph's Hospital, New York, November 14 after a brief illness. Mrs. Ghezzi was formerly a member of the Cardinale Family, known in vaudeville and circus.

HLNES—Samuel E. 58, stage and screen actor, at a rest home in Los Angeles November 16. Before going to Hollywood, where he appeared in Hal Roach comedies, Hlnes had appeared in the David Belasco production, *Shore Lane*, on the New York stage. He also appeared in New York in 1927 in the play *Where's Your Husband?*

HUNTER—Frances Lee, 64, wife of John R. Hunter, retired cowboy and ranch man, who was counsel for many Western productions in Wyoming, Colorado and Chicago, at her home in Decatur, Ill.

KORNIS—Mike, 52, carnival concessioner for over 30 years, of a heart ailment in New York November 13 while addressing prospective suppliers in connection with production of a new show, filled with dozens of shows, including the old Levitt-Taxler and Brown & Dyer organizations, Rubin & Cherry and others. At one time he was a partner of Phil Izler, of World of Mirth Shows. Buried in Beth David Cemetery, Nassau County, L. I. He leaves his wife and daughter.

KROFTA—Max Sr., 74, father of Max Krofta, manager of the Capitol Theater, Racine, Wis., and the Abby, Milwaukee, November 9 in the latter city. Survived by the two other sons, one of whom, Edward C. is booker for the Monogram-Midwest Film Exchange, Milwaukee, and four daughters.

LA VARRE—William Moran (Billy), 60, member of the famous ballroom dance team, Mae and Billy La Varre, November 16 in Metropolitan Hospital, New York, after a two-year illness. The team had been booked into the Palace Theater, New York, several times in its heyday, once remaining for 14 weeks. More recently

Sydney Spier

Sydney Spier, 28, publicist for Billy Rose and one of the best-liked and most talented among the Broadway press agents, died November 14 of rheumatic fever and a heart ailment after an illness of two weeks in the Mt. Sinai Hospital, New York. The sudden tragedy of his death took Broadway by surprise, for it was just a few weeks after Spier had completed work on the best publicized attraction at the New York World's Fair, the *Aquacade*. He was immensely popular, an able writer and thinker, and was highly regarded by editors throughout the nation who became familiar with him thru his publicizing the Rose enterprises.

In addition to press agenting the *Aquacade*, he also handled the Casa Manana, and guided the Diamond Show thru its first successful year. It was Spier who catapulted Hildegarde, then an unknown singer, to the prominence that she now enjoys. Spier, last year polled highest in *Time* magazine's night club survey among columnists and editors "as the press agent who services your editorial needs most effectively."

When he took sick a few weeks ago it was believed to be just a case of influenza, but complications later set in which caused his death. Although his body was immediately cremated, memorial services were held Thursday (16). More than 300 people, many well known in newspaper and theatrical circles, attended the services which were conducted by Harry Louis I. Newman. Billy Rose delivered a short eulogy.

Spier was born in Rocky Mount, N. C., and educated in New York City. He had been a press agent for six years in and thru Broadway shows. Survivors include his mother, Mrs. Sadie Abrams and a sister, Mrs. Louise Simon, of South Norwalk, Conn.

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1933

BECKMANN & GERETY'S WORLD'S BEST SHOWS

Downie To Go Back to Old Macon Quarters

MACON, Ga., Nov. 18.—Downie Bros.' Circus, temporarily stranded in North Little Rock, Ark., will be brought to winter quarters in Macon soon, it has been announced.

Leo T. Moore, one of the principal executives of the show, who is in Macon recently directing preparations for the return of the circus to its regular quarters in Central City Park here, where it has wintered for about 10 years. City council has granted free use of the quarters.

Show opened the season in Macon April 6 and was on the road about 30 weeks, a near record for it. Many troupers with the show have already returned here.

Mme. Medrano To Open Indoor Show, Despite Handicaps

PARIS, Nov. 11.—It is no easy task to reopen a circus during war times after army officers have made use of a fine tooth comb in their selection of requisitioned animals and left those they do not require to die from lack of attention—when a high-school horse of a two-year-old yearling and many other same category as any healthy farm animal and required to do its bit, and a circus headliner becomes just another soldier. Needless to say, few of the animals and not many of the now famous circus names will return to the applause.

During the World War all circuses remained in quarters and many were not on the road until several years later, waiting for the necessary acts to be trained for the ring.

With these handicaps, Madame Medrano, wife of the French circus owner who is now serving as an aviator in the army, is endeavoring to reopen the Medrano Indoor Circus with talent recruited from the small wagon outfits which became stranded throughout the country with the outbreak of hostilities.

The program, not yet completed, will include international names. Among these will be the Advergers, with the Czecho-Slovakian high school number Leotard, one of the best of the French flying trapeze performers, and the 14-year-old Andre Marcouid in a sensational aerial number.

The Medranos have rescued many starving animals from stranded circuses and have been feeding and nursing them back to health and will care for them until their mobilized owners are able to reclaim their property.

Opening date has not been announced, but Madame Medrano states that the circus opening night's gross will be donated to various war charities.

Closing Week's Biz Up For Blackpool Circus

LONDON, Nov. 11.—For the last week of the season, ended October 21, Blackpool Tower Circus reduced prices and business went up in consequence. Alfred Court, whose mixed show act created a sensation during the season, has three more groups waiting in Scandinavia for shipment to America. These played during the summer in Scandinavian circuses. With two of these groups are Harry Kover and wife, May Leslie, for many years with Chapin's circuses in England.

113 Circuses of Soviet State To Celebrate Nationalization

MOSCOW, Nov. 11.—Celebration of the 20th anniversary of the nationalized circuses in Russia will be planned by the Council of Art Affairs with circus performances to be given in all cities of the Soviet Union. The Moscow Circus will visit the big works and factories and units of the Red Army.



JACKIE LEE MIX, shown here on Barney, a waits and rears here, suffered a serious rope-burned leg while with Cole Bros. Circus in Buffalo last summer and was unable to finish the season. She has since been recovering in Daytona Beach, Fla., and her leg now is as good as ever, safe for a year.

Ringling Quarters Opened Earlier; Press Dept. Larger

SARASOTA, Fla., Nov. 18.—Opening earlier than has been customary in recent years, Ringling Bros. & Barnum & Bailey Circus will open its winter quarters gates to the public tomorrow at the usual admission price.

First guests of the quarters this year will be some 500 members of the American Association of Railway Ticket Agents, here on a convention tour of Florida, tomorrow afternoon. A special performance will be presented at quarters for the ticket agents, featuring an elephant routine by Walter McLean and a Liberty horse act, with Tex Ulmstead in charge. The Ringling estate has also issued guest passes to the ticket agents, entitling them to a tour of the John and Mabel Ringling Museum of Art.

All winter quarters buildings are being repainted and decorated in a harmonizing color scheme of Ringling red and silver. The painting and general clean-up of the 700-acre tract is providing employment for a crew of 150 men, with Ed Kelly in charge.

The press department has been enlarged by the addition of a darkroom and extensive new photographic equipment. Loomis Dean, show photographer, is in charge and will assist Roland Butler throughout the winter. Dean, a former Ringling Art School student, also studied for two years at Mechanics Institute, Rochester, N. Y., and is a master of color photography as well as black and white. Butler has equipped Dean with new color and candid camera and plans to revise extensively the press department's entire art set-up prior to next season. In addition to press work, Dean is also photographing all show employees for Social Security identification.

Gladwin Hill, "screwy" news specialist of the New York office of the Associated Press, is spending two weeks as guest of John and Henry North, and is seen daily at quarters, where he is taking up horse-back riding.

Terrill Jacobs has gone to Minneapolis to visit Mrs. Jacobs and the twins. In his absence Roy Christner is caring for the animals of Jacobs' cat act.

Indoors in the Money

By BILLY PAPE

SLOWLY fading from the scene of the inevitable closing day of the outdoor circus season is the familiar hand-shaking routine, accompanied by the expression "So long, Joe, I'll be seeing you in the spring."

A new chant is replacing the old, and instead of a tear amid the au revoir there is gay laughter and we are aware that optimism is riding high. All over the lot we hear "I'll see you in Chicago in a week or so," or "I'll see you in Toronto or Detroit." One would think he was in a Grand Central Station to hear the names of various cities called out.

How grateful we should all be that there is an indoor circus season which provides engagements for a great number of performers and other people classified as showfolks.

This year finds even more weeks added to the rapidly growing winter season. Many of the principal cities throughout the nation enjoy and look forward to their annual indoor circuses. The number of weeks now available runs a close second to the outdoor circus season.

Better Type of Promoters

The heyday of the chiseling promoter who was among the missing at the termination of an indoor circus engagement is blanketed with a sound, substantial record of successful years. The progressive promoters of the present-day indoor circus are not only promoters, but are showmen, and showmen are business men who know the indoor field as thoroughly as our great showmen knew or know the outdoor circus field. To these pioneers we attribute the success of the indoor circus.

Today 90 per cent of the indoor circuses, in my opinion, are reliable in every sense of the word. This is indeed a contrast to years gone by.

The once skeptical public is now educated to the fact that the indoor circus is not just a fly-by-night aggregation. The people definitely know that they receive more than their money's worth of clean, wholesome entertainment. Last year's attendance records stand as proof of that statement.

There is no bad taste left in their mouths as they pour from the local auditoriums. Comments of praise reverberate throughout the cities. And why not? Do they not witness the cream of circus entertainment? Complaints are rare around the average indoor circus; comfort plays an important role here.

Has Advantages

We cannot deny that the indoor circus has many advantages over the outdoor circus. The indoor circus as a rule is centrally located, while the outdoor circuses are being forced farther and farther from town and often beyond the city limits. To a question I have heard quite often, "Why don't these outdoor circuses buy up property in the larger cities, then they could thumb their noses at the present landowners who demand an enormous price for their lots?" I would say that the assumption of such a drastic course would only be a waste of money. Cities would probably raise the license fee to a point even higher than at present. In other words, to run the circus out to the highways is just what they want to do. Their attitude is veiled with any number of excuses. They claim that during the exhibition of outdoor circuses traffic becomes too congested. They complain that the heavy wagons damage the streets. A misplaced cobblestone often climaxes in the circus paying for damage it didn't do. Difficulties such as these are eliminated with the indoor circus.

No Leakage at Box Office

Particularly noticeable around the indoor circus is the care-free attitude of the promoters. They never deem it necessary to give themselves to the box office. There is no leakage here, so that point is the least of their worries. A dime that slips by the shrewd committee of business men on the indoor circus would mean an exhibit space in the Sectional Institution. Therefore we find the smiling promoter throwing his ostentatious efforts into the performance.

With the indoor circus gaining more momentum as it is definitely doing, isn't it possible that this is only the beginning? Isn't it possible that the success of the indoor circus may be paving the way for permanent year-round circuses in some of the larger cities? There may be nothing new under the sun, but a permanent indoor circus would certainly be a grand step forward to all of us. The writer hopes that both the indoor and the outdoor circus will live long and prosper. Laurels to the showmen who strive to correct and better the conditions that will keep the circus an American institution.

Cirque Royal's Opening in Doubt

BRUSSELS, Nov. 11.—As a result of the war, the little prospect of Cirque Royal opening this season. This indoor circus was to be taken over for the winter by the Circus J. Busch of Nurnburg, Germany, but was interfered.

The Circus De Jonghe, leading tent circus of Belgium, opened in Liege October 8 for a post-season run, using native and stranded foreign acts, and will operate as long as business warrants. Small circuses are following suit.

Due to the international situation, two of the principal Scandinavian houses, the Belgian the Variete in Brussels and the Forum in Liege, have discontinued stage shows. Both houses used high-grade American circus and vaude acts.

Seventeen in Scandinavia

At the close of the season 17 circuses are listed as having gone to winter quarters in the Scandinavian houses: 10 in Denmark, five in Sweden and two in Norway. In addition, there is the Circus Salamonsky at Riga, Latvia, an indoor circus which might be classed as Scandinavian.

Circuses with winter quarters in Denmark are Schumann, Bell, Jean Houcke, Schmidt, all in Copenhagen; Benneweck, at Hillerod; Robert Daniel, at Viby; Bergman-Madsen, at Humleback; Miehe-Glauser, at Arden; Miehe-Kolber, at Yde; and Louis Schmidt, at Helsingor.

Circuses in Sweden are Aftenberg, at Landskrona; Miljares-Sreiber, at Karlskoga; Orlanda, at Kulladal; Scott, at Helsingborg, and Schumann, with headquarters in Copenhagen.

The Norwegian circuses, Continental and Berry, are quartered in Oslo. In general business was none too good the past season in the Scandinavian countries, altho a few of the bigger circuses did fairly well.

Polack Has Turnaway At Wichita Shrine Date

WICHITA, Kan., Nov. 18.—Polack Bros. Circus played to several turnaways for the Midjan Shrine Temple Indoor Circus at the Forum here week of November 6. Long before the performance began Wednesday night the Forum was filled with 5,000 spectators and more than 200 were turned away. These hundred more seats were added the following night.

After Friday night's show, Mickey Lund, formerly of Downie Bros.' Circus, entertained a motion picture of the Downie show of 1937-'38 at the home of Mr. and Mrs. A. L. Bernard. Those present were Mr. and Mrs. Polack, Mr. and Mrs. Felix Morales and son, Mr. and Mrs. Barth, Mr. and Mrs. Howard Bell, Captain Snyder, Mr. and Mrs. Fred K. Leonard and Mr. Charley Cuff and Buddy Bernard and wife.

Question:

Does Air-Conditioning the Circus Pay?

For the answer see special article by Nat S. Green in the

Christmas Number Of The Billboard Dated December 2

With the Circus Fans

By THE RINGMASTER
CFA

President: WILLIAM H. JUDD
Secretary: W. M. BUCKINGHAM
Treasurer: H. H. HANCOCK
New Britain, Conn.

(Conducted by WALTER HOENENBAUM, Editor
"The White Tents" and the Hoening Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 18.—Ed M. Hillyard states that he was on one of the general admission boxes during the run of the Shrine Circus in Baltimore, and had a grand time renewing old acquaintances and making new ones.

Justus Edwards and Dwight Peppie, of Russell Bros. Circus, spent an evening recently with Col. C. G. Sturtevant at his home in San Antonio, Tex. The Colonel writes that they had a very enjoyable evening going over the past, present and future of the circus.

Mr. and Mrs. Rudy Rudyoff were recent callers at the Cushman and Tormey homes in Milton, Wis.

Circus fans regret to learn of the death of Leroy D. Butler, of Madison, Wis., on November 9, and extend their sympathy to Mrs. Butler. The Butlers were real lovers of the circus, and could always be found on the lot when a show was within a couple hundred miles of their home.

F. E. Loxley, Cranston, R. I., attended the World's Championship Rodeo at the Boston Garden on Armistice Day.

Leon Spahr, former circus agent, informs that he is at the Metropolitan store, Rockford, Ill., where he is working Mexican games and jewelry displays for the American Operating Corp.; Cliff Forshes and "Red" O'Connor, on a State-federal bridge project in Danville, Ill.; Von Binkler, coal company; Frank Ward, official of the Oakdale Corp.; Earl McGlavin, downtown paint store; Eddie Miller and John Riley on a federal project; Johnny (Pony Boy) Lowery, custodian of an apartment house; Buddy Rothwell, smee at Blakely Circus Club. Placing of circus troupers is due to the uniting efforts of Jack Walton.

Peru Pick-Ups

Circus folk fortunate enough to have winter employment include John Boucicot, representing National Wending and Coin-Operating Corp.; Cliff Forshes and "Red" O'Connor, on a State-federal bridge project in Danville, Ill.; Von Binkler, coal company; Frank Ward, official of the Oakdale Corp.; Earl McGlavin, downtown paint store; Eddie Miller and John Riley on a federal project; Johnny (Pony Boy) Lowery, custodian of an apartment house; Buddy Rothwell, smee at Blakely Circus Club. Placing of circus troupers is due to the uniting efforts of Jack Walton.

This is first time in years that no foreign troupes are wintering here.

Art Johns, circus scenic artist, is credited with originating one of the best American Day displays ever seen here. He had a large downtown store window packed with German machine guns, sauers, helmets and medals. Background of the display was American Legion insignia and creeds done in oils. Johns, a Legionnaire, has been decorated for work overseas.

The greatest winter season gathering of circus troupers from Rochester and Peru was here recently when Marx Brothers in a downtown paint store; Eddie Miller and John Riley on a federal project; Johnny (Pony Boy) Lowery, custodian of an apartment house; Buddy Rothwell, smee at Blakely Circus Club. Placing of circus troupers is due to the uniting efforts of Jack Walton.

Earl Lindsay, secretary in charge white wagon on Cole Bros., is spending the winter at home in Houston.

Seen on grounds at Chester were H. A. Brunner and H. C. Burswell, Kokomo, Ind., Circus Fans. Many years ago both were on the advance cars of the Big One and other shows, and with Park Terkington Outdoor Advertising Co. Now they are retired and living a life of ease at Kokomo Elks' Club.

Albert Fleet, seal breaker and worker with Cole in past seasons, has extensive farm holdings in Fulton County and is connected during the winter with a Logansport business concern.

Ernie Sylvester and wife, Pauline, are wintering with the Beattys at Ft. Lauderdale, Fla.

BILL AND BARE WOODCOCK closed their third season with Burnett Bros. Circus and will winter in York, S. C.

AMERIC ORTONS

Americ's Finest Double Trapeze Act
The Aerial Perfectionists
HAMID-MORTON CIRCUS, BOSTON

Favorite Outdoor Performer Contest

A few performers in the top-point brackets have not as yet supplied biographical material to the Contest Editor. In case any doubt exists in a performer's mind as to whether this data is needed in connection with the final standings, the editor will be glad to respond to inquiries on the subject. The following information is desired:

1. Permanent address or where owner or manager may be reached. 2. Names and birthplace of each member (date of birth may be included). 3. Billing style. 4. Shows on which act appeared this year—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 prospectus. (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 illustrative purposes.

Results of the 44 weeks of polling will appear in a special section of the Holiday Greetings Number, dated December 30. This section will also contain the citations, description of awards, photos of major winners and a complete breakdown into divisions of artists.

Readers are asked not to write in or phone for information on standings, as these will not be in a complete stage until shortly before the Greetings Number goes to the press. Other information will be given on request, however, but no point scores can be disclosed for the reason given.

Los Angeles

LOS ANGELES, Nov. 18.—Ralph J. Clawson has a number of Hollywood Wallace elephants working in the picture *Safari*, starring Madeline Carroll and Douglas Fairbanks Jr. Jo Youngman is director. Clawson seems popular with the studio heads and is busy looking up animal rentals.

Chestnut Pelkie came in from the Ramona Club for a short stop. Stated the new spot was proving popular.

Jack Joyce is breaking home acts at the Fontana Ranch.

Frank Cintarelli and Skinny Matlock are noncommittal on future plans.

Dr. George W. T. Boyd is in from Monrovia, Calif. He was legal adviser on the Ham and Eggs Circus.

S. L. Cronin is back from a trip East and is noncommittal on future plans.

Carl Knudsen, Murray Pennock, Jack Beach, Harry Levy, Al Onken, Art Windecker, George Tipton and Curly Phillips form the "Keep Alive the Circus Spirit" unit.

Val Vino is at Bedford City, Va., very happily situated and in good health.

Pat Murphy and George Booth, from Cole Bros., are working novelties downtown.

Jack Newman will be back with Cole Bros. next season.

Show World Blessing

God bless the show world thru the years, Make it a place immune to tears; Make every season a day and a hour, Within this world be as a flower— A beautiful thing, a lasting joy— A gift of gold without alloy. Grant us, oh Lord, succorance from care, And answer this most earnest prayer: Let us the rustic of your robes before, Hear thru this tangled tent and shode.

—Dr. Edward James Irvine, D.D.

ENRICO MASCHINO, of the Seven Maschinos, arrived in Brooklyn November 10 from Norway for a visit with his wife and young son. He had never before seen his son, as he left America two months before his boy was born to fulfill some European contracts. The Seven Maschinos (now six) are playing in Copenhagen. They recently finished a season with the Circus Benny in Norway. Nina Maschino has been playing night clubs in New York and is doing well with her acrobatic dancing.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

Fred P. Pitzer, National Secretary

NEW YORK, Nov. 18.—The luncheon on November 8, when Uncle Don Carney was the fall guy, was a huge success. Nearly 600 members and guests attended. Uncle Don was led into the dining room by the club's circus band, of which Sharon Stephens is director. Uncle Don was dressed as Little Lord Fauntleroy. After bringing him to the platform, he was seated on a kiddie car and wheeled to the center of the room. Dismounting, he was taken over to a stand and a huge bowl placed in front of him labeled with the name of one of his sponsors. Then Tex O'Rourke, dressed as a nursemaid or cook or something feminine, brought in a bowl of something that was a cross between mush and mortar. Uncle Don didn't know whether to eat it with a spoon or a trowel. However, he was forced to sit there in his wig of blond curls and made to eat the stuff he always insists that youngsters should eat. After he was taken to the table, a couple of actors from the Lambs Club played in their makeshift nursery, making big building blocks read all sorts of naughty things, and when, over the radio in the room, it was announced that Uncle Don was coming on, one of the actors arose and with an ax in hand splintered the radio into bits. Then there were all sorts of burlesque parodies in song and prose. Governor Hoffman, president of the club, was at his best in repartee. Jolly Bill Steinke had the crowd in stitches in his ad lib. remarks and Tex O'Rourke's burlesque biography of the fall guy created many belly laughs. Uncle Don was finally dressed up as Donald Duck. When relieved of this, he was made to sit at his piano and then he gave a broadcast just as he does it in the studio. This pleased everyone. He was then presented with his medal on which was printed "Dispy-Pianarion."

We have discovered a new item which the collectors of circusiana ought to know about. It is a throwaway in the form of a \$50 bill, gotten out by the W. C. Coup Circus in 1881. On one side it shows the picture of Coup in the center and a description of him around him and the numerals of his circus. On the other side, more description with an interior of the tent showing a few of the acts working. This is a very rare item.

Edward D. Thornburgh has resigned as treasurer of the Dexter Horses Tent on account of stress of business. He is succeeded by John J. Mulcahy, who heads up the Port Authority of New York.

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.

More H-W Property Sold; Ralph Clawson Going East

LOS ANGELES, Nov. 18.—Further sales of Hagenbeck-Wallace Circus property, disposal of which is being handled by Ralph J. Clawson, include five coaches to El Paso (Tex) Iron Grating Co.; all harness and ponies to German Horse and Mule Market, Glendale, Calif.; a dog to Ben Wallace for Jack Joyce; all chairs to Abbey Chair Rental Co., Los Angeles; grand stand and bleacher seats to United Tent and Awning Co.; 15 wagons and dens, three tableau wagons, two camels and two tigers to Louis Geibel, of Geobel's Lion Farm, Thousand Oaks, Calif. Efforts are being made to sell 10 elephants to Tobias

WANT LEGITIMATE CONCESSIONS

Pat Shows, Side Shows for all winter's work under his circus top with strong appeal. Opening early in December, Little Rio Grande Valley, heart of fruit and vegetable season, last until March 15th. Write or wire. No collect wires accepted.

RUSSELL BROS.' CIRCUS

ALL ADDRESSES: LAREDO, TEX.

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Quality Reproductions
Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Gloss "Mirror" finish only.
100, \$2.25; 250, \$4.25; 500, \$7.50;
1,000, \$14.50.

Send 50¢ Cash with Order, Bal. C. O. D. Originals returned unopened. RATERFACE TON AT ALL TIMES.

8x10 Lobby Photos, Special, Nov. 12 for \$2.25. D. W. Stock. Get our prices on any size from Miniatures up to 40x60 Showings.

SPECIALY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

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FOR ROAD SHOWS AND CONCESSIONS.

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NEW USED TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG
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**WANT AT ONCE
HIGH WIRE PERFORMERS**

Understanders, Topmounters and Middle Men capable of performing three high wire. State all in first letter, age, weight, height, experience, former connections. Salary expected. Johnny Risko, answer. Booked solid for winter.

EDDIE BILLETTI
Care Western Union or P. O. Box 55,
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PATENTED TENT POLE
Patent No. 2,138,033
Looking for Someone To Handle Same on Royalty.
M. G. HALE
MINERAL WELLS, TEXAS

WANT
Acts of all kinds that do two or more, December 12th and 13th. State lowest.
PATTERSON BROS.' CIRCUS
(Miller Hotel)
ANN ARBOR, MICH.

BABY ELEPHANTS
FOR SALE OR LEASE
Elephant Acts, Liberty Horses, Ponies for Indoor Events.
BOX 544, Emporia, Kan.

THE AERIAL ROMAS
World's Premier Double Trapeze Artists
HAMID-MORTON CIRCUS
BOSTON GARDEN • MASS. (NOV. 20-25)

Bros., of Denver, and two to Everett W. (George) Coe, Los Angeles.

The quarters at Baldwin Park, Calif., are closed. All unused property was sent to Geobel's farm. Clawson said he expected to go East November 20.

Under the Marquee

By CIRCUS SOLLY

FLOYD KING is in Texas handling a sex picture called *Mad Youth*.

AL CLARKSON has a mentalist making fair through the Southwest.

NATE LEON, past season with Richard Bros.' Circus, is enjoying the baths at Majestic Hotel, Hot Springs, Ark.

CHARLEY MATSUMOTO has rejoined his parents at the home of his brother in Mexico.

LOU LENNY and her comedy mules joined Bertram Mills' stage circus at Finsbury Park Empire, London, October 25.

TWO OLDTIMERS on Ringling-Barnum left the show before its season ended—Herb Duval at Shreveport, La., and John Brice at Waco, Tex.

LORD JOHN SANGER CIRCUS, London, is planning a stage tour, and coincide with practice of most winters since the last World War.

AL G. KELLY & MILLER BROS. closed November 5 at Wister, Okla., with season's business a third better than last year's.

ACTS of the J. E. Malloy Circus on the program of the Elks' Indoor Circus, Schenectady, N. Y., last week, included Tucker Toys and his Pale dog and pony team; Ruth and Jack, Roman rings, and Nancy Darnell, aerialist.

J. ALLAN E. OAKHAM, of Ringling-Barnum circus, is at his home in Newburgh, N. Y., will work winter dates and will be with the Big One again next season.

HUGHIE FITZ AND CO., a man, girl and trick dog, presented their novelty acrobatic act and tap dancing at Sing Sing (N. Y.) Prison for the inmates November 5.

HARRY LLOYD, formerly with many circuses, dropped into *The Billboard* office, Cincinnati, November 13 while en route from Erie, Pa., to Louisville. He made several fair this season.

JOHN S. MAURER, concessioner, formerly with Richard Bros., Silver Bros., Milken Bros. and Cole & Rogers circuses, was elected Justice of the Peace in Ashland, Pa., November 7.

ART LARUE, clown cop, the past season with the Great American Circus of Los Angeles, is spending a few days in Chicago before returning to the West Coast around November 25 to play winter dates.

HOWARD W. HOFFMAN, former showman, was elected Justice of the Peace in Atlantic City, November 7. He says his place will be headquarters for all show people when they visit Atlantic City.

F. W. BURNS, brother of J. Tommy Burns, who died in Cincinnati October 4, thanks friends and members of Barnett Bros.' Circus and of the Conley Attractions for their letters and flowers.

STERLING (DUKE) DRUKENBROD is acting in an advisory capacity to the committee in charge of arranging the annual Shrine Indoor Circus in the City Auditorium, Canton, O.

E. J. RUMBELL suffered serious injury to his right leg in a bus accident recently and was taken to the Army and Navy Hospital, Hot Springs, Ark., where he will be confined for several weeks.

JOE SIEGRIST and wife are playing indoor circus dates thru New England. Joe reports that so far all of Frank Wirth's indoor dates have been successful.

CHARLEY DRYDEN has returned to Wichita, Kan., after a season with Bud Anderson's Jungle Oddities. Says Bud has purchased four baby elephants and two pandas and a new Buick car.

HAROLD J. CONN has been contracted for six weeks as clown in the J. W. Knapp department store, Lansing, Mich. He has clowned in Vandervoort's Land of Toys, Battle Creek, Mich., for the last five years.

WILLIAM H. STEPHENS, traveling representative of the American Federa-

tion of Musicians, has been visiting L. Claude Myers at South Pt. Smith, Ark. Stephens attended the closing of Downie Bros.' Circus in Little Rock.

BILLY AND ROSALIE SIEGRIST, whose flying act recently concluded several weeks of fairs, are visiting with relatives in Canton, O. They plan to go to Florida later this month before starting their indoor dates.

HUBERT CASTLE, slack-wire performer with Ringling-Barnum circus the past season, is playing the opening show at the Royal Palm Club, Miami, Fla., on a three-week contract with options. Show got started November 16.

HENRY KYES, former band leader with Hagenbeck-Wallace Circus, and this season with Merle Evans' Band on the Ringling show, has returned to his diamond appraising job at Hathorne, Mass., for the winter.

ART REIS, who has played air callopie on the Tom Mix, Ringling-Barnum and Cole Bros.' circuses, the past season with the last named show, opened with an orchestra November 6 at the Black Forest Club, St. Louis.

EDDIE DELOY, Bob McLean, Margie McLain and Johnnie Ward visited Russell Bros. Circus at Corpus Christi, Texas, November 9 and say the show presented an excellent performance, even tho a little short handed.

AERIAL BROOKS, after closing with Downie Bros.' Circus at Little Rock, Ark., went to their home in Huntington, W. Va. They will play the Shrine Circus at Houston, Tex., under the banner of W. M. Moore.

RUBY WOOD, aerialist of Gentry Bros.' Circus, suffered a dislocated elbow and a broken ankle in a fall from her trapeze November 1 at Taft, Calif. She was taken to Taft Community Hospital and is reported doing well.

MR. AND MRS. W. A. KLEINPETER, former circus troupers, last with Howe's Great London Circus in 1921, are doing well in the oil fields at Taft, Calif. They caught Gentry Bros.' Circus there November 1 and say that it did big business.

HERBERT E. SAIER says he has worked steadily since July 5 with his new callopie and light plant mounted on a truck. He is in Hot Springs, Ark., enjoying the baths. Later he will go to Kansas City, then back home to Madison, Wis.

FOLLOWING the close of Silver Bros.' Circus November 17, Earl Annon, Jعفر Childers and Guy Glasscock went to Clarksville, W. Va.; H. R. Brisson, to Reading, Pa.; Ernest Biggerstaff, to Anderson, S. C.; and Bob Russell, to Franklin, Va.

E. N. WORKMAN is en route East from California. At Colorado Springs, Colo., he reminisced with Professor Prentiss, who managed the Barnes show with him. He says Prescott is active and very successful there, and that his mother and sister live in Colorado Springs.

SIX-YEAR-OLD SON of Rev. J. W. E. Airey, director of the Arabia Shrine Circus, Houston, had both bones in his left leg fractured just above the ankle and his back skinned November 3, when he ran into the street after the dog and was struck by an auto. He will be laid up for several months and is anxious to hear from friends.

FRANK B. HUBIN, showman of Atlantic City, advises that he will be connected with the Cologne, N. J., auction market, where a fair will be presented during the summer, spring and fall seasons. He says a half-mile race track will be built and that many vaudeville and circus acts will be booked.

DOROTHY HERBERT, equestrienne, reports that her truck, filled with equipment and three horses, was all but demolished by an oncoming car recently while en route to Little Rock, Ark., for a date. Damage was done to cab of truck, but driver was uninjured and horses escaped even a scratch due to completely padded stalls. Equip-

ment, however, including trunks, was damaged with little or no salvage. Miss Herbert states that the driver and passengers of the other car were removed to a hospital and that the driver pleaded guilty to driving while drunk. She was in her car when it was escaped injury. After repairing damage, Miss Herbert will fill indoor engagements, she says.

MARION WALLICK took first prize in a Halloween parade at Dover, O., with a float 32 feet long and 15 feet high, on which he did his knife-throwing act with 12 persons. Wallick has reopened his dance school in Dover since closing with Parker & Watts Circus. He and his partner, Arette Pierre, will be with Jack Malloy's circus unit this winter.

TOM MORAY, former trick and fancy rider and rodeo contestant, and later a producer and director of outdoor stadium shows, who has recently been connected with the Johnny Mack Brown series of Western pictures at University of Colorado to complete final arrangements for the forming of a new motion picture studio in Hollywood.

MR. AND MRS. BERT COLE were hosts to Joe and Bebe Siegrist at their home in Tottenville, Staten Island, N. Y., November 12, when the Siegrists celebrated their 12th wedding anniversary. Bessie Castello, Bebe Siegrist's mother and an intimate friend of the Coles, and Joanne Siegrist, daughter of the Siegrists, were present. After a turkey dinner, interesting hours were spent examining Bert's collection of old-time circus material.

PAULINE B. LORETTA writes from Los Angeles: "My partner, George Novikoff, after burial of his wife on January 17, kept his job at a furniture factory here, and we are in perfect shape on all fronts. I was catching my double somewhat as if I had never been away from (See UNDER THE MARQUEE on page 68)"

The Corral

By ROWDY WADY

TOM KING writes that he's with the Panhandle Donkey Ball Co. doing trick roping and whip cracking. He says Ralph Godfrey has several of these units on the road, all from Western Oklahoma.

EARL SELLERS, Del Rio, Tex., directed the three-day rodeo at Third Annual Livestock Show, Beeville, Tex., November 9-11. Event featured an old-time western parade and was expanded to include all of South Texas.

LEE LIVINGSTONE, who has been a member of the Canadian Army Service Corps in Calgary since September 8, has rejoined the ranks of Alberta rodeo performers. A rider for the past nine years, Livingstone recently received his discharge to return to the rodeo field.

GEORGE ADAMS RODEO Co. produced the first annual Elks Rodeo, in Bismarck, N. D., November 15-21, with night performances and matinees on the 18th and 19th. Among contracted performers were Alice Sisty and jumping horses: Pearl Biron, Estelle Clark, Pee Wee Morris, Tom Shipman, Steve Dallas, Brad and his crew, McEggenne, and Sammy Stewart. Over 400 head of stock were supplied the Adams Co.

A \$25,000 RODEO CHARTER has been granted to the Capital City Round-up Co. a Kissimmee (Fla.) rodeo corporation, by Secretary of State R. A. Gray. P. E. Williams, president Florida Cattleman's Association, was named president, and Gordon E. Wood, secretary and general manager. General Manager Wood has been purchased by the corporation in Kissimmee and a large crew of workmen are laying a foundation for a rodeo arena grand stand and bleachers, which will seat 10,000. General Manager Wood stated the rodeo will be an annual event.

ALL-LOUISIANA'S first rodeo, in conjunction with All-Louisiana Livestock Show, November 8-12 in Louisiana State Agricultural Center, Baton Rouge, drew 25,000. There were plenty of spills and several slight injuries. Contestants drew purses totaling about \$6,000. Clear weather prevailed all five days. W. M. Babin was general manager of the rodeo. Winning barrel race bronk busting and steer riding and placing in other events gave Glenn Lawrence, Ruston, title of all-around champ of the State, with silver belt and buckle as added awards. Contract per-

Hub Rodeo Beats

'37 Gate by 20%

BOSTON, Nov. 15.—Boston's Commonwealth Rodeo, staged this year by the Garden itself, November 11, under Managing Director Walter W. Brown, drew 108,432 for the 14 shows, an attendance boost of about 20 per cent over last year's field, over two years ago. Manager Brown said it plans to stage the event again next year. No serious injuries were recorded. However, Fred Alvord, arena secretary, sustained a couple of broken ribs the second night of the show when an angry bull knocked over a barricade.

Event was marked by the acquittal of one of the cowboys, who had been charged with manslaughter, following the accidental death of a rodeo employee in a cocktail bar. The Clements, Robinson and Knight combine furnished the stock.

One of the features was the ride made by Fritz Trapp on the so-called "unridable" Helly's Angel. Champions crowned were: Calf Roping, Harry Hart; Saddle Bronk Riding, Fritz Truan; Bareback Bronk Riding, Paul Carney; Girls' Bronk Riding, Vivian White; Brahma Bull Riding, Ed Fletcher; Steer Wrestling, Tom Hogan.

Fastest times were: Bud Sibley, bulldogging, 5.8 seconds; De Rude, calf roping, 16.3 seconds; and Juan Salinas, cow milking, 2.9 seconds. Governor Lewis Stationall, of Massachusetts, was an interested spectator.

Formers, only ones in arena from out of town, included Alice Sisty, Wagon and Juanita Gray, Lloyd McGee and Sherry Gragan, clown. Results: Bulldogging, Buck Lucas, Nick Dixon, Joe Goodman, Floyd Peterson, Calf Roping, A. J. West, L. P. Easterly, Glenn Lawrence, Mack O'Callahan, Babe Brown, Glenn Lawrence, Nick Dixon, Jess Moffet Jr., John McWiggins, Saddle Bronk Busting, Joe Goodman, John McWiggins, Norris Garbino, Glenn Lawrence.

PAUL HILL, rodeo producer, presented the 14th annual rodeo at Great Western Live Stock Show, Los Angeles, October 28-29. Show drew 6,000 on Saturday and more than 11,000 Sunday. Andy Juaregui, assistant arena director, furnished the stock. Edson Prock was announcer. Joe Hadfield was seriously injured Sunday when kicked by a bronk, and Phil Selby sustained a serious eye injury in a fall from a rodeo bull.

Contestants included: Harold Jackson, Joe Lomax, Jess Cornelius, Bill Richardson, Jackie Fredericks, Al Ray, Johnnie Gardner, Hugh Strickland, Archie Butler, Jim Horn, Loren Fredericks, Frank Coughlin, Harold Jackson, Joe Hadfield, Gordon Davis, Trent Paxton, Gene Rambo, Allen Jespersen, Bill McFarlane, Bud Hunter, Worth Crouch, Ted Bessing, Don Mitchell, Bob Cunningham, Harry Logue, Andy Juaregui, Harold Cook, Frank Mendez, Carl Mendez, Holloway Grace, Earlin Collins, Glenn Tyler, Carol Henry, Richie Brown, Asbury Schell, Len Perkins, Tom Wood, Fox O'Callahan, Chick Hammon, Earl Warren, Pete Travis, Joe Edwards, P. M. Cornett, Charley Shields, Andy Juaregui, Harry Logue, Blonny Brunzell, Buster of Weston, Vidal Garcia, Weldon Boscom, Jerry Littrell, Ed Osborne, Joe Mendez, Oscar Warren, Wil Barrett, John Mendez, Carl Warren, M. W. DeLa, Cleve Kelly, Bill Lyon, John Traylor, John McFarlane, Harold Mueller, Pat Woods, Ray Hunter, Al Garrett, Henry Thode, Homer Brown, Ed Juaregui, Ernest Gill, Dan Durndell, Joe Schultz, Montana.

Results: Bareback Bronk Riding—first day, Frank Schneider and Pete Travis split first, Howard Brown, Frank Mendez, Calf Roping—first day, Clay Carr, Andy Juaregui, Len Perkins, Joe Hadfield, Second day, Andy Juaregui, Fox O'Callahan, Hugh Strickland, John McFarlane, Finals, Andy Juaregui, Hugh Strickland, Clay Carr, Tom Wood.

Saddle Bronk Riding—first day, Pat Woods, Frank Schneider, Doff Aber, Jackie Cooper, Second day, Doff Aber, Jackie Cooper, Frankie Schneider, Harry Logue, Steer Roping—first day, Jack Gardner, Asbury Schell, Willie O'Callahan, Len Perkins, Jerry Littrell, Second day, Andy Juaregui, Fox O'Callahan, Hugh Strickland, John McFarlane, Finals, Andy Juaregui, Hugh Strickland, Clay Carr, Tom Wood.

Steer Wrestling—first day, Joe Mendez, Oscar Warren, Al Barrett, John Mendez, Al Garrett, Holloway Grace, Finals, John Mendez, Al Garrett, Joe Mendez, Worth Crouch, Brahma Steer Riding—first day, Ed Osborne, Weldon Boscom, Homer Brown, Loren Fredericks.

Rinks and Skaters Club Activities

By CLAUDE R. ELLIS (Cincinnati Office)

DE LUXE Roller Palace in Mammoth Garden, Denver, opened on October 20 to a large crowd, officials reported. Rink has 12-by-18-foot floor which will accommodate 1,500 skaters, and spectators' section will seat 4,000. Music is furnished by a Hammond organ. Staff includes Joe Mohama, manager; Al Yobe, assistant manager; Jack Reeves, bookkeeper; Glenn Brindline and Jimmy McFarland, skateroom; Frank Carragher, Duke Van, Rich Richardson, Lee Winland and Skip Swanson, floor men; Dean Songer and Harold Harkey, instructors; Mr. Miller, building superintendent; Cassie Foger and Eddie Richardson, concessioners.

TRIO WOO-DOO number, winners to receive a pair of Chicago skates attached to Earl Van Horn skating shoes, was scheduled for Earl Van Horn's Mineola (L. I.) Rink on November 16 and 18 turkeys were to be given as door prizes at a Thanksgiving party on November 20. Initial rehearsal for the first edition of the Mineola Roller Polies was held on November 12. Manager Van Horn has obtained services of Francois Le Maire, pro ice skater, to aid him in teaching the Sunday figure skating class.

MANAGEMENT of Riverside Roller Rink, Indianapolis, has renewed for one year the contract of Lester Huff, organist.

OSCAR VAN PAEMEL, manager of Cham O' Lakes Roller Rink, Mishawaka, Ind., reports he has opened Dixie Roller Rink in Desmoyne Dance Hall, Mishawaka. Rink operates six nights weekly, with matinees on Sunday. Roster includes Winifred Minne, cashier; Julian Minne, floor man, and Bill Dewire, skateroom.

MISSOURI State circle-waltz championship in Arena Rink, St. Louis, on November 12 was the first State championship held in that city in the past 10 years, reported Manager E. I. Schaffer, of Arena Rink. He said it

was sanctioned and conducted under rules of the Roller Skating Rink Operators' Association of the United States and was well received by skaters, a capacity attendance being drawn. Judges were Rodney Peters, president of the RRROA; Ted Young, president of the Amateur Skating Union of the United States; Art Willow, secretary-treasurer of the ASU; Henry Kemper, past president, and Grace Roan, Contest directors were Ekel Schaffer, Jimmy Hatton and Jack Davis. Music was by Hal Edele at the Hammond organ. Winners were Lois and Lynn Kennedy; Barbara Halkemiers and Dick Rose, second; Lee Fischel and Elmer Travis, third.

ROBERT D. (BOB) MARTIN is now head professional of Detroit Figure-Skating Club as well as the Strathcona Club, Toronto. He is dividing his time in about two-week stints between the two cities. His father, Fred A. Martin, is active as head of Arena Gardens Rink, Detroit, and as secretary-treasurer of the Roller Skating Rink Operators' Association of the United States at Detroit; Jess Dell, also with Arena, is organizing Detroit Speed Skating Club, rather than figure skating, as was implied in a recent report.

ROLLER skating has been introduced in West End Hall, Halifax, N. S., with nightly door prizes and novelties offered. Costume parties have become popular. Music is furnished by automatic machine.

OKLAHOMA CITY is experiencing sudden revival of interest in roller skating, as a new rink was opened recently in Municipal Auditorium by Dan and Herb Garlock, who operated rinks in Iowa thru the summer. Masonite has been placed over the concrete basement floor, giving a 132-by-56-foot skating surface and 35 by 35-foot concession space, which is arranged so that skaters may occupy chairs and tables without removing skates. Music is provided by a Hammond organ. Business is improving daily. On opening night 24 attended. Women's matinees are held on Wednesdays and children skate on Saturday afternoons. Rink operates nightly except on Sundays. A 15-minute radio program is broadcast nightly from the rink.

DANCELAND Roller Rink Club, Decatur, Ill., observed its first anniversary on October 25 by staging a party in the rink, 400 members attending, in addition to visitors from Moonlight Gardens Warts Club, Springfield, Ill., reports Noble Chligge, club manager. Refreshments were served by members of the two clubs and refreshments were served. Club has membership of 600. Officers are Paul McDaniel, president; Harry Harding, secretary, and Fred Seiler, treasurer.

SAXTON'S portable rink has been operating to good business in Calbarne County, Miss., for several weeks. Rink, managed by Johnny Hood, is 40 by 100 feet. Recent visitor was Charles (Skeeter) White, former instructor with O. Shepherd, who has stored his equipment and opened a bowling alley in Natchez, Miss. He expects to reopen his rink soon.

Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, Nov. 18.—Monday night's meeting was called to order by Vice-President Edward McMillan. President Stahl being out of the city on business. Other officers present were Secretary Robbins, Treasurer Pop Baker, Harry Ross and Myrtle Stone. Several new points of interest, including bingo games in the clubrooms each Friday night, were brought to the floor. Chairman and Myrtle and Isidore Sobie. Several members returned from the South, including Ed Horowitz and George Harris. Committee also was appointed for the annual Showmen's Ball. It includes Vic Horowitz, Irving Barker, Sammy Soloff, Lester and Hay Davis, Oscar Margolis and Myrtle and Isidore Sobie. Several members returned from the South, including Ed Horowitz and George Harris. (See MICHIGAN SHOWMEN on page 39)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 18.—Thursday's meeting convened, with President J. C. McCaffery presiding. With him at the table were Treasurer A. L. Rosman, Secretary Joe Streibich, Past President C. R. Fisher and Ernie A. Young. Ned Torti came in for the meeting and reported on membership committee activities. Relief committee reported that Brother R. F. Trevellick is still in the hospital and Brothers Owens, Vollmer, Lydick, Delgarian and Rankine still confined in their homes. Brother Tom Rankine returned from his summer cottage. Bill Carkey is getting real activity from his president's party committee. Better be on hand for the big doings. Nat Green has been getting some good publicity for the banquet and ball and promises some radio broadcasts in the next few days.

Sam Levy reports real progress on the banquet and ball. Brother Doolan has plans about completed for the Memorial Service. Lease committee will make its report at next meeting. Funeral committee arranged for burial of Brother John D. Starkey last week and presented a letter from Mrs. Starkey expressing thanks for prompt co-operation. Arrangements have been made to have Thanksgiving dinner in the league rooms November 23 for the boys who are in town with no place to spend the day.

Brother William M. Young, of Goodman Wonder Shows, attended his first meeting. Brother Orville Harris returned from the New York World's Fair and (See SHOWMEN'S LEAGUE on page 31)

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Nov. 18.—Club's regular weekly meeting drew the largest attendance of the year, necessitating extra seats. Second Vice-President Mel Vaught presided in the absence of President Mellor. G. C. McGinnis, secretary, and Harry Altshuler, treasurer, also attended. Reading of last meeting's minutes approved, this was followed by a lengthy discussion of the allotment of the \$125 for advertising the convention and New Year's Eve Banquet, which was finally voted out upon motion of George Howk, seconded by Bridgie Weber. After Toronto Meeting, exhibited copies of (See HEART OF AMERICA on page 39)



Palace Theater Building, New York.

NEW YORK, Nov. 18.—Tonight—the second annual banquet and entertainment! On the eve of the great festivities clubrooms were literally swamped with local and out-of-town visitors. Among them were Jake Linderman, Art Lewis, Frank Miller, Matthew J. Riley, George Traver, Bill Itabkin, Max Schaffer, Sidney Kahn, Jack Greenapoon, Max Hornmann, Bill Groud, Irving and Sam Berk, Max Kasow, Al Katzor, Arthur Campfield, Sam Taffett, William Bloch, Ben Williams, Lew Dufour, Tom Brady, Jesse Kaye, Nate Eagle, Sam Rothstein, George Hirschberg, Ted Miller, Paul Miller, Sam (See NATIONAL SHOWMEN on page 37)

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Nov. 18.—Monday night's meeting smashed fall attendance records with 143 in attendance. Past president C. E. Zeiger was induced to appear in the official line-up, but past presidents, Harry Fink, Theo Forstall, Orville Craft and Eddie Brown remained on the side lines. Officers present were Harry Hargrave, Joe Glacey, Pat Armstrong, John E. Ward, Ross Davis, Eben Dobbert and Lou Johnson. Announcement was given over to a meeting of the board of governors for the purpose of selecting a nominating committee to name an (See PCSA on page 39)

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Nov. 18.—Club held its regular business meeting in the clubrooms on November 9. President Anna Jane Pearson was unable to attend, so Past President Nell Allen, assisted by Secretary Grace Goss and Treasurer Gertrude Lang, presided. Sick com- (See MO. SHOW WOMEN on page 31)

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Established 1884.

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SKATING RINK TENTS

SHOW AND CONCESSION. NEW A USED TENTS.

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Monroe at Third, Springfield, Ill.

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N. MONT. YEAR BEST

Rise Climaxed In Great Falls

Manager DePue re-elected for tenth term as tribute to outstanding success

GREAT FALLS, Mont., Nov. 18.—Climaxing the most successful year in history of North Montana State Fair here, directors unanimously re-elected Harold F. DePue, secretary-manager, under an arrangement which provides an appreciable increase in salary.

Arrangement insures that Secretary DePue, who was at the helm when the fair gates first opened in the depression year of 1931, will round out a decade as manager of an outstandingly successful fair, success of which is the more unique when it is considered that it is in a section of the United States which has virtually no population, in comparison with Eastern districts.

Fair was started in 1931 with little more than rosy hopes and a belief that Manager DePue, who had been successful in conduct of Richland County Fair, Sidney, Mont., would bring his opera hat and rabbits with him and somehow pull some success out of thin air. How he succeeded was revealed in the annual statement which directors considered before offering him his latest contract. It shows a plant valued in excess of \$700,000, including some of the finest display buildings in the nation, against which there is not a single cent of indebtedness.

Improvements during the past year totaled more than \$100,000, despite which the fair has a treasury balance of \$27,468.32, with only negligible current bills. Net operating revenue for 1939 was \$150,598.08, against net operating (See N. Mont. Year Best on opposite page)

Tampa Silver Anniversary In 22d Year for Strider

TAMPA, Fla., Nov. 18.—Offering \$40,000 in premiums, Florida State Fair's Silver Anniversary catalog has gone to 20,000 prospective exhibitors. Extensive WPA project, including replacement of the largest exhibit hall, with 30,000 square feet of floor space and rebuilding of all entrances, is nearing completion.

Fair will mark the 22d year that General Manager P. T. Strider has been at the helm. Albert S. Thornton, a board member since the association was founded, is executive secretary; Russell Kay, secretary and director of publicity; James Malone, assistant to general manager; Beatrix James, office manager. With name bands as a nucleus, grandstand entertainment will include two days of auto racing, two days of thrill shows, rodeo and Gasparilla pirate parade.

Gasparilla Day, two Children's Days, Shrine Day, Future Farmers of America Day and Governor's Day will be observed. Royal American shows, which will again provide the midway attractions, are in winter quarters on the grounds.

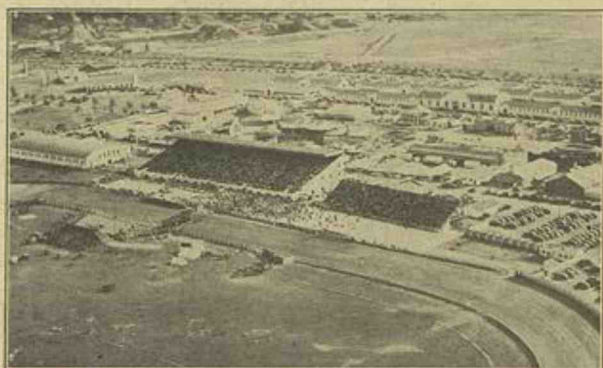
Question:

ARE FAIRS "BIG BUSINESS"?

For the answer see special article in the

Christmas Number Of The Billboard

Dated December 2



WHEN THERE WAS ACTUAL PAID ATTENDANCE OF 50,324 on the final day, Saturday, August 12, this aerial view of grounds of North Montana State Fair, Great Falls, August 7-12, was taken. Total paid attendance of 263,940 was registered, making the best year in history of the fair. Secretary-Manager Harold F. DePue has just been unanimously re-elected and next year he will round out a decade in the post, having assumed the reins at inception of the annual in 1931.

Augusta Gate Goes Up 10,000 for New Mark; Tip 15 Cents

AUGUSTA, Ga., Nov. 18.—Exchange Club Fair here on November 6-11 had paid attendance reported at about 50,000 and total attendance of 100,000, largely accounted for by children's days for colored and white schools, which saw 45,000 admitted to grounds.

Attendance, 10,000 above last year's for a new record, was reached despite a 15-cent gate instead of 10 cents charged previously, said President George H. Simerault, Exchange Club.

Free acts were flying Comets, booked thru George A. Hamid, and Al Michie, as "Popeye."

World of Mirth Shows were on the midway. Next year's contract has not been let, officials said. Fair added a new building this year for live stock, which is being featured in this section now. It is hoped in a year or two to adopt the requirement that live stock shown must be bred in Georgia or South Carolina.

SUPERIOR, Wis.—Altho the 1939 Tri-State Fair here grossed \$43,554.63 against expenditures of \$38,023.36, current liabilities of \$11,774.27 leave the association with a deficit of \$4,141.98. Receipts included \$2,273.40 at gate and \$7,108.40 at grand stand. Paul Whiteman's Band was the feature attraction.

Ionia Gross Is Second Largest; Grand-Stand Receipts Hit Peak

IONIA, Mich., Nov. 18.—The 1939 Ionia Free Fair here had estimated attendance of 296,960, compared with 290,448 in 1938, an increase of 6,512. It was announced in the annual report to the board of directors on November 8. Net cash profit was \$45,229, compared with \$320.07 last year. Total cash receipts amounted to \$65,947.72, compared with \$59,314.10 for 1938, an increase of \$6,633.62. This is the largest gross in history of the fair, with the exception of 1929, when receipts were \$66,902.51.

This year the fair spent for improvements and parking lots \$8,399.02, and for repairs to grand stand, bleachers and buildings \$5,419.70, a total of \$13,818.72. Last year \$7,855.03 was spent for improvements and repairs, an increase of \$5,267.74. Horse races cost \$1,244.30 (net) more than last year. Gross profit for this year is \$14,499.22; last year, \$8,728.02, an increase of \$5,771.20.

Improvements and additions in 1939 included payments on real estate purchased, \$1,000; cement walk around race

Weather Turn Hits Finale in Beaumont

BEAUMONT, Tex., Nov. 18.—As final check of figures progresses, verdict is that the 33d annual South Texas State Fair here on October 26-November 4, under Secretary-Manager L. B. Herring Jr., was the best from an amusement and educational standpoint.

A turn of unseasonably cold weather curbed the gate somewhat and held down what should have been the three biggest nights. A. E. Selden, "The Stratosphere Man," was received with greater acclaim than any other free act ever to show at the fair. During the last two days he presented his act daily despite terrific north winds. Midway of Rubin & Cherry Exposition was emptied by cold nights before 11 p.m.

At the feature spot, the Harvest Club, the opening two nights had the reverse of extreme cold, when high humidity affected the response. Cold hurt in the later days. Happy Felton and his 18-piece orchestra, featuring as soloists Louise Dunne, Loris Lee, Ken Nealy and Billy Galbraith, played for dancing. Dorothy Byrd, dancers, featuring two Beaumonters, Chas. Cassin, pianist, and Jordan Skating Trio composed the floor show.

Outstanding was a live-stock program which saw the return of a competitive stock show after a six-year absence.

track, 65 new sections of steel fence, shut-off boxes, new water lines, storm sewer, catch basins and cover, east side north of grand stand, repairing old steel fence, painting all-steel fence, grading around race track, new sheep shed for 4-H Club, black-topped midway, considerable grading and sodding on grounds, new flags around race track, repairs to buildings, grand stand and bleachers, 1,500 yards of gravel on midway, 6,000 yards of dirt removed.

Practically all departments had considerably more exhibits and paid out more for premiums this year than last. In addition to regular advertising in local newspapers and surrounding towns, 32 24-sheet boards were used on the main highways and 5,000 circulars, 10,000 more than last year.

Paid attendance to shows and rides was 223,576, compared with 205,424 for 1938, an increase of 17,152. Receipts in the grand stand surpassed any in history of the fair, including 1929, the banner year.

Better in Ohio

DELEFONTAINE, O., Nov. 18.—Ohio fairs as a whole had another very successful season. The number of fairs equaling or smashing all-time attendance records was large. A great percentage increased the number of exhibits and exhibitors. Night fairs were without doubt the best attended and most successful, financially and otherwise, in Buckeye State history. Financially, a great majority of the fairs at least broke even and made good profits. In most of the comparatively few cases where there was financial loss, it can be attributed to unseasonably weather. The fairs were unquestionably better balanced, more attractive and worthwhile than ever before.—MRS. DON A. DETRICK, executive secretary, Ohio Fair Managers' Association.

Gains Scored In Macon; May Revert to Week

MACON, Ga., Nov. 18.—Gains in attendance and receipts were reported for Georgia State Fair and Exposition, here on October 30-November 8, despite cold weather. For many years the fair was held the third week in October. While the extended run was termed profitable, it was indicated by Secretary-Manager E. Ross Jordan that the 1940 fair will probably be held on the first or second dates and for only one week. There were nine showing days, no attempt being made to operate on Sunday, November 5.

Attendance was announced as 157,000. Duration of one-week fair it has been from 100,000 to 125,000. Heaviest attendance was reported on Thursday, Friday and Saturday of the first week. Crowds were smallest on final three days. Thrill arrangement with Georgia department of Future Farmers of America a special FFA live-stock show was held. Thousands of farm boys, representing practically all 159 counties, participated. Other departments were as formerly, except poultry which was in a large tent, due to heavy overflow of exhibits in the eight buildings.

For the first time in many years a program of free acts was given on the grounds and this helped the gates. Acts included Four Comets, first act; Virginia Senior, Sky-High Girl; Eva May, aerialist; Joe Lewis, and Suicide Zorki and Cramer. Elaborate displays were given after the acts by Ohio Display Erector Co. Another innovation was leasing of all independent midway concession space, excepting lunch stands. (See Gains Scored in Macon on opp. page)

Sun Office for Des Moines

SPRINGFIELD, O., Nov. 18.—General Manager Bob Shaw, Ohio Sun Booking Agency here, announced opening of a new Sun office, 401 Plymouth Building, in Des Moines, Ia., to be under management of Irving H. Grossman, formerly with Artists Bureau of W.H.O. Des Moines. Mr. Grossman, who will remain as manager of Riverview Park, Des Moines, will also book Sun attractions for fairs and special events in the Midwest district under supervision of Boyle Weisback, manager of the Sun Agency in Chicago, who will work with the Des Moines offices. General Manager Shaw, W. C. (Billy) Senior, Boyle Woolfolk, Irving Grossman, Bill Blomberg, George E. Flint, Mort Ingle and Lou Weisback. The Sun office will attend the December meetings in Chicago.

European Expos in Making

PARIS, Nov. 11.—French government, noting a proposal for cancellation, requested the expo committee to resume its efforts to hold the 21st annual International Paris Fair on the grounds here in 1940. This is the first time since outbreak of the war that the government has sanctioned an event that would permit people to attend in unlimited numbers. Work is progressing on air-raid shelters for 20,000. In Rome Mussolini has broken the first clip on the site for the Rome International Exposition 1942. Site is a long stretch bordering Mussolini Autostrada and leading to the sea-side.

Fair Elections

MINERAL POINT, Wis.—Southwestern Wisconsin Fair Association here re-elected Roy Parkinson, president; Will Grange, vice-president; G. H. Shepard, treasurer; Roy Winn, secretary.

CHIPPEWA FALLS, Wis.—L. J. Taudenst was re-elected president of Northern Wisconsin District Fair Association here; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary-manager.

AMHERST, N. S.—Mrs. Carrie L. Mills was named secretary-treasurer of Maritime Winter Fair here, and the sponsoring body, Maritime Stock Breeders' Association, succeeding Major Arthur W. MacKenzie, in the post and now in an army unit in Truro, N. S. She had been office manager for the fair and association as assistant to Major MacKenzie. Winter fair was canceled for 1939.

YORKTON, Sask.—Yorkton Exhibition Association elected: President, O. R. Bull; vice-president, J. Sherwin; honorary president, R. J. Beatty; solicitor, W. H. Morrison.

IONIA, Mich.—Ionia Free Fair elected C. B. Wardle, honorary president; Howard C. Lawrence, president; Fred T. Wortman, vice-president; Ross Sarlo, secretary; Leo McAlary, treasurer; Nels Strand, John Todd, L. D. Swanson, N. J. Ogdive, Harry Gemuend, Allan M. Williams.

GLADSTONE, Man.—Gladstone Agricultural Society elected A. Hart, president; D. Oliver, vice-president; J. F. Broadfoot, secretary.

RUSSELL, Man.—James Beavre was re-elected president of Russell Agricultural Society for the 11th consecutive term; vice-presidents, John Peddie, Mervyn Colter; secretary, H. R. Barry.

WARSAW, Ind.—Kosciusko County Fair Association here re-elected Mike Malox, president, and Floyd Stevens, vice-president. Willard Cain was elected secretary to succeed O. B. Kilmer, resigned; Mrs. Willard Cain, treasurer.

KEROBERT, Sask.—Kerobert Agricultural Society elected: President, J. Irvin Bell; vice-presidents, J. W. Whetter, W. Nesbitt; secretary, D. J. Hartley.

Grand-Stand Shows

S. M. RANKIN, stunter with Flash Williams and his Thrill Drivers, recently visited his home town of Devils Lake, N. D. and was subject of a feature article giving his biography and description of his act in The Devils Lake Daily Journal.

CAROLYN ERIKSSON, juvenile scuba, recently completed her second season's fair work for Barnes-Carruthers, playing dates in Illinois and Michigan, including return appearances at Ionia (Mich.) Free Fair and Michigan State Fair, Detroit, reports Mrs. Rupert A. Erickson.

RUBE CURTIS, clown, reports that after closing at Golden Gate International Exposition, San Francisco, he went to Mountain View, Mo., where he bought a 30-acre farm, his plans to resume trouping next spring.

AFTER spending a few months in Tampa, Fla., Mr. and Mrs. J. Lamont, of Cockeokeo and Macawes, report they will go to Mexico to fill an engagement for remainder of the winter. They were featured six months in Frank Mack's Jungleland show at the New York World's Fair and expect to play a return date in 1940.

Fair Grounds

CEDAR RAPIDS, Ia.—New \$30,000 exhibition hall has been completed at Hawkeye Downs for the 1940 All-Iowa Fair. Structure, 108 by 210 feet, will house 100 exhibits. Floor is concrete and remainder of the one-story structure frame.

MIDDLEPORT, O.—Certification has been granted now Meigs County Fair thru A. J. Swain, inspector of the State Department of Agriculture, following the season of 1939 or hereafter. Certification will make the fair group eligible for some \$2,400 in funds from county commissioners and other sources. Fair was the first in history of Middleport. Perma-

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.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee, J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-7, Stratton, Stockton, Calif. Tevis Paul, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka, R. M. Sawhill, secretary, Glasgow.

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, Desler-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, Hotel Hamilton Hotel, Richmond, Charles B. Balston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Port Shelby, Detroit, Chester M. Howell, secretary, Cheesing.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading, Charles W. Swoyer, secretary, Reading.

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 1-10, Hotel Hamilton Hotel, Pote 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 their dates, as inquiries are being made.

new buildings for 1940 are planned and probably will be located on old Rocky Springs grounds.

BATON ROUGE, La.—All-Louisiana Livestock Show and rodeo here on November 8-12. In LSU Agricultural Center crowd about 25,000. Of this gate about 10,000 was paper, but Manager W. M. Babin declared the event a success. More than \$10,000 in prizes was awarded to 300 exhibitors and 75 rodeo performers. Features were a rodeo and first auction of Aberdeen Angus cattle ever held in the State. There were also an auto show, opening-day pageant and midway with Parks Amusement Co.

\$40,000 Improvement Plan Is Indorsed for California

SACRAMENTO, Calif., Nov. 18.—Directors of California State Fair have voted a \$40,000 improvement program for the State Fair grounds here, subject to approval of WPA and State finance department. It would provide additional horse racing bars, steel floodlight poles, landscaping and curbing, steel fences and other improvements. If money becomes available for another major structure, it will be an education building, directors decided.

Secretary-Manager Robert H. Mueckler submitted a 64-page report on recommendations for improving the fair, based

on a two-year study. One was that grand-stand revue should be ended at 9:30 p.m. instead of 10:30, and buildings be left open until 11 p.m. instead of 10, to give patrons more opportunity to visit buildings and concessions after the grand-stand show.

Attendance fell off 18 per cent and concession revenue 26 per cent at the 1939 fair. Board has under advisement Manager Mueckler's plan for a 20-cent "Everybody-Pays" gate at future fairs.

IAIE Reservations Come In

CHICAGO, Nov. 18.—Reservations at the Hotel Sherman continue for the annual meeting of the International Association of Fairs and Expositions on December 5 and 6. Secretary Frank H. Kingman, Brockton, Mass., will arrive on December 2, as will Robert Mueckler, secretary of California State Fair, Sacramento. President Sid W. Johns, Saskatoon, Sask., will be first of the Canadian contingent to arrive, and from Tampa, Fla., and Beaumont, Tex., respectively, will come Mr. and Mrs. P. T. Strieder and L. B. Herring Jr. Others to be on hand on Saturday in time for the president's party of the IAIE are the League of America will be Fred Beckmann; Max Cohen, American Carnivals Association; Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Charles Ooss, L. S. Hogan, A. R. Corey, Mr. and Mrs. Deane Lang, Art Lewis, Harry Henkle, Pat Purcell, Dr. and Mrs. W. W. Simonds, A. E. Selden, Lee A. Sullivan, Louis and Ned Torti.

N. MONT. YEAR BEST

(Continued from opposite page) cost of \$118,952.94. Due to increase in paid attendance, which totaled 264,940, 1939 was the best year in the fair's history, the report shows. Since less than 90,000 persons live within a radius of 150 miles of the fair gates, a large portion of attendance was of the repeat variety, drawn by the large array of educational and amusement features.

Stock Shows Repeat

Car registrations this year showed an increase from 11 Montana's 35 counties, from 45 States, from three Canadian provinces and from Mexico and Hawaii. California topped the list of visitors from outside States, with 376 car licenses registered from there. Exhibitors and displays were each several thousand greater in number than in any past year.

Entertainment features which drew included Henries Bros.' Shows on the midway, Thornee - Duffield fireworks night, Barnes-Carruthers night club and acts, Leo Cromer rodeo, 45 thoroughbred races with pari-mutuel, and a Thrill Day program featured with Dick Granger, stunt flyer. Live-stock show topped educational features, with more than 2,000 heads entered in such events as the National Hereford Show, at the fair for the fifth successive year; North-west Ayrahle Show, at the fair for the sixth successive year, State 4-H Club Show, and WPA Show.

Man change planned for next year is enlargement of the entertainment program, Manager DePue said.

GAINS SCORED IN MACON

(Continued from opposite page) to Johnny J. Jones Exposition, Commissions, operated under supervision of Harold (Buddy) Paddock and Morris Jordan, also secretary-manager of Duval-Jacksonville (Fla.) Fair, for several weeks he had been dividing his time between Macon and Jacksonville.

Numerous visitors included Norman Y. Chambliss, general-manager of North Carolina Exposition Co.; John E. Frenkel, secretary-manager, Pensacola (Fla.) Tri-State Fair, and Mrs. Frenkel; Mike Benton and J. N. Armour, officials of Southeastern Fair, Atlanta; Charles Sparks, retired circus owner; Jack Benton, circus owner; W. E. Frank, Frank's Greater Shows; Mr. and Mrs. W. R. Harris, Model Shows; and Concession Manager Bill Martin, of Tampa

Selden THE STRATOSPHERE MAN WORLD'S HIGHEST AERIAL ACT! NOW BOOKING 1940 DATES See Me at the Chicago Meetings or Write Today. Permanent Address: Care of The Billboard, Cincinnati, O.

(Fla) Fair; R. L. Millican, Jacksonville Fair; Dinty Moore, ride and digger operator, and Gordon S. Chapman, secretary, Sandersville (Ga.) Fair.

Press Day Repeated

Midway grosses showed a gain, it was announced. Johnny J. Jones Exposition played the annual for the fourth consecutive year. Press Day was the annual of the fair. Newspaper and radio publicity was extended, publicity being placed in 20 daily newspapers and more than 100 weeklies in every section of the State for three weeks prior to opening and radio advertising being used in 62 papers. Paul M. Conaway, in his ninth year as publicity director; Frank Cross and Sidney Slappey handled most of the radio programs from the grounds. For the second year a Press Day was observed, visiting editors touring the grounds and at night being guests at a banquet, with Publicity Director Conaway as toastmaster.

Fair used two sound trucks, one belonging to Jones Exposition. Harry Mack of Downie Bros. Circus Co. announced the free acts. A band of 15 Macon musicians, directed by W. F. Walker, played downtown concerts at noon and 6 p.m. and on grounds after-noon and evening. One band who had a doc concession annually more than 20 years, did not operate a concession this year but came from New York and spent several days visiting friends. Thousands of orphans, schoolboy patrols and other organized organizations were entertained by the fair association and Jones Exposition.

NATIONAL SHOWMEN

(Continued from page 35) Wagner, Morris Levy, Sidney Goodwill, Red Hicks, Al McKee, Isaac Cellin, Jack Wilson, Jack Gilbert, Speedy Merrill, Charlie Lawrence, Murray Zand, Orsel Devany, Andy Belmont, Mack Barria, Irving Udowitz, George Diefenbach, Ben Ross, Jake Shapiro, Harry Witt and of course, the regulars.

Last pre-banquet meeting last Thursday was an open house at which members of the Board of Showmen and exhibitors. There were refreshments and unrivaled enthusiasm for tonight's Commodore Hotel function. Frank Miller did noble work in connection with supplying beverages, sandwiches and even cups and utensils.

President George A. Hamid could not preside at Thursday's meeting, having been called away to Boston and Philadelphia, where his organization is operating indoor dates. Leadership was divided between A. S. Rosenthal, secretary, and the "other half" of the "elder" act, Irving Rosenthal, banquet chairman. Details of the deaths of brother-in-law and mother-in-law of John M. Liddy, executive secretary, will be found in the Fall of 1940 section.

Pressure of meetings and banquet activities have made club negligent of birthday felicitations of late. However, on the theory of better late than never, names and dates follow.

Harry Jordan and Eddie Viera, November 3; Joseph Engel, 4; Lew Lange, G. H. Messmore and Guy R. Markly, 6; Lawrence Neumann, Alex Brown, William Ricardo, 9; Joseph Ceida, 10; Andre Dumont, 12; Dr. Frank Fisher, 13; George P. Smith, Jr., 15; Emil Lussner and Joe Paillo, 16.

Ladies' Auxiliary

All members are pulling for the speedy recovery of Sister Lillian Faber. New members are Anna Higgins, Margaret White, Myrtle Campfield and Ruth Griggs. Club is being led to have been active in complementing efforts of the NSA in putting the banquet over with a great big bang.

B. N. Y. MEET FORESEEN

NAAPPB Execs Expect Largest Pool Turnout; Affiliates To Join

Program complete for 21st annual conclave and trade show in Hotel New Yorker—New England and Pennsylvania organizations to participate in all sessions

CHICAGO, Nov. 18.—Consensus of execs is that attendance of pool operators will be largest in history at 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, and a big outpouring of other delegates is looked for, it was announced from offices of Executive Secretary A. R. Hodge here. Attendance will be augmented by members of the New England Section of the NAAPPB and Pennsylvania Amusement Parks Association. President George A. Hamid, American Recreational Equipment Association, has announced that his organization, which comprises the manufacturing and sales end of the industry, will hold annual meeting and program session at 1:30 Monday afternoon, December 4. This organization will be extensively represented among the more than 100 exhibits which will constitute the big annual trade show, officials said.

President W. St. O. Jones, New England Section of the NAAPPB, and Secretary Fred L. Markey are assembling the membership to participate with the parent organization in its numerous activities. While no special program is scheduled by the New England men for fear of conflict with NAAPPB program sessions, numerous executive and committee meetings of the New England Section are contemplated. Pennsylvania Amusement Parks Association will also be represented. Meanwhile, President E. K. Foehl has not announced plans for the meeting. It is expected that they will follow the same procedure as the New England group.

Program Chairman Harry J. Batt announced the program complete will be featured in *The Billboard's* next week's issue. Paul H. Huedepohl, member of the general program committee and chairman of the pool section of the program, announced that in addition to pool subjects on the general program, three lively round-table discussion periods, starting at 12:30 and continuing until 2 p.m. for each of three days, have been arranged and promise to prove the most valuable in the history of the organization.

Secretary Hodge said all convention plans are practically complete, although few booths are still available, due to cancellations made necessary by the change in dates which interferes with the plans of certain exhibitors.

Drome for Seaside Heights

SEASIDE HEIGHTS, N. J., Nov. 18.—Manager J. Ernest Moberg, Seaside Heights Casino, Inc., reported he has contracted Ralph Penley's Motordrome, featuring eight-year-old Harvey Penley, trick rider, for next season.

MOOSE JAW, Sask.—Latest addition to Moose Jaw Wild Animal Park is a mule deer, gift of the Industrial Home, Regina, Sask.

Question:

Can an Amusement Pier Draw 2,000,000 People in a Season?

For the answer see special article by Frank P. Gravatt in the

Christmas Number Of The Billboard Dated December 2

Acts Drew Big in Sweden; Novel Danish Ride Feature

STOCKHOLM, Nov. 18.—Popularity of circus-vaude bills in Swedish amusement parks is attested by last summer's record of the Cabaret-Hall in Liseberg Amusement Park, Gothenburg. From opening of the season on May 16 until September 1 the SBO sign was up at all except three performances. Outbreak of the war caused a drop in attendance during the first week in September, but 56,000 spectators viewed closing performances on September 9 and 10.

During the season the Cabaret-Hall uses many good American acts. Few, if any, American acts are in Sweden at present, but many other foreign acts are stranded in Sweden and Norway, having been unable to return to their countries at close of the park season.

Percy Platt, English showman associated with the Danish amusement park operators, the Stefansen brothers, has



WALLACE ST. CLAIR JONES, Boston, president of New England Section, National Association of Amusement Parks, Pools and Beaches, has urged large attendance of the NE group at convention sessions of the NAAPPB and American Recreational Equipment Association in the Hotel New Yorker, New York, on December 4-8. Eastern locale of the meeting has caused officers to expect a big turnout of pool operators and device and accessory dealers. President Jones headed the Manufacturers and Dealers Section, predecessor to the AREA, in 1931-32.

decorated his Octopus ride in Bakken Amusement Park, Copenhagen, in novel fashion. Center of the device is covered with the replica of a huge body of an octopus with blinking electric eyes and the eight arms are covered with long tentacles. Effect is striking.

Every Employer and Employee Should Know When Eviction Is Lawful

By ALFRED FRIEDMAN

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

Reprints of the article, *When Eviction Is Lawful*, which appeared in *The Billboard* of October 28, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a permanent address, give your route a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.

When sending 9 cents in postage for 15 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to compliment you on publishing it. It is something that every fair secretary and showman should have."

Altman To Build New Dance Pavilion For Williamsville

WILLIAMSVILLE, N. Y., Nov. 18.—Remodeling work and erection of a large open-air dance pavilion in Glen Park here is expected by Owner-Manager Harry Altman to bring back in 1940 a considerable amount of lost dance trade. Casino dance hall reported a drop in receipts of about 25 per cent this year, but since conversion into a night club, featuring good bands and acts, the spot has been pulling and a portion of the loss, incurred during a season that was generally spotty, has been erased.

Park business was slightly below 1938 figures. Six large rides, in addition to kiddie rides, operated at a deficit, only the Merry-Go-Round showing profit. Business for 10 concessions was fair, shooting gallery, ball game, funhouse and refreshment stand reporting a good season. Penny arcade, generally a big winner, and candy sales were off. Glen Barr, seating 800, did consistently good business and was the most profitable feature of the park, due largely to good entertainment bills. Manager Altman plans enlargement of the building this winter to seat 1,200.

An advertised attraction of the park is a large lot for free parking under park police supervision, headed by Art Radka. Other park officials are Earl Reader, superintendent; Al Reading, chief electrician, and Irving Fox, Casino manager.

Long Island

By ALFRED FRIEDMAN

Federal government's previous interest in development and protection of the shore front in the South Shore section is becoming intensified, much to the gratification of resort men, whose interests have been imperiled repeatedly by ocean storms.

Amusement property has suffered damage running into hundreds of thousands of dollars during the past 20 or 30 years as the result of storms. Now it is learned that the purpose behind the government's added interest in protecting the shore is twofold; not only to protect property but also with a thought to its importance as a fortification.

The zone in question is an area extending some 40 miles. Should the government harness the sea in certain zones it isn't unlikely that new amusement regions will spring up.



AMONG SPEAKERS AT POOL SESSIONS AND ROUND-TABLE DISCUSSIONS tentatively scheduled for the 21st annual meeting of the National Association of Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8 are these widely known figures in pool biz. Left to right: Harry A. Aokley, engineering firm member and former park manager, Pittsburgh; Sol Pincus, past president of the former American Association of Pools and Beaches and head of Cascades Operating Co., who is expected to extend greetings as deputy health commissioner of New York City, and Arthur E. French, vice-president of Joseph P. Day, Inc., operator of Manhattan and Brighton Beaches, Coney Island, N. Y.

Coe Chairman Of PCSA Ball

LOS ANGELES, Nov. 18.—Everett W. (George) Coe, recently named chairman of the Pacific Coast Showmen's Association's annual banquet and ball in the Hotel Biltmore here on January 16, will have John Alexander Pollitt, Harry Chipman and Ross Ogilvie as his assistants. It was announced this week.

A splendid exploitation job is being done and Chairman Coe, who already has effected several innovative ideas, said the annual event would eclipse any former banquet and ball staged by the club. Plans call for a big-name orchestra and floor show to furnish the dance and entertainment program.

Aiken Finale Gives Page a Winner; Map '40 Building Plans

JOHNSON CITY, Tenn., Nov. 18.—Making the longest jump of the season, J. V. Page Showmen's Association here last week after a successful closing at Aiken (S. C.) District Fair, October 30-November 4. B. E. Savage said the organization wound up on the right side despite a poor start because of inclement weather. Thirty-week tour saw shows travel 3,459 miles, appear in seven states and play 12 fairs and eight celebrations. Remaining stands were still dates. Although organization got off to a good start at the closing stand, fright was the marred attendance the latter part of the week. Week was a winner, however, Savage said.

Two school days were presented and Merry-Go-Round, Twin Ferris Wheels and Tilt-a-Whirl led the rides. Minstrel Show was best among shows, with the Hollywood Revue and Monkeyland trailing. Mr. King, owner of the local paper, gave shows much space. Joining for the date were S. O. Baustelle, Allen J. Little, W. E. Ransley, Harrison H. Guston. (See PAGE CLOSES on page 51)

Zeiger To Winter In Tucson Quarters

TUCSON, Ariz., Nov. 18.—Closing their tour at H. H. Poplin Celebration, Buckeye, Ariz., on October 28, C. F. Zeiger United Shows moved into quarters in two large warehouses here. One of the buildings comprises a large workshop where repair and rebuilding work began immediately on arrival. Efforts will be made to have organization ready to open in February, 1940.

Superintendent and Mrs. H. J. Brazier have rented a house and will winter here, as also will Hugh Green, who is in charge of quarters. Other members, after storing their property, gave the following destinations: Mr. and Mrs. Paul Stumm, Leland Garland, Mr. and Mrs. Carl Martin, General Agent Frank and Mrs. Ward, Los Angeles, and Mrs. T. Jay O'Brien, Corpus Christi, Tex. Mr. and Mrs. G. E. Montgomery and concessions, Yuma, Ariz.; Mr. and Mrs. Ralph Schafer. (See ZEIGER IN QUARTERS on page 51)

Heth Closes Okeh; Season Satisfies

ROANOKE, Ala., Nov. 18.—Despite a near-blizzard, L. J. Heth Shows wound up the 1939 tour at Randolph County Fair here on November 11 with two days of excellent business. Wednesday, Children's Day, and Saturday were best days. Rural and city schools co-operated. Shows closed with all reporting a good season. Organization was out 27 weeks, played seven states and four Sunday dates. Only four nights were lost, although spring dates resulted in poor business, fairs were winners.

Equipment was shipped to quarters in North Birmingham. Jessie, Dorothy and Jimmie Sparks and William Farmer, of Sparks Shows, visited. Jimmy and Irene Clifton left for Columbus, Ga., where Jimmy will be engaged by a local bus line during the winter. Howard and Mrs. Ward, Los Angeles, and Mrs. T. Jay O'Brien have a road job with merchandise house. Joe and Pody Sparks went to Joe's farm in Florida. Joe and Jean. (See HETH CLOSES on page 50)



MRS. C. E. (PEARL) BARFIELD (center), wife of the owner of Barfield's Cosmopolitan Shows, was hostess to her nieces, the Warner Sisters, who spent a week on the shows during the organization's stand in Donaldsonville, Ga. The girls were en route from the East to open a winter engagement in Miami, Fla., and are well-known radio and night club performers. Photo furnished by W. R. Johnson, The Billboard agent.

Simpson Rejoins Jones Expo Staff

JACKSONVILLE, Fla., Nov. 18.—Owner E. Lawrence Phillips, Johnny J. Jones Exposition, announced here that J. C. (Jimmie) Simpson had rejoined the Jones organization as traffic manager and associate agent. He will work with J. C. (Tommy) Thomas, show's general agent.

Simpson was with the Johnny J. Jones Exposition as general agent from the fall of 1934 until latter part of the 1938 season, when he resigned, and mostly since then he has been living in temporary retirement at his new home in Powderly, Ala. Thomas succeeded him as general agent. Thomas, Simpson and other staff members will attend the December meetings in Chicago.

ISA Changes Banquet, Ball Date; Supports HASC Party

ST. LOUIS, Nov. 18.—International Showmen's Association, at a meeting here on November 9, unanimously voted to postpone the banquet and ball set last spring for New-Year's Eve until the 1940 season. (See BANQUET CHANGED on page 50)

Abbott Quits as Marks G. A.

LYNCHBURG, Va., Nov. 18.—Charles A. Abbott said here this week that he had resigned as general agent of John H. Marks Shows after two pleasant seasons and would accept a similar position with another show about December 1. He was en route to New York and Chicago to attend the December meetings.



TWO VETS IN CARNIVALDOM who have returned to the field after having apparently deserted the ranks in which they were notable figures for many seasons. Left to right: James C. (Hennie) Simpson, who has been made traffic manager and associate agent of Johnny J. Jones Exposition, working with General Agent J. C. (Tommy) Thomas, and William C. (Bill) Fleming, new general agent of James E. Strates Shows, who took up his duties at close of the shows' road season.

Sheesley in Texas Wind-Up; To Winter In Galveston Barn

GALVESTON, Tex., Nov. 18.—Mighty Sheesley Midway closed here on November 4 and all equipment was placed in quarters at the old electric car barns, with Harry Cramer in charge. Several members will winter here. Art Eldridge and wife are in charge of all animals. No work will be done until after January 1, however.

Mrs. Charles H. Pounds, cookhouse owner, was called to California a week. (See SHEESLEY CLOSES on page 50)

Motor City Chalks Good Biz in Mich.

DETROIT, Nov. 18.—Vic Horwitz's Motor City Shows' 1939 tour of Michigan proved highly successful, is the report. Shows, which are in quarters 10 miles from here, opened early in April on local lots and despite poor weather managed to do par business. During middle of the season they had a break in weather, being rained out only twice. Shows played some of the best still spots in the state. (See MOTOR CITY SHOWS on page 50)

R. C. Edwards To Direct Eastern Amusements, Inc.

MACON, Ga., Nov. 18.—Robert C. (Bob) Edwards, who operates International Casino with Johnny J. Jones Exposition, is planning an expansion of the show. (See EDWARDS TO DIRECT on page 50)

Gorgeous Show Is Being Laid Out for SLA Banquet-Ball

CHICAGO, Nov. 18.—A gorgeous show is being planned for the 27th annual banquet and ball of the Showmen's League of America in the Hotel Sherman here on December 6. Frank P. Dumbold, chairman of the entertainment committee, is lining up talent and expects to have a show that will surpass anything in recent years.

Recognizing that the league conducts its banquet and ball for a worthy cause, artists of stage, radio, night clubs and screen have always willingly co-operated to the fullest extent. This year more than the usual number of widely known artists will be playing Chicago at the time and many have promised to lend their support.

Secretary Joseph E. Streiblich reports that reservations are coming in at a rapid rate. Several groups of 20 or more. (See SLA BANQUET on page 50)

Fuzzell Tour Ends Well in Crossett

CROSSETT, Ark., Nov. 18.—Winding up a profitable season with a good stand here last week, Fuzzell's United Shows went into quarters on a large farm at the edge of North Little Rock, Ark., where a crew of six will be retained. Management plans a number of improvements. Manager C. A. Fuzzell and General Agent C. S. Noel will leave soon to attend the December Chicago meetings. City and officials of a lumber company, which sponsored the shows' stand here, co-operated well.

Roy Goldstone reports the concession department chalked a good year and. (See FUZZELL TOUR ENDS on page 50)

Elements Mar Kaus Closer in Tarboro

TARBORO, N. C., Nov. 18.—Rain and cold most of the week resulted in poor business for Kaus Exposition Shows at their final stand of the season here, under Wake Up and Live suspense. Equipment left November 4 for quarters in New Bern, N. C. Manager A. J. Kaus plans to winter in quarters and make several business trips during the off season.

Mr. and Mrs. James Burnis plan a short vacation in Florida before returning to. (See KAUS SHOWS CLOSES on page 50)

Pooler Aided by Showfolks In Ga. Auto Collision Case

MACON, Ga., Nov. 18.—Thru aid from showfolks, Charlie E. Pooler, concessioner, was enabled to get hospital treatment and later his release on bail, it has been learned here. Pooler, an operator with L. J. Heth Shows, who was jailed on a manslaughter charge after an auto collision near Covington, Ga., early last month, was badly injured in the same accident.

Although penniless, he obtained legal aid. (See POOLER AIDED on page 51)

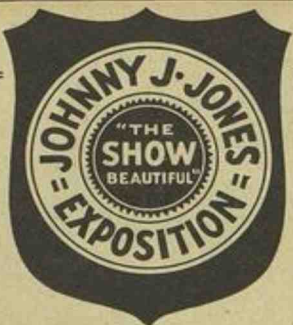
Question:

Is Latin America Good Territory Now for Amusements and Merchandise?

For the answer see special article by Rob and Teresa Ortiz de Seyfer in the

Christmas Number Of The Billboard Dated December 2

**1939'S
REVIEW**
19 weeks of
'still' dates.
13 great fairs!!



Thanks to the many committees and fair executives who have signified their willingness to contract the Johnny J. Jones Exposition for 1940!!

CARNIVALDOM'S GREATEST 'NAME' ADDS NEW LAURELS to ITS ANNALS of PROGRESS!

As the curtain descends upon another tented season it finds the JOHNNY J. JONES EXPOSITION safely entrenched in its rank as "leader" as well as having added new distinction to an illustrious career. The JOHNNY J. JONES EXPOSITION again established midway grosses at our 1939 fair engagements. Many of them repeat dates for the J. J. "name" but not repeat dates for our midway, where we presented a more brilliantly new show than heretofore seen, for we ever seek "the new and the novel."

We want to thank the many "still date" committees and fair executives who so kindly co-operated with us in making our 1939 tour such a successful one. But for your help and confidence our organization could not have achieved such a history-making mark in the amusement field.

FOR OUR 1940 SEASON

We will not be content to even "pause" at the stage where our organization now rests. On the contrary we are already busy formulating plans to introduce innovations not heretofore seen in the portable amusement field. Nothing will be left undone to make the Johnny J. Jones Exposition a midway of satisfying quality . . . creating a new era in the outdoor amusement world. Add to this the most famous of all carnival "names" . . . one that has earned the public's confidence and respect after 40 years of meritorious offerings and square dealings and you have the one incomparable midway!!

The Johnny J. Jones Exposition has no entangling alliances and makes no effort towards furthering the cause of forcing "collective bargaining" on fair managers and committees whose honorable dealings have made possible our existence and progress.

Our finances are as strong as any similar organization or any "group" of shows. Behind all our dealings stands steadfastly this secure financial responsibility.

Independently Operated . . . Ask the Fair Manager Who Has Played Us!

JOHNNY J. JONES EXPOSITION

PERMANENT ADDRESS
511 C STREET, N. E., WASHINGTON, D. C.

WINTER QUARTERS
DE LAND, FLORIDA

"The Mighty Monarch of the Tented World"
ANNUALLY SINCE 1899

Sessions of ACA To Formulate Policy

ROCHESTER, N. Y., Nov. 18.—From his offices here, Max Cohen, general counsel and secretary-treasurer of the American Carnivals Association, Inc. in announcing that the sixth annual meeting

of the association will be held in the Hotel Sherman (room 118), Chicago, starting on Monday, December 4 at 11 p.m. Chicago time, said it is contemplated that the meeting will be held in two or possibly three sessions, continuing at night until business is completed, subject to action of membership and directors.

No session is contemplated for Tuesday, December 5, to avoid any interference with the annual Showmen's League of America banquet and ball that evening. Detailed program of the annual meeting will be announced in advance of the opening, but it is generally understood that the initial session will be devoted to a review of the activities of the association for the past year, and subsequent sessions will be devoted to consideration and adoption of a 1940 program, election of directors and officers for the ensuing year and formulation of the association's legislative policy for 1940, many of the items of which have been previously mentioned in the columns of the association in *The Billboard*.

Secretary Cohen said the association is

not sending individual invitations to the meeting in accordance with a plan which had been in operation some years ago, but that a general invitation is extended thru *The Billboard*. Out of respect to the memorial services to be conducted by the Showmen's League of America Sunday afternoon, December 3, it is the policy of the association not to open its sessions until Monday, although its members are in attendance at convention headquarters from and after Saturday preceding the opening of the meeting. Shows expecting to be represented at Chicago are requested to notify the ACA offices to that effect, fourth floor, Central Trust Building, Rochester, N. Y.

"We are pleased to acknowledge full co-operation on the part of Frank H. Kingman, secretary of the International Association of Fairs and Expositions, and are sure that all of our members will appreciate the courtesies and co-operation extended by him to our association. We wish to express our appreciation of the inclusion in the program of the IAFFE of data pertaining to this association," said Secretary Cohen.

CONCESSION TENTS

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BOWER SHOW PRINT CO., FOWLER, IND.

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

By STARR DeBELLE

Recount, Tex.
Week ended Nov. 18, 1939.

Dear Mixer:

It has been definitely settled that the show will troupe this winter. The matter was put up to the personnel and was settled at the polls. The two parties, the Anti-Winter Troupers, made up of all employees, and the Year-Arounds, made up of employees, held a caucus Monday night to decide upon a policy. The Anti-Troupers finally agreed to vote proposal down by buying votes with bonuses payable in 1940. The Year-Arounds agreed on a co-operative policy whereby they would all promise to take it on the chin with their employers, rather than take it on the chin solo all winter.

Electioneering reached fever heat on Tuesday. Speakers for both parties moved their loud-speakers into the cookhouse and continued to outloud each other until closing time. From midnight till daylight the dining car became a political hotbed. After counting the number of employees and then the number of employees, the show's betting fraternity started making book with odds of 3 to 1 in favor of the Rounders.

Promptly at 10 a. m. (Cookhouse Time) the polls opened. By 4 p. m., with every vote cast, the ballot boxes were carried to the G-top and seven honest as well as responsible sticks started the count. At 7 p. m. the bosses announced, "The show will stay out." The election was

a landslide for the Year-Arounders with the ballots running 100 per cent in favor of a winter's work. The stickholders claimed that no one vote had been cast against staying out, or at least, during the count they hadn't found one. This proved that everyone with it wasn't holding.

Followed by every man, woman and child on the show, our minstrel band paraded to the office wagon playing, "Hail! Hail! The Gong's All Here and the show's theme song, *Whoo, Red!* Our five bosses stepped out to accept the applause and cheers of the multitude. Big Boss Pete Ballyho, after removing his hat, thanked the entire personnel for their loyalty and added, "The beauty of not putting a show in the barn in the fall is that you don't have to take it out in the spring."

When the glad tidings hit General Agent Lem Trucklow's horse trailer he at once sent word to the manager asking for the loan of their albums. Long before midnight he had confiscated enough photographs of fronts and rides taken on other midways to use as a booking fish and had started due south. Our bill car followed close behind, with our special agent and his roll of sign cloth, thumping his way in the rear.

Run following ad: Ballyhos Bros. can place for long and prosperous winter tour. Two more cookhouses. No ex on winter troupeing. Will guarantee privilege in meat tickets. Want staff physician for our medical unit. State whether you have any ride experience. A doctor who can drive semi-trailer given preference. Can place tuba player who wears size 48 coat and 46 in the waist. Cornet player who can wear 38 coat and pants 32 in waist. Sax player who will fit 34 coat and 30-waist pants. Drummer who wears 40 coat and 36 in waist pants. We are not buying any new uniforms; we are filling the old. State whether you have blankets and mattresses; we furnish berths. MAJOR PRIVILEGE.

More About That
Leaksville Arrest

New Bern, N. C., November 13.
Editor, *The Billboard*:

During the Kaus Exposition Shows' engagement at Rockingham County Fair, Leaksville, N. C., September 11-16, 1939, a ticket seller appropriated the complete day-and-night receipts of the girl show and departed for an unannounced destination. The following week *The Billboard* carried an item on this, including details of the thief's apprehension etc., in which my name was mentioned as having been instrumental in and assisting in the arrest. *The Billboard* account was correct in detail. I read it and thought nothing more of it or of the occurrence.

Since that time, however, I have been the subject of severe criticism from many members of the carnival fraternity. As recently as yesterday one chap, who I know well and who I do not see in this season, sent word thru another fellow stating what he thought of my conduct in the matter. I regret not having read *The Billboard* item so that I might direct the cause of these people so much consternation. To get the record straight, I should like to give my critics and would-be critics additional facts.

The thief is not a troupier but is known as a hardened criminal, altho only 20 years of age. The day on which he stole the funds was his first day of employment on this or any other carnival and investigation showed that at the age of 12 years he had been committed to West Virginia State Reformatory at Pruntytown, and since that time has never enjoyed liberty for a period longer than three months. At time of arrest he was wanted by Ohio State Reformatory at Chillicothe for violation of parole.

The manager of the girl show was ill and confined to bed that day. That is why the money had accumulated to a substantial amount. Merits that I see in the arrest are that the personnel of the girl show, who are real and worthy troupiers, got paid. The arrest served as due warning to floaters that, while carnivals are good people, they are not rank suckers. So, beware! And a

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., Nov. 18.—Mr. and Mrs. Chester Levin, of Midwest Novelty Co., Kansas City, Mo., stopped for a day with us here while en route to the New York World's Fair after visiting Gooch Gals International Exposition, San Francisco. We took them on a trip to the ocean and enjoyed a dinner of fresh clams and crab. Mr. and Mrs. Harry Mason and son, Billie, who have been in Canada all summer with a Canadian circus, also stopped for a few hours while en route to Los Angeles, where they expect to take up work in connection with the public schools.

Mr. and Mrs. Harry J. B. Mr. and Mrs. Richard Batt, Pontchartrain Beach, New Orleans, and Dick Lusse, of Lusa Bros.' Co., visited on October 31, after a trip to the G. O. I. E., San Francisco. We took them to Portland, Ore., where Paul and Huodephol, of Pontchartrain Beach, joined us and we all drove to Timberline Lodge atop Mt. Hood and spent the night. We arose at an early hour and saw the sun rise over Mt. Hood, and the Portland River highway. Huodephol took over then and escorted us thru the Jantzen Knitting Mills, where we saw everything, except bathing girls, in the newsprint suits. After dinner with him, the party took the train to Chicago, where they will pick up their car, and the New Orleans folks will go home. Dick Lusse also will go to his home in Pennsylvania.

Ally and I expect to motor to Kansas City soon and, after a few days there, go on to Chicago until the meetings there are over. Then we'll return to Kansas City for the Christmas and New Year's festivities.

Zacchini Re-Signs With C.W.

PETERSBURG, Va., Nov. 18.—Before leaving Cetlin & Wilson Shows' quarters here for his home in Tampa, Fla., Edwendo Zacchini was signed to present his cannon on the organization again in 1940. During winter he plans to build a larger cannon which will shoot him over three Ferris Wheels, it was said.

timely service was rendered the carnival world, the cause of common justice and decency and society in general. I have been in the carnival business 20 years, during which I have never knowingly forfeited an opportunity to co-operate, elevate, protect or fraternize with any constructive interest of the carnival world as a whole or with any individual member who really has been my privilege to associate. I have a keen sense of justice and sufficient intelligence to define the distinction between the words, trouper and sucker. And I don't feel that I have committed any breach of the carnival world's code of ethics.

Had any of my critics been on the losing end, as was the girl show manager, they would be more flexible in their viewpoint, I am certain. I am a member in good standing of the Showmen's League of America and the National Showmen's Association and shall in the future as in the past always be "with it and for it" and I can say the same thing for my good friend, Rex Jenham, the deputy sheriff who arrested the fellow in this case. Rex is a former circus and carnival member and, the now engaged in law enforcement, remains a loyal friend of carnival people. Thank you for your attention and for the tireless, concerted guardianship and stewardship that your publication extends in the interests of showfolk.

GEORGE F. WHITEHEAD, Business Manager, Kaus Exposition Shows, Inc.

SHOWMEN'S LEAGUE
AND HOSPITALIZATION

By BOB HICKEY

Watch for this article in the

Christmas Number
Of The Billboard
Dated December 2

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AND

CONVENTIONS ISSUE

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The
Billboard

25 OPERA PLACE

CINCINNATI, O.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 18.—In a recent column we called attention to the fact that a pari-mutuel amendment to the New York State Constitution was voted on by the electorate at the general election in November. Contrary to the prediction of many, the amendment was passed by a record vote of about two to one. Size of the vote in its favor indicates, to this writer at least, that there appears to be widespread interest in the subject.

We have often felt that the general temper of the people of the Empire State on the subjects of betting, games, etc., was considerably more liberal than the statutes of the State would indicate, and the vote on the pari-mutuel amendment would appear to justify our opinion. Already there is considerable discussion of additional racing plants being installed throughout the state, although the amendment does not become effective until June 1, 1940, and thereafter the Legislature will be required to adopt the necessary statutes for operation and control of pari-mutuel betting.

We think that the general trend indicated by these facts is in favor, so far as the majority of the people are concerned, of honestly conducted legitimate games of chance. It is obvious that in accordance with our usual rule, we are not expressing personal opinions but are merely endeavoring to gauge public opinion.

We have received this invitation from Secretary A. R. Hodge, National Association of Amusement Parks, Parks and Beaches: "Permit me on behalf of this association and the American Recreational Equipment Association, which has joined with us in sponsoring the 21st annual trade show of the outdoor amusement industry, to extend, thru you, to your members in charge in Chicago, a most cordial invitation to visit this big annual event as guests of the two organizations sponsoring it. We recognize a conflict in dates and that perhaps many of your members cannot avail themselves of this invitation. However, we understand that your convention will adjourn on December 7. Our show will continue until Friday afternoon, December 8, and inasmuch as all of the latest types of equipment and supplies used in the outdoor amusement industry are on display, we know that many of your members will find the numerous exhibits most interesting and helpful. We shall hope therefore to have the pleasure of a cordial representation of your membership in New York at the Hotel New Yorker. Our dates are December 4-8."

C-W Showfolk Scatter

KINSTON, N. C., Nov. 18.—Close of Cettin & Wilson Shows' tour at Lenoir County Fair here on November 18. Staff members, including Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. Cettin, George Hirschberg, Harry Dunkel, Mr. and Mrs. Fred Utter, Mr. and Mrs. Tony Lewis, Frank Massick, Neil Hunter, Bert Miller, Bill Cogley and Mr. and Mrs. Charles Cohen leave for quarters on the fairgrounds in Petersburg, Va. Mr. and Mrs. Duke Jeannette, after a visit to the North Carolina winter in Mr. and Mrs. Leo Carrell left for Florida, and Mr. and Mrs. Speedy Merrill will remain in Petersburg. Art Parent and his boys joined a revue playing theaters. They return to Bowling, Pa. Mr. and Mrs. George Hirschberg, after visiting New York, will go to the latter's home in Hendersonville, N. C., and then winter in Florida.

J. W. Wilson, I. Cettin and Harry Dunkel will start on a booking tour. Eddie Eger is staging an indoor circus in Beaufort, N. C. Mr. and Mrs. C. A. Dunn left for their home in Miami, and Mr. and Mrs. Johnny O'Rean, Boots Brown, and wife, left for their home in Carolina. The Zachins left for their home in Tampa, Fla., but will work several circuses this winter.

Tassell Winds Up in Black

CHARGE CITY, Va., Nov. 18.—Barney Tassell's Unit Shows closed a long and excellent season here November 11 and left for quarters in Florida where equipment will be reconditioned preparatory to opening in the Southern State about the middle of March, reports W. E. Sinnott. Opening will be two weeks earlier than usual.

Truck and Trailer Legislation

LA CROSSE, Wis., Nov. 18.—As the result of a four-hour conference November 13 at the Hotel Lincoln here between representatives of Wisconsin and Minnesota a license war, raging for several weeks along the States' borders, was terminated and motor vehicle and enforcement departments began operating under terms of a new reciprocity agreement covering all interstate automobile, truck and bus activity.

It was said that both States would like to amend a section of the agreement which limits trucks operating as private carriers to 8,000 pounds. Wisconsin law, however, precludes any such amendment at this time.

Philadelphia

PHILADELPHIA, Nov. 18.—Business at museums was fair this week. Eighth Street Museum has Sims, juggler; Herbert Moran, ventriloquist; Ed Callahan, human enigma; Poses Plasticque; Headless Woman and Mysteria Illusions in the main hall. Dancing girls are in annex. In South Street Museum's main hall are Julius Young's Colored Revue, Major O. Sattiday, skin expansionist; Jesse Hughey, armless wonder; Mme. Camille, mentalist. In the annex are dancing girls.

Carl Lauter was here for several days but left for Jacksonville, Fla. E. K. Johnson arrived from the South and reported a fair season. He plans to attend the Chicago meetings. Visitors during the week were Jess Looper, Max Kruberg, Ralph Decker, Bob Lavern and China Red.

Stevens' Oddities Open Well in Bloomington, Ill.

BLOOMINGTON, Ill., Nov. 18.—International Congress of Oddities opened a week's stand at 109 Main street here last week to best business of the five engagements played so far, reported Jack Byran. This came in here from Decatur, Ill., where it chalked exceptional business. Visitors there included Uncle John and Aunt Mary Francis and Harold Van Orman, who tendered members of the museum staff a party. Among local visitors were Gene Jones, Doc Byrdwell and wife, Bob Fisher and troupe, and Bill De Berry and wife, Hilda.

Earl and Marion Meyers and son, Earl Jr., returned after a pleasant season with the Gooding Shows. Also joining here were Bam Ecola, dwarf fire-eater; Elmer and Henry Meyers, ticket department, all from the Bud Anderson Shows; Herald, magician; Lyle, Swiss bellringer; Robert Edinger, human snake, and Clementine Moore, Lee Daniels and wife are expected soon. Mrs. Daniels to work her birds and Lee to handle candy sales. Annex, featuring Irene Parrel, is clicking, as are Jean Janette's pythons. Madame Zyeeda is doing well and Pete Jones installed two new neon signs over stage and has several more under construction. Owner J. J. Stevens reports he's satisfied with the business done. Adjuvator Willard Backenstoe was busy greeting officials.

General Agent Ray Brydon has left on another booking trip.

Barfields Return to Macon

MACON, Ga., Nov. 18.—Barfield's Cosmopolitan Shows, operated by C. E. Barfield, have been granted use of quarters in Central City Park, here. A large building, formerly used by Downie Bros. Circus, and an office building and other structures have been given rent-free for shows' use by the city of Macon. Years ago when Barfield operated the Metropolitan Shows, Macon was used as quarters. Two years ago organization wintered at the old Miller Airport. Shows are slated to arrive after their final season in Valdosta today.

Betty-John's Oddities in Good Opener at Jonesboro

LITTLE ROCK, Ark., Nov. 18.—Betty-John's People Who Make the News Oddities last week came in here for a two-week stand at 211 West Capitol street, under Young Business Men's Association auspices. After a successful opening stand in Jonesboro, Ark. Local theaters, says Betty-John, are co-operating and the manager of the Pulaski Theater had the building in which the unit is showing cleaned and placed a number of props at the organization's disposal.

Jonesboro and local papers were liberal with space. Juanita Hansen, former motion picture star, is clicking as lecturer on narcotics and as publicity agent. Others on the roster are Betty-John, emcee and manager; Moody Cook, tickets; Frisco Kid, human pin cushion; Harjo and Marie, impalement; Bob McCoy, Iron eyelids; Ruth Wright, burning of She; Sailor Ray Silvers, tattoo artist; Mrs. Ray Silvers, tickets; Yvonne Young, girl in gold fish bow; Viola Stepto, blues singer; James Ayres, comedian; Gut Taylor, drums, and Allen Beal, piano.

Jackson Barn for Sickels

JACKSON, Tenn., Nov. 18.—Sickels United Shows arrived in quarters here last week after winding up the 1939 season in Crawfordville, Ark., November 4. Sickels' shows here were a success, with exception of the last two weeks when cold weather held down attendance, said Secretary Clifford Matthews. Mike Vejrakas and wife left for their home in Oklahoma and Jerry Spillman went to Mt. Vernon, Ill. Mr. and Mrs. J. M. Belne-headed for Indianapolis and Bill Cushman and Bobby Sanders went to Greenville, Miss. for winter. Remainder of personnel joined Model Shows in Coahoma, Miss.

Miller's Freaks Under Way in North Carolina

WILSON, N. C., Nov. 18.—Morris Miller's European Congress of Freak-Oddities chalked an auspicious opening in the old Woolworth store at Nash and Tarboro streets in the downtown business section here on November 5. Show is one of the Miller amusement units, with the veteran manager directing bookings. Some freaks from the two world's fairs are being featured.

Joe (Doc) Seymour is handling inside and works with Lady Carmen, mentalist, and alternating with Dieck, mentalist and magician. Walter D. Nealand, who recently closed with John H. Marks Shows, is press agent and radio announcer in advance, his third year with the Miller interests.

Funland Closes in Georgia

FITZGERALD, Ga., Nov. 18.—Despite cold weather, Funland Shows concluded the season with good business at Ben Hill County Fair here on October 16-21. Leaving for Florida for the winter were Mrs. Bentley, Polly and Company, and Louis, Floyd and Mrs. Albert Heth. Some of the personnel joined Clark Shows' winter unit in Nashville, Ga. Ted C. Taylor left on a booking tour. Organization played 36 weeks in Georgia, Tennessee and Kentucky.

Tampa

TAMPA, Fla., Nov. 18.—Carl J. Sedinsky, general manager Royal American Shows, is off to Miami Beach for a vacation before show starts midwinter engagements. Curtis Velare, concession manager, is settled in his winter home on Crystal River. Elmer and Ruby Velare, business manager and treasurer, are remaining in Tampa.

Also of RAS, Larry Banthin and Bono, his chimpanzee, off to Cuba; Watercude girls touring the East and midgets taking time out to catch up on fishing.

RAS Secretary Walter DeVoyné and Publicity Director Jack Dadswell holding the fort. War up to his neck in income tax records and Jack still trying to beat deadlines.

Jim Malone is back on the job, lining up publicity for the Silver Jubilee of Florida Fair here.

Marjorie Kemp, of Marjorie's Thrill Arena, is convalescing from an attack of flu.

Pat Purcell, general manager of Jimmie Lynch's Death Dodgers, is here for "as much of the winter as he can possibly stay," recuperating from an operation.

A. J. Sproul, Red Fleming and Nath Nelson, of RAS, marking time until mid-winter dates at the Lafayette Hotel here. Also, same place, Willie Davis, of Max Kruberg's World's Exposition.

Frank Winchell, former carnival press agent, who was married while attending World's Series games in Cincinnati, is still with Florida. Collier Coast Hotels here and playing genial host to many show people.

Zacchini Brothers, with their cannon and other equipment, are again settled in their Fountain boulevard home.

Thomas Amusements Show '39 Season Is Successful

INDIANAPOLIS, Nov. 18.—Thomas Amusement Enterprises, which closed a successful season in Beech Grove, Ind., with rides and concessions, stored equipment in the poultry building on Indiana State Fair grounds here.

After attending the NAAAPP convention in New York, Owner-Manager Cliff Thomas will spend a few months in Florida before returning here to supervise work of getting equipment in shape for opening in Riverside Park here and on the road.

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 For No. 2 Unit, opening New Orleans, La., first week in December. Pete Korcos, owner; Ray Cramer, Mgr. Like to hear from Glass Blowers, Tattoo Artists, Oiled Man, good Medical or Scotch Bagpipers. For outstanding Procter & Gamble's Seasoning and Advance Popcorn Machines. Could use following acts: Tonto, Art Hubbard, Bill Milonovich, Walter Langston (Man Who Smokes Through Nose), Gene Dill, Dick and Harry; Alfred (Babe) Debus and McCord's Bagpipers. Lecturers who can talk to high school students. Miss John, Jevender or Miss Workers or any small concession suitable for museum. All address:
PETER KORCOS or RAY CRAMER, 3rd and Nicollet Ave., Minneapolis, Minn.

For News of CLUB ACTIVITIES See Page 35

INSURANCE
 Carnivals, Parks, Concessioners
CLEM SCHMITZ Radio City, NEW YORK

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

SEASON was—just another season.

LATE of Wallace Bros.' Shows, Dr. Frank H. Angel is wintering in Pascagoula, Miss.

WITH Joe Karr's Blue Ride Shows in Mississippi are Emmett Moss and Claude J. Oederkirk.

AMONG recent additions to the winter colony of fishing enthusiasts in Biloxi, Miss., were Mr. and Mrs. Otis Hackman.

PURLOINING a g. a.'s connections is one thing. Getting the contracts is another.—Colonel Patch.

COOKHOUSE OPERATORS Mr. and Mrs. Ben Mottie were among recent visitors on J. J. Page Shows, reports R. E. Savage.

Mrs. PAUL VARNU writes from Gary, Ind., that for the past two weeks she has been at the bedside of her mother, seriously ill at her home there.

CLOSING with Puzzell's United Shows in Crossett, Ark., on November 14, F. W. Pratt went to Hot Springs, Ark., for winter.

AMONG RECENT visitors in Kansas City, Mo., was Mrs. Marie Broughton,

ports he has gone into quarters in Flint River, Mo.

RECENT addition to International Congress of Oddities is Wilbur Blumholf, human pin cushion, who closed a successful tour with J. J. Bejano on Fairly & Little Shows.

J. C. (JIMMY) ROBSON, formerly with Gruber's World's Exposition Shows, has returned to Jacksonvill, Fla., for winter, his fourth season there. He's living in his house trailer.

FAMOUS last words: "We can't pay the agent because we must take care of all other obligations first."

VISITORS at opening of Zimdars Greater Shows' winter unit in Ashdown, Ark., included Dutch Waldron and wife, formerly of Zimdars, and Harry T. Freed, Dalley Bros.' Shows, reports Pearl Harris.

HAROLD (SAILOR) WEEDIN, of the Temple of Mystery on Hilderbrand's United Shows, closed in Huntington, Calif., and went to Santa Monica, Calif., to assume charge of beach concessions.

CAPT. FRED DELMAR, who recently closed with Funland Shows, has contracted his lions, dogs and elephants as free attraction with the organization

and that Reed is anxious to read letters from friends.

W. M. JARVIS arrived in Lexington, Ky., recently after closing his fourth year as The Billboard agent and mail man on P. H. Bee Shows in Dickson, Tenn. He plans to winter in the Kentucky city.

CHARLES ALDERFER is recuperating in St. Joseph Hospital, Keokuk, Ia., from a recent appendectomy, reports Sylvia Christy. He would appreciate letters from friends.

WANTED. General Agent. Must be slight and willing to take instructions from special agent, legal adjuster, hot man, cookhouse operator, concessioners and ride help.—Manager, Great Pinhead Shows.

LU VEEN RAYMOND cards from Alliance, O.: "Am at home at 130 East High street here after undergoing an appendectomy and would like to read letters from friends."

FRANK MASSICK again will have charge of Cetlin & Wilson Shows' quarters on the fairgrounds in Petersburg, Va., and it is expected that a skeleton crew painting, repairing and building. A full crew starts work about January 1.

AFTER their stand with Hilderbrand's United Shows in Huntington, Calif., Mr. and Mrs. Fred Thumberg returned to their home in Pico, Calif. They will rejoin the organization next spring with their Octopus and Holoplane.

JUST read a show story in which the writer stressed the fact that the sheriff had cooperated. How?—Road Map Johnson.

WITH a number of shows this season, Sheldon (Frenzy) Quackenbush closed with Oliver Shows in Lake Village, Ark., recently. He says the season was rough, but that he managed to close out of the red.

FRITZ BEHRENS, formerly of Barfield's Cosmopolitan Shows, operated a concession to good business at Georgia State Fair and Exposition, Macon. Assisting her were Jewell (Babe) Poole, Barbara Lewis, Cynthia Courtney and Albert Reilly.

WHILE Hollywood Skyrockets were presenting their free act on Hilderbrand's United Shows in Huntington, Calif., recently, Manager Reggie Marion sustained a rib injury, which will force him to take a few weeks' rest at his home in Avalon, Calif.

KENNETH AND VIOLA BLAKE, high divers after closing with the Johnny River Shows in Fort City, on Glasgow, J. Jones Exposition, passed their Cincinnati on November 15 en route to Chicago, where they will attend the December meetings, later going to some other fair meetings.

SOME tramping knockers live under the impression that show life is just a milk-and-honey game. You don't have to knock 'em off; just knock 'em over and you'll win.—Mrs. Uphaw.

SON of Helen Brainerd Smith, A. LaMont Smith, passed thru Kansas City, Mo., recently and visited his mother. He came from California, where he has been doing probation work and was en route to Pennsylvania for training in the U. S. Department of Justice.

MRS. WALTER ZIMMERMAN is incapacitated at 180 Garnett street, Atlanta, with a fractured leg sustained in an auto accident in Atlanta recently while en route to Dick Harris' Shows with her husband and son. She would like to read letters from friends.

"YES, I'm going to the Springs this winter—and will lock up the barn while I'm gone."

TO ALL FRIENDS AND CUSTOMERS

Most our representatives in BIG ELI Exhibit Booth No. 3 at the NAAPPAB Show, Chicago, on Dec. 2, on Glasgow, 4 to 8. ALSO at Hotel Sherman, Chicago. During the Showmen's League Banquet and Fair Secretary's Banquet. Ask about all sizes of the Profitable BIG ELI Wheel.

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VIEW of the cookhouse operated on Bright Light Exposition Shows by Moley E. Martin and Louis (Frenzy) Britton, as it was preparing to open in Shipman, Va., after a fast move from Amherst, Va. In the photo are left to right, Roy Gooding, of Gooding Ride; John Grooman, general manager of the shows; Martin; Susie Sizemore, waitress; Britton, and a member of the bingo game; Ray Hobert, The Billboard and

former member and active worker of the Ladies' Auxiliary, Heart of America Showmen's Club.

BILLIE CLARK, of J. J. Page Shows, has purchased an outdoor motorboat, which he will use this winter in quests of the finny tribe.

LAWRENCE (POPEYE) JENKINS is wintering in Lexington, Ky., with Tex Sutherland after closing with J. J. Page Shows in Aiken, S. C.

"YOU can't take it with you," alibied a manager when asked if he was going to clean up the lot on Saturday night.

TEX SUTHERLAND rambed into Lexington, Ky., for the winter after closing with the Hollywood Revue on J. J. Page Shows in Aiken, S. C., on November 4.

CHARLES COHEN has booked his Ride-on and bingo, while Speedy Merrill again will have his Wall of Death on Cetlin & Wilson Shows in 1940.

CLOSING with Hilderbrand's United Shows in Huntington, Calif., Capt. Bob Perry and wife took their motordrome and snake show into quarters.

BEST way to find out what your employees think of you and your show is to get them angry enough, and they'll tell you.—Mrs. Uphaw.

AFTER playing Missouri and Iowa with his Model Farm Exhibit, Joe Teska re-

for 1940. He plans to winter in Newnan, Ga.

ARCADE eavesdropping: "Don't be pushing and pulling those slot bars unless you want to play. What are you trying to do—practice? Won't work unless you feed the kitty."

MR. AND MRS. CHARLES NATHAN, members of Heart of America Showmen's Club, entertained Mr. and Mrs. Lew Eckels, of On Borrowed Time, which played the Musio Hall, Kansas City, Mo., recently.

CLOSING with Cumberland Valley Shows, Harry (Kid) Bailey went to Crossett, Ark., where he is employed for the winter. He says he has his Athletic Show booked on the same organization for 1940.

CONTRACTED to play several Florida fairs this winter is George Baldwin and his Jitterbug Revue, which closed a successful season with W. O. Kaus Shows, Unit's roster includes Baby Helen, fat girl, and Paul Scott.

BIG BOSS of our show certainly knows how to make and hold friends. If he likes you, he'll give you the shirt off his back. Being also an immaculate dresser, he has never been seen in his undershirt. Road Map Johnson.

ROY HENDERSON cards from Memphis that C. S. Reed, well-known general agent, underwent an operation in U. S. Veterans' Hospital there on November

IRISH JACK LYNCH, vet. talker, cards from Marianna, Fla., that he spent closing week on Keystone Shows in Thomasville, Ga., with his old pal of 40 years ago, Doc Barnard. He adds that a number of vet showfolk are wintering in Marianna.

AFTER a pleasant season with Funland Shows in Fitzgerald, Ga., with his band, Joe M. March joined Mad Cody Fleming Shows and reports that business has been fair. As the shows never close, all seem to be getting their share of the lure.

A PRESS AGENT should boost those who will follow him in the news rooms. That one who was knocked may be first in some town where you must follow.—John O'Keefe, p. a., Gate 6 Banner Shows.

WHILE returning from an engagement in Illinois recently Rowenna, of Rantoon & Rowenna, side-show operators, sustained a severe scalp wound when she was struck with an iron stove leg by some unidentified person. She is in East St. Louis, Ill., recuperating.

RECENT arrivals on Southern Attractions, reports Charles (Bounding) Johnson, include Harry Besland; Baby Marion, side ride and two concessions; Smoke Trickland, Mystery Show; Curley Lewis; Sailor Ralph, Animal Show and Temple of Mystery, and Four-Legged Shorty, Illusion Show.

"JUST RETURNED from a hospital in St. Paul, Minn., where he had the cast on my leg removed after wearing it five months," pens Capt. George Webb from Kingsdale, Minn. "My doctors have advised me never to make another dive. I'm going to hang up my shoes. Plan to enter business in St. Paul in the spring."

CALLERS at offices of *The Billboard* on November 17 were Charles and Ed Woodruff, Kelly Knapp, refreshment concessioners of Connersville, Ind., and Charles Jessop Jr., who were in Cincinnati to view the Armistice Day parade in which Kurman Dale Jessop, son of Charles, marched with the Ohio Military Institute contingent.

VISITING HIS sister in New Orleans Alfred Green, alligator-skin man, who closed his season recently with Tom Rankine's Show on the Rubin & Cherry Exposition. In the outdoor field since 1918, Green has appeared with such side-show impresarios as Slim Kelly, Dick Best, Doc Garfield, Lorrow Brothers, Cash Miller and Sam Gordon.

CANT blame the actresses for bawling in their street coats on cold fall nights. Warding the bawling artists with neat capes and velvet coats is just as essential as dressing the stage presentation to give the necessary professional appearance to the cast.—Lizzie Schmidt, native blonde Hawaiian.

E. J. CASEY, owner-manager of E. J. Casey Shows, scribes from his new quarters in Norwood, Mass., that several more members of his organization have entered the Canadian Army. Among them was Les Borland, who joined the Flying Corps and is now stationed at Toronto. Mrs. Borland, the former Lotte Jacobs, of Professor Valjean's Congress of Wonders, left with Wimpul to be with her husband while in training.

MR. AND MRS. C. D. SCOTT, Scott Bros.' Shows, returned to quarters in Jackson, Tenn., after a shopping trip in Nashville, Tenn., where Scott purchased three new tops and Mrs. Scott acquired a new top. A crew of six is being engaged on rides, which are expected to be completed about December 1. Workmen then start on a new Crazy House and fronts. Recent arrivals include Bob Soltes, Mr. and Mrs. Phil Rocco and E. E. Baker.

SINCE CLOSING with Crafts Golden State Shows, Thomas H. Bailey has had his girl show and 10-in-1 on Martin's United Shows. Still with him are Peggy Lyons, featured dancer, Sunny Lee and Vivian Adams. Roster of the 10-in-1 includes Tiny Dollie and Tiny Dollie, midget twins; Don Eudale, half man, and Red Kelly and Smitty, canvas men. Bailey plans to remain on the road for the winter, with a two-week vacation during the holidays.

AERIAL CHAPPELLES (DeLisle Chappell and Eddie Knipschild), who report from Iowa that this season they have been successful, opened on April 1 as free attraction with Dick's Paramount Shows

for a 15-week engagement in the New England States and closed an eight-week tour of fairs and celebrations in the Midwest at the Armistice Celebration, Iowa, on November 11. They add that they found Mr. and Mrs. Dick Ollsdorf swell people to work for.

ONE just can't tell who is who on midways nowadays. Remember, showmen are born. The humblest employee may have worth-while ideas. One often finds college-bred men working for everlast on the lot.—John Firsirot, A.B., A.M., Ph.D., M.D., L.L.D., and clutch man.

"HAVE both my road units of penny arcades in quarters here since closing a good tour of fairs in Ohio, Pennsylvania, Michigan and Indiana," letters Joe Frederick, of J. J. Frederick Attractions, from Detroit. "Have been building a new front for one unit and Joe Nelson, former scenic artist on the Gooding Greater Shows, will build new fronts for the Monkey Show and No. 2 Unit. Emil J. Zirbes, owner-manager of Greater Fairway Shows, visited here and left for Chicago. From there he heads for quarters in Bismarck, N. D."

KINSTON, N. C., marked close of the season for Fred Newman, concessioner who has been with Cetlin & Wilson Shows since closing with Model Shows five weeks ago. He and his wife, Claire, headed for Tryon, N. C., to inspect a remodeling job recently completed on the home they purchased there last spring. They will then go to Atlanta for a few weeks before continuing to Miami, Fla., where they have reserved trailer space in a large writers' colony. Altho Mrs. Newman



F. W. (WHITEY) PRATT, *The Billboard* agent with Fuzell's United Shows, and wife, Florence, as they appeared recently while taking a stroll in Hot Springs, Ark., where they plan to spend the winter. The Pratts also operate pop-corn stands. Photo furnished by Jake Reed.

hasn't forgotten carnivals and carnival folk, she says she's going to hobnob with her writer friends this winter.

I. J. CLARK SHOWS notes by Dus Coll: Stand in Abbeville, Ga., opened poorly, but the last day proved winner. Fair in Baxley, Ga., gave shows cool weather and poor crowds at opening and the following day was about the same. Latter part of the week, however, brought out good crowds and spenders. Dale Partish's girl show did well, as did Bob Martin's Athletic Show. Mr. and Mrs. Marvin Smith's bingo topped the midway and Lonnie Steadman's cookhouse checked. Operating their photo gallery here were Mr. and Mrs. Shinn. Pat Maginnis is working the bottle stand, and Brownie Clark is a concession agent.

"JUST closed our season with our Chinatown Dodge Show on World's Exposition Shows," pens Jack A. Montague from Riverview, Fla. "Our season was satisfactory and the personnel remained intact. Ira Hoberg left for Milwaukee and John Otis went to Haverhill, Mass., to open a museum. John Bernath will work stores with his robot act and J. A. Seleksi will winter in Philadelphia. Betty Bernath and Laura Hodge joined a dramatic stock company in Dallas and Betty Cheely will join a burlesque unit in Louisville. Iris Hayes goes to Hot Springs, Ark.; Evelyn Didolce to Glens Falls, N. Y., and Marie Norton will direct street plays in St. Louis. My wife and I will vacation

here a few months before returning to the Carolinas, where we will build a new show for 1940."

A SHOWMAN who had just lost his car to a finance company was trying to promote a ride to Florida. After several muffs a brother trooper agreed to give him a lift with the understanding that he take no baggage, as the car was overloaded. Next morning at time for departure the carless trooper arrived and with him was another man. Surprised to see the new, the good Samaritan said, "Didn't I tell you I had room for you only and with no baggage? Now here you are with another man." "Well," replied the broken trooper, "you couldn't expect me to leave him behind. Hell, man! That's my chauffeur."

GENERAL MANAGER of Crafts 20 Big Shows, Roy E. Ludington, letters that he, Bill Holday and Owner O. N. Crafts recently returned to quarters in North Hollywood, Calif., from a successful deer hunt in the Pine Ridge Mountains of Southern Utah in which six deer were bagged, with each killing two. Kill was shipped back to quarters where it now rests in the mess hall ice box, by refrigerator trucks. The boys planned within 30 miles of their destination and then resorted to pack horses for the journey inland. Roy says it was great sport for a week, but "sorta tough for a softy" like him. Arriving home, they left by plane for Golden Gate International Exposition, San Francisco, where they visited friends on the Owayway and made a few purchases for the show. Ludington and Crafts plan to leave about November 16 for a week of duck hunting in Mexico. Roy says only a skeleton crew is in quarters and little work will be done until January 1.

NOTES from Capt. Jack O'Diamonds Thrill Show by M. J. Murphy, agent: Unit recently completed a successful week stand in Duncan, Okla., under United Veterans of America Post auspices and is booked for five different cities under its sponsorship. Irish Daugherty, who is slightly injured doing his act recently, is recovering in the unit's quarters in Miner Hotel, Oklahoma City. Marco Truxas, former secretary and treasurer, has accepted a position demonstrating cosmetics with a large eastern concern for the winter. Mickey O'Brien purchased a new motorcycle and is booked for a number of stands with Capt. Jack O'Diamonds, doing crashes and rolls. Members of the unit will be signed out in new uniforms for 1940. O'Diamonds recently returned from Charlotte, N. C., where he participated in a benefit performance for Mary Gordon. Aerialists with the troupe include Betty and Jack, Paul LaJone and the Hopping Aristocrats, featuring Clyde McCroskey.

Los Angeles

LOS ANGELES, Nov. 18.—Mr. and Mrs. E. O. Douglas, owners of E. O. Douglas Shows, are being shown around town by Joe DeMouchelle. Douglas said that he plans to add four rides to his shows. Mark's Greater Shows closed at Shafter, Calif., and are in quarters here. Mr. and Mrs. Archie Clark are at a downtown hotel for the winter. Mr. and Mrs. Harold J. Webber are at the Bristol Hotel. J. Miller and Harry Horowitz, of Clark's Shows, are here for the winter, as is Al Fisher, shows' general agent. Mr. and Mrs. C. P. Zeiger and Rosemary Loomis, C. P. Zeiger United Shows, came in from Tucson, Ariz., and will winter here. Mabel Stark, who had her tiger group on Zeiger Shows, also is in for the winter, as is Frank Ward, general agent. George L. Morgan, of Hilderbrand's, is at the Bristol. J. L. Christensen, of Krekos' West Coast Amusement Co., came in from Porterville, Calif., and will winter in Lodi, Calif. J. J. Bidde Brown is greatly improved in health. He and Mrs. Brown came down from San Francisco for a short stay and returned November 14. Frank Murphy came in from

the Foley & Burk Shows and joined *The Los Angeles Examiner*.

Harry Wooding is here from Huntington Beach for the winter. Jimmie Dunn and Sam Brown are working on concessions at Ocean Park Pier. Doc Hall is back in General Hospital; his condition not improved. Benny Stone had novelties; Jack Linn, pop corn and peanuts; John Briery, ice cream, and Frank Ramirez, cats at the Santa Susanna Fiesta. Frank W. Babcock shows will make spots with rides here. Joe DeMouchelle is booking small animal acts for special events. Doc Cunningham has added several ponies, two mules and a new bird act to the unit he is booking for special events.

Mr. and Mrs. Elmer Hanson report a pleasant vacation in New York. Leo J. Haggerty is handling the Fontana (Calif.) Air Show promotion. Skip and Bob Fordyce and the Mexican Cossacks are back from the Porterville (Calif.) Fiesta. Mr. and Mrs. E. P. Walsh are reorganizing the Safari Club and plan a round of winter diversions. Jack Stratton left for Los Vegas, Nev., where he will do exploitation work for the proposed race track there. Cal Lelipa came in from Los Beach, Calif., for a short stop. Sam Steel is reported to be working out a plan of improvements for Ocean Park Pier. Candy Moore was sighted downtown for the first time this year.

World's Fair Freaks Click In Danville; Lewiston Hurt

DANVILLE, Va., Nov. 18.—Harry Lewiston's World's Fair Freaks closed a successful 10-day stand in the old Woolworth building in heart of the city here on November 4, to good business. Unit closed its doors early Saturday night because of the necessity of completing all loading by midnight, in accordance with a local law. Lewiston sustained a painful injury while unpacking a shipment of two large pythons. Visitors included William Glick and Mike Conit, owner and general agent, respectively, of Ideal Exposition Shows, and John Geocoma and Butch Blumenthal, also of the shows. Unit left here for Parkersburg, W. Va., where it opened to good results at 407 Market street.

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Hartmann's Broadcast

There would be a far better world to live in for carnival people if there were more laymen who understood carnivals and the important part they play in the entertainment of the masses like Jim Ballard, a citizen of Beaville, Tex., who he was formerly mayor and president of the Rotary Club and is now vice-president of the Beaville National Bank and columnist on *The Bee-Picayune*, local newspaper.

In his column called *Years Ago—The Fair, the Whole Fair and a But*, in *The Bee-Picayune* of November 2, Mr. Ballard sings praises for J. George Loos,

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Will Show, Ride Shows for all winter's work under big stress top with strong auspices. Opening early in December, Lower Rio Grande Valley, heart of fruit and vegetable season, last until March 15th. Write or wire. No collect. wires accepted.

RUSSELL BROS.' CIRCUS

November 21 Crystal City; 22 Eagle Pass; 23 Del Rio; 24 Uvalde; 25 Hondo; all Texas.

owner-manager of the Greater United Shows in particular and carnivals in general, and takes a good wallop at those who falsely claim that a carnival takes money out of town. It is so rarely that people of the carnival business are thus honored, especially in the daily press, that we are devoting the whole of this pillar this week to a reprint of Mr. Ballard's sentiments, as follows:

"MEET MR. LOOS
"Next week George Loos will be here with his carnival. Any fair in Beaville or Bee County without George Loos' shows would be incomplete. It goes without saying that any man who can play a town for 30 years in succession is bringing a good clean show.

"He has come here when the weather was so bad it would take three or four days to get his carnival on the fairgrounds. I remember once when the fair was about over, his last car was finally hauled in.

"He never has failed us even when he'd lose money. He has come here when it would be so dry we were soaking hogs in water to make 'em hold sloop. He has come here when times were so bad there wasn't enough money in town to buy a toy balloon. He has come here when it was so cold you could not have hired a carnival far away from the fireplace with a crowbar. He has come here when it took his last dollar to get here. Yes, and he has come here when he had to mortgage his carnival to get out of town.

"But he came, he went and he is coming again.
"Towns all around us have forfeited their contract with him. Some have waited until his show was being loaded before notifying him their fair would not be held. No town can truthfully say George Loos has ever failed them.

"I was president of one of our fairs many years ago and we had not booked a carnival. I knew no carnival people but I was busy trying to get acquainted with someone who knew someone who knew someone. I got hold of a copy of *The Billboard* and in it I saw where George Loos was showing in Waxahachie. I went to Waxahachie and met Loos. I liked him and his shows so much I tried to bring him home with me. It was several weeks prior to our fair and he had other towns to make. Anyway we both got on dotted lines. So, at least, I have the honor to have discovered him.

"If anybody tells you a carnival takes a lot of money away from town, you just tell him a carnival with several hundred people, each spending \$3 or \$4 a day, will also leave some money in town. Any money George Loos takes away with him will be clean money.
"I have known George Loos a long time. I knew him when he was rich enough to buy anything he wanted. I knew him when he was so poor that if Christmas turkeys were selling for 15 cents a piece he would not have had money enough to pay for a frizzling turkey.

"Rich or poor, up or down, inside and outside, George Loos is a gentleman. I know, too, that before George Loos lays his old level head down—whether it be on a pallet in a flat or on a pillow in a (See *Hartmann's Broadcast* on page 54)



Leonard Traube

Thrill Talk

Who originated those terrific box-office bangers known loosely as motorized dare-devil shows which have been cutting' up on the tracks in front of a multitude of grand strands for lo these many spring-summer-fall semesters? We don't know, so we're asking.

The thrills of which we speak is the type which dates back to about 1923. It was years and years before that, to be sure, that their forerunners made history and, while making it, made a cornucopia of showmen come out of the bush leagues into the fancy-gough bracket. Those were the days of the flying circuses, in which the new and as yet unpredictable birds on the wing hatched from the nimble hands of the Brothers Wright dominated the presentation. Around these up-in-the-air gadgets were thrown such types of salad dressing as motorcycle races and auto polo units, which served as augmentation or extra added attraction. They were also by way of giving the customers a break by permitting them to stop craning their necks skyward in order to level their eyes down to more normal features—the human form.

It's the modern thrill units on the tracks that we're concerned about at the moment. In the last 10 years or so close to three-score of these merchants of motor-mania have been presented under different titles. The great majority of them have passed out of the picture and only a mere half-dozen, more or less, remain as the top-notch up-and-at-'em trophies of deliberate destruction. It is probably the most important aspect of the sentimentalists, but who first presented the professional head-on collision done on a track with no mechanics inserted, with no rough-like tracks to guide the headlights on their errand of designed destruction? We mean head-ons where the drivers drove to the point of crash and then unloaded—provided they were in good physical condition for the same, which, of course, they generally were. Who first drove auto up ramps, did broad jumps and trick drives? Crashed thru walls of wood or glass or both with cars? What about rollover and somersaulting autos, built especially to withstand assault? Any of these have we had more care than anyone else as a producer of such delicately contrived specs?

A new face at convention of National Association of Amusement Parks, Pools and Beaches in New York will be Ernest B. Reed, manager of Barnum's beach park-beach, N. J. Tip to NAAPP: He's ready to become a member. . . . Frank Mayer, publisher of Ringling-Barnum program, is headed West and will stop off in Cincinnati to make the fair-showmen powwow.

Radio City's newest sky-scraiper, No. 10, will house the Ringling-Barnum corporation office and George A. Hamid, Inc., among other outdoors who are ogling the spot in New York's shifting address scenery. Felix Adler, the clown, working on store dates. . . . Joe (Smallie) Short goes back to Wannamaker's for his 'tenth season without interruption. . . . William B. (Red) Hinkle, the former midday patcher now with Blue Ribbon Shows, eyed the town for a couple days. So did Rose Hicks. . . . Art Lewis looks like the world's strongest man in his newest symphony of tight-fitting indigo. . . . That was Elmer Harwood, of the Crafts show on the West Coast, sampling hurdy-gurdies, Mrs. H. along. . . . First contest in Atlantic City's ice hockey schedule was a charity. . . . Duncan were bought up groceries in lieu of cash, the victuals being passed along to local charity orgs for Thanksgiving dinners for the needy. A swell idea. . . . Mike Barnes, of Barber-Carruthers, in town chewing important fat with George Hamid. . . . Arthur (Baker-Lockwood) Campfield's latest gift to Tin Pan Alley is *Tenning Tonight—Renting Tonight*.

As timely as tomatoes with salt is the Canadian National Exhibition's broadside (and handsome it is) announcing its 1940 dates. Its early issuance is pegged around "the grim shadow of war," with the exhibition ready to "take on a more forceful role to focus the attention of the public on the national assets of Canada, on the work and problems of agriculture, industry, science, and the patriotic services." . . . Lucky Larabee, be of the bullwhips, worked at both the GGIE and New York fairs with Mrs. L. with Buck Jones at the former, at Merrie England in Flushing. . . . Al Fiosso, King of Kotin's at Kards, busy with clubs and schools. . . . And Frank (Booker) Wirth thought we had enough influence to persuade the office of which he is chief to permit him to extend his Florida stay a week. Now that he is back on time, he knows what an egg we laid in the influence division.

Notes From the Crossroads

By NAT GREEN

PROBABLY THREE times as many bands as were used in 1939 will be booked at fairs in 1940. While not every band booking of the past season was a success, the general opinion is that those which did not do as well as expected failed to click because of the way in which they were handled. They believe the fair-going public will "go for" them in a big way if they are properly presented. A tremendous interest in bands has been created among fair men. Not only the State fairs, which accounted for most of the 1939 season's bookings, but the better county fairs as well see in the bands a new attraction that can be counted on to boost attendance. This interest opens up a new market for many of the bands which, while not in the name class, are well known and popular in certain sections. For instance, the bands which confine their activities to one or two States and have built up enviable records in their particular territory. It is logical to assume that they would be a good bet for the fairs in the territory where they are known. And for the smaller fairs that cannot afford the higher prices asked by big name bands, these lesser known outfits will be a good bet. There is no doubt that the State fairs and some of the larger district fairs will continue to book big names, for those fairs have the attendance to justify the larger expenditure. And profiting by the mistakes of 1939, the bands will be presented in a manner that doubtless will greatly increase their drawing power.

In the opinion of a number of booking office men to whom we have talked, one mistake made this year was presenting the bands in front of grand strands for half-hour concerts, then moving them to the dance halls. They contend it would be much better to omit the concerts, as many of the people in the grand stand will say: "Well, we have seen Joe Bluch and heard his band; why go to the dance hall? Whether that is true we can't say. No doubt some further experimentation will be needed to determine the most satisfactory method of presentation.

Mrs. E. Kenneth Hoyt, whose husband is a well-known big game hunter, has a gorilla which she claims is the largest in captivity since the huge animals in the zoo at Berlin died. Mrs. Hoyt captured the gorilla when it was two months old (See *FROM CROSSROADS* on page 58)

WANT BARTLETT, TEXAS

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FULL-DATE
CARNIVAL
SHOW LETTERS

Report From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Johnny J. Jones (Ballrood)

Mocon, Ga. Nine days ended November 8. Georgia State Exposition. Weather, extremely cold. Business, poor. Exceedingly cold weather throughout this stand marred daily grosses to some extent, but additional three days held up the take and gave fair association a larger percentage than last year. This year show controlled and sold all concession space with the mode of operation coming under officers' jurisdiction. Much favorable comment regarding the concessions was made by the fair management as well as the press. Fair was well publicized with much credit due Paul Bonaway, publicity director. Feature stories, art, editorials and radio broadcasts were tendered show daily under Paul's guiding hand. Both ladies used the limit with space. Mrs. Rube Nixon joined the Order of Eastern Star and was presented with a diamond ring carrying the lodge's insignia. Alma Fleischman, sister of Mrs. Hody Jones, arrived from Tampa for a week's visit. A new station wagon was purchased by Manager E. Lawrence Phillips to be used for carrying different shop department men to and from the train. Visitors included: Charles Sparks, Norman Y. Chambliss, manager of Greenboro (N. C.) Fair; Mr. and Mrs. J. E. Frankel, Pensacola Fair; Mike Benton, president, and J. N. Armour, vice-president Atlanta Fair; Charles Underwood, Raynell Larow and George Golden, Royal American Shows, and Frank Mimick, Knoxville Fair; Mr. and Mrs. Fred Beckman, Mr. and Mrs. Ted Webb, Mr. and Mrs. Charles McDougal, Beckmann & Gerety Shows.

STARR DOBBLE.

Kaus Expo (Baggage cars)

Aspiter, N. C. Week ended October 28. Aspiter, Harnett County Fair. Weather, good. Business, good.

Spot proved an agreeable surprise. It's a small community and no fair was held last year, leading all to believe that breaking even would be big money. Little business was done in the day, but people turned out well at night. As a result, everyone made some money. Weather, too, was ideal, excepting Saturday night when it turned cold. J. E. Kaus went to Georgia to purchase a portable skating rink. He plans to rebuild and operate it during the winter. H. M. Kirby bought a new car. Dick Mack, of World of Mirth Shows, visited.

LESTER KEIN.

World of Fun

Wheatmaster, S. C. Week ended November 4. Location, Main street. Weather, good. Business, fair. Free ride.

Stand, as usual, was fairly good for shows, rides and concessions. Morris bingo had an unusually good week. Altogether were cool, patrons came out. City officials co-operated. Many visits were exchanged with members of World of Mirth Shows, who were at Greenville Fair. Manager J. E. Stebbler purchased a kiddie ride and aeroplane ride. Shows plan to winter in Greenville, S. C., again. Larger quarters have been obtained. Mrs. Shocks, S. C. Week ended October 28. Location, West End showgrounds. Weather, fair. Business, excellent. Free ride.

All was up and ready on Sunday night after a short run from Greenville, S. C. Manager J. E. Stebbler was away on a business trip most of the week. Rides are kept in good shape by Ride Superintendent Whitey Davis, Harley Devine and wife, and with concessions, as did Ray Harlow. C. Burnett returned to his home in West Greenville, S. C. Secretary Vera Stebbler's pop-corn stand chalked a big week.

Greenville, S. C. Week ended October 21. Location, Oak Shoals road. Greenville County Colored Fair. Weather, fair. Business, good.

Children's Day, Tuesday, and County Children's Day, Thursday, brought out good crowds. Manager Stebbler aimed to furnish midway again in 1940. Among visitors were J. T. Brown, Karl Smith joined here and added two shows. Merry-Go-Round topped rides for the first time, with Ferris Wheel second. County officials co-operated.

N. SHARPE.

Hilderbrand's (Motorized)

Huntington Beach, Calif. November 7-12. Location, opposite post office. Auspices, American Legion Post. Weather, cool at night. Business, fair. Pay gate, 10 cents.

Shows made a short jump in here and opened four days before the local Armistice Day activities. Little business was done until that day when show was advantageously located in the heart of town at the break-up point of the huge parade. After the parade throngs poured thru the gate and at the end of the day, receipts showed patronage had changed the week from a total blank to a fair one. Committee, headed by Commander H. L. Grant, chief of police, and town constable Ben Dulaney, chief of concession committee, co-operated, as did Bill Donnelly, who had charge of policing grounds. Numerous showfolk took advantage of the proximity to a local beach to go swimming, despite the cold waters. Among those enjoying a swim were Mr. and Mrs. Earl McCann, Athletic Arena owners and daughter, Carlene; Owner O. H. Hilderbrand; Jimmy White and wife, Rose; sound technician J. Emerson Mote and Harry Chernow. Ferris Wheels topped rides, with Merry-Go-Round second, and Betty Thumberg's Roll-

a steady downpour. Texas Kidd Shows' equipment and Jack Hoxie with his company paraded with the Legion Saturday morning. Legion co-operated. Showfolk arriving from the North are daily visitors. Rides with the show include Swing, Ferris Wheel, Mix-Up, Kiddie Autos and pony ride. Shows are midget show, Jack Hoxie and Co. Jack Hoxie Jr. is training hard with his trick rope. Mrs. Texas Kidd spent Monday in Waco, Tex., on business.

H. B. ROWE.

Greater United

Robstown, Tex. Week ended October 28. Auspices, King Karnival Kotton Klub. Location, Main street. Weather, fine. Business, good.

Date was sponsored by business men members of King Kotton Klub and Chamber of Commerce. Manager of the Chamber of Commerce and Roy L. Swift, editor of The Robstown Record, co-operated. Since many show people are wintering in Corpus Christi, much visiting was done. Pete Bonway has three concessions, as has Joe Rosen. Johnson's candied apples and Kotton Kandy is clicking. Proctor's Monkeyland joined here and Billy Shaffer is the free attraction. Cook family with Little Edna, midget show, and a couple of concessions

chose this town in preference to several others and his judgment was good, as attractions and concessions did a good week's business. Many members of Bill Hames' Show, including Mrs. Preston and Marvin Smith visited Monday night. Carey Smith, publisher of The Daily Tribune, accompanied his newboys on Monday night, and praised the shows. Owner Loe was a guest at the Rotary Club meeting Monday. Elmer Cohen is manager of Giggie Alley and Mrs. Cohen sells tickets on front gate. Lonnie Jarvis handles the Kiddie Rides for C. N. (Pop) Hill, shows' secretary and superintendent, with Mrs. Hill handling the ticket box. Mrs. Jarvis is cookhouse cashier and Lonnie also handles the mail and is The Billboard agent.

Narasota, Tex. Week ended October 14. Auspices, Fire Department. Location, one block from Main street. Weather, fair, except two nights. Business, good.

With co-operation from Fire Chief E. P. Ayres, Secretary Don Lee and L. O. Wood, treasurer, shows, rides and concessions did well until the last two days, when cold weather prevailed. Mrs. Williams had the cookhouse, bingo and five other concessions here. Joe Williams is manager of the bingo stand. The Daily Examiner was liberal with space.

Sherman, Tex. Week ended October 7. Auspices, Red River Valley Fair Association. Weather, good. Business, good.

After four good fairs in Oklahoma, the first one in Texas turned out good, with President Will Leslie, of the fair board, and Manager Frank Thompson, Chamber of Commerce, co-operating. Charlie Howe and wife joined here. Bigler Stoffer, dare-devil motorcycle rider, clicked, and The Denison Daily Herald and The Sherman Daily Democrat, gave show plenty of space. Spot announcements over Station KRRV prior to opening by President Leslie and the writer and pickups by remote control from the midway helped business. FRANK J. LEE.



THAT WOMEN are playing bigger and better roles in outdoor show business is evidenced by this year's success of Mrs. Max (Doris) Kinover (left) and Helen, (right) Reinkens, with Robby & Cherry Exposition, a unit of Amusement Corp. of America. The former successfully handled the reptile show this season, while Helen, also featuring her work as a mentalist, played an important role in management of Rankine's World's Fair Freaks attraction. Both are seen here with pet puppies. Photo by Jack Dadswell.

plane third. Karl McKinley's Side Show topped the big shows and Fred Stewart's Temple of Mystery was second. E. E. Utter's Baby Auto ride led the children's rides. Jimmy La Rue was placed in charge of the marquee entrance. Because of shows' proximity to Los Angeles there were numerous visitors, including Mr. and Mrs. Blackie Phipps and 10-day-old baby; Mr. and Mrs. George Van Der Hoff, Blackie Ford, Stanley Coe, Adam Phaff and wife, Louis Watts, Mr. and Mrs. Phil Henry, Lou Johnson, Earl Douglas and wife, Mr. and Mrs. Harry Mason, Joe De Mouchelle, Mr. and Mrs. Ben Dobbert, Harry Boydell and wife, and Hazel Fisher. Steve Bernard returned here and took up his duties on the John Cardwell concessions. A. J. Dreecher added his concession for the winter. Tommy Pierson, of Hoopla, called it a day and returned to his home in Los Angeles. Karl McKinley will take over the management of Fred Stewart's Temple of Mystery in El Monte, Calif.

JOHN H. HOBDAY.

Texas Kidd

Hillsboro, Tex. Week ended November 11. Weather, bad. Business, poor. Pay gate.

Stand at American Legion Post celebration was poor because of cold weather and rain the last two days. Shows tore down Saturday afternoon in

have been with it for the past two weeks. Buck McClanahan added his Hologloplane. Buck Owens never misses getting open on Monday night. Lee Miles keeps the front arch and Loop-o-Plane looking good.

Bay City, Tex. Week ended October 21. Location, Houston highway. Weather, good. Business, excellent.

With Wharton County Fair being held 25 miles distant, Owner J. George Leo

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, \$5.00; 150 cards, \$5.25; 200 cards, \$5.11; 250 cards, \$5.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.

No. 140—One Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 20 sets or 100 cards each. Played in 2 rows across the card, top and bottom. Light-weight cards, 100 cards, 100 cards, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, latex and dice, 100 cards, 50 cards.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be returned to manufacturer. 2,000, \$10.00; 1,125, in lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Assorted Bingo Shaker, Royal Class ... \$12.50

Per 1,000

Lightweight Lapcards, 616' Per 100 ... 1.25

2,000 Small White Envelopes, Bingo Sheets, 7 color, pack of 200 Size 4 1/2, per 1,000 ... 1.25

2,000 Flashweight Bingo sheets, 5 1/2, 18 ... 1.25

2,000 Flashweight Bingo sheets, 5 1/2, 18 ... 1.50

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If Not—Send It NOW for the

SHOWMEN'S LEAGUE OF AMERICA BANQUET AND BALL

TUESDAY NIGHT, DECEMBER 5

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS \$5.00 PER PLATE

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AGENTS—100% PROFIT SELLING GOLD-LEAF Letters for Store Windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago.

AGENTS AND SALESMEN—WRITE US FOR information on a brand-new fast-selling item. Every man buys them. For information write the **REMARK MFG. CO.**, Dept. P, 106 N. Broadway, Butler, Ind.

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DISTRIBUTORS, SALESMEN, PREMIUM MEN—\$5.00 profit on each deal; some of our men closing from two to five deals a day. Proven fast-selling Christmas items. Exclusive territory to producer; full credit on repeat orders. Write today for sample and particulars. **GLIDER COMPANY**, 3128 W. 49th Place, Chicago.

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"NEW" —CAP AND HANDLE MAKES PITCHER out of milk bottle. Premium and home use. Sample 1c. **KASPI**, 4614, Windsor, Mo.

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RED HOT SELLERS NOW — DEMOCRAT and Republican Scarf First, 4 doz. 10c, Hurry, \$1.00. Trial doz. 35c. Sample, 10c. **HARRY BLACK DIAMOND PRESS**, Johnston, City, Ill.

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127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York.

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ARMADILLO BASKETS, LAMPS, ETC. — They are different and distinctive. Also have live Armadillos. Write for our low interesting quotations. **APLET ARMADILLO FARM**, Comfort, Tex.

LIONS, LEOPARDS, BEARS, HYENAS; BLACK Silver Fox; Black, White, Red, Yellow Rabbits; Porcupines, Monkeys. **DETROIT PET SHOP**, 1938 Michigan, Detroit.

PLENTY SNAKES — ALLIGATORS, GILA MONSTERS, ARMADILLOS, AGOUTIS, MONKEYS, COATI, WEASLS, PRINCE, FOXES, BUMA, CUBS, PARFED, OCELOTS, PARAKEETS, RACING TERRAZZOS, GUINEA PIGS, FERRETS, RATS, MICE. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex.

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FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE

WRITE FOR OUR CATALOGUE—IT COVERS the Animal Kingdom. MEETS **BOX 6** WARD, INC., Oceanville, N. Y. Direct importers from all over the world.

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

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A-1 PHONOGRAPHS WANTED — SEBURG Regals and Gems and Wurlitzer 24 or 24-A @ \$125.00. Credit basis only. \$25.00 cash balance over six months. Best references offered. **BOX C-331**, Billboard, Cincinnati.

BALLY RESERVE, \$7.00; WATLING 1c DOUBLE Jackpot, \$15.00; 1c Q.T., \$20.00; 10c Q.T., \$25.00; 25c Slot, Serial No. 608099, \$40.00; 10c Mills War Eagle, \$17.00; Little Duke, Single Jackpot, \$10.00; Mills 25c Bias Front, Serial No. 59499, \$30.00; Hula-Hop, \$10.00; Around the World, \$7.00; Bally Derby Jumbos, \$5.00; Golden Wheel, \$5.00; Hit Parade, Double Feature, \$16.00; Liberty Bell, \$10.00; Prospector, \$5.00; Bank Note, \$5.00; Stop and Go, \$10.00; Sky High, \$10.00; Mad Cap, \$5.00; All Stars, \$10.00; Pango Tuff, \$10.00; RAYS Track, \$25.00; Hula-Hop, \$10.00; Rambler, \$10.00; Double Feature, \$10.00; Turf Champs, \$15.00. **O'BRIEN**, 99 Thames, Newport, R. I.

COUNTER GAME BARGAINS — EXHIBIT 36: **Box 44-20**, Dept. 2, Pack 88 Croetchen Zephyr, \$8.50; Skill Draw, \$6.50; Duces Wild, \$6.50; Kourter King, \$9.50; Gingers, \$14.50; Old Age Pension, \$4.50. Following 10c: Matchem, Turf Time, Seven's Eleven, Gem 21, Bell Side, Tit Tat Toe, Cold Mine and Gem Vender, Mills 1-2-3 and Flashers, \$19.50; Exhibit Rotary Merchandisers, escalator, \$44.50; Blue Fronts, \$29.50; Melon Beds, \$49.50. 1/2 deposit required. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

FOR SALE — MILLS HI BODY, SLIGHTLY USED, \$30.00; Florets, \$10.00; Bally Reserve, \$10.00; Daval Robin Hoods, \$10.00; Odd Ball, \$12.50; 50c coin, balance C. O. D. **HARRY HENNING**, Chicago.

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NEW TYPE FREE PLAY UNIT FOR SEBURG Ray Guns—Never need attention. Install on location in 15 minutes. \$2.00 complete. Cash with order. **NALY SPECIALTY CO.**, 1065 Joseph, Rochester, N. Y.

Q.T., \$25.00; COLUMBIA, \$25.00; MILLS Scale, \$25.00; American Scale, \$20.00; Pace Scale, \$20.00; Watling Scale, \$35.00; Erie Jennings Scale, \$18.00; Wurlitzer P-10, \$37.50; No. 412, \$50.00; No. 312, \$60.00; No. 615, \$85.00; Early 24 Records, \$190.00; Late 24 Records, \$175.00; Mills; Cigarette Machine, \$50.00; National 9-Column Cigarette or Candy Machine, \$30.00; Stewart-McGuire 4-Column, \$20.00; Columbia Peanut Machine, Model 34, \$4.00; Carley Ball Gum Machine, three reels, \$10.00; Penny Packs, \$5.00; Mills Tycoon Scale, \$48.00; Mills 1-2-3, \$15.00; Miss America, \$24.00; Free Bums, \$7.00. **O'BRIEN**, 89 Thames, Newport, R. I.

SEE ME FIRST — PACES RACES, BAKERS Pacers, Pick-a-Packs, Mills Slots, \$5.00, **CHARLES FITTLE & CO.**, New Bedford, Mass.

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WANT USED A. B. T. CHALLENGERS, MODEL F Target Skills for cash; or will give good grades on Cash and Ticket Model One Bally Novelty and Free Game Machines. **TRI-STATE NOVELTY CO.**, 141 S. Elizabeth, Wichita, Kan.

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YOUR 1940 POOL TABLE WILL BE WORTH 1/2 price 1945. Lowest depreciation any amusement game made. All sizes. Easy Terms. Operators, distributors, write **MASSENGILL**, Kingston, N. C.

3 1/2" BALL GUM FACTORY FRESH, 12c BOX; 7 1/2" Slot, Midget Chicks, every Vending Game. **AMERICAN CHEWING MILK Pleasant**, Newark, N. J.

6 SEBURG GEMS, \$155.00 EACH; 2 REGALS, \$170.00 each; 1 Crown, \$175.00; 2 Rockford, \$145.00 each. 1 Wurlitzer Model 34, \$69.00. All in A-1 condition. **CARL KING**, Elwood, Ind.

TO COTTLEES THREE-WAY GRIP, \$9.00; 1 Centille Single Grip, \$4.50; 5" Vambal Penny Tuff, \$8.50; 5" B.T.F. Model, \$11.00; 3 Skill Jumps, \$17.50; 2 Hoops, \$12.00; 3 Ad-Lee Gum Ball, \$3.50. All machines on location. 25c cash. **C. O. D. BOYER VENDING CO.**, 406 1/2 St., Champagin, Ill.

200 LIKE NEW TWO-COLUMN 1c VENDERS, \$20.00 each. Forty \$18.00 each. **BURR & CO.**, Inc., 679 Orleans, Chicago, Ill.

500 TO SNACKS THREE COMPARTMENT VENDERS, like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BURR & CO. INC.**, 679 Orleans, Chicago, Ill.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, 50c up. Furs, Costumes. Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 42nd St., New York.

OVERCOATS — FUR COATS, \$8.00; ORCHESTRA Coats, Jackets, \$2.00; Scenery Curtains, \$10.00; Velvet Cuffs, Jeweled, \$10.00; Costumes. **WALLACE**, 2416 N. Halsted, Chicago.

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EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GRIBSON LABORATORY**, Chemists, 811-112 Sunnyside, Chicago.

THAXLY FORMULAS FOR PERFECT PRODUCTS. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.**, Washington, D. C.

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AUTOMATIC BASEBALL PITCHING MACHINE —Complete portable platform, costar and rice, fine in perfect condition. Cost \$900.00; first \$400.00 takes it. **MEMASTER**, 315 Sidall Ave., Danville, Ill.

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CARAMELORN OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all electrical; Bunsers, Tanks, Stoves, Popping Kettles. Formulae free. **NORTHSHOE CO.**, Indiana, Iowa, Ia. 2x

H-M WARDROBE TRUNK — COWBOY-COW-girl Costumes complete, Western Cyclorama, Sack all or part. Virginia, 9-2745. **FOSTER**, 113-13 Atlantic Ave., Richmond Hill, L. I., N. Y.

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of vision. Only \$1.00 each. **HURRY**. CHICAGO SALVAGE, 509 S. State St., Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—THIRTY-FOOT "FLYING JENNY" Merry-Go-Round, also Hercules Power Unit, Sack all or part. Virginia, 9-2745. **FOSTER**, 113-13 Atlantic Ave., Richmond Hill, L. I., N. Y.

FOR SALE — PORTABLE ROLLER RINK, COMPLETE, 50x120 ft. Bargain for quick sale. Other interests. **GEORGE McDONALD**, Benton, Ark.

PORTABLE SKATING RINKS FOR SALE OR Lease—One now operating in South. MILLS, Tell City, Ind.

HELP WANTED

BEAUTIFUL DANCELAND NIGHT CLUB — Want Entertainers, percentage. Building for show or lease. **MRS. WALTER L. MAH**, Geneva, O.

FIRST TRUMPET AND TENOR—OPENING November 23. Must go. City Vocalist and Pathetic Tenor later. Write or visit **JACKSON ORCHESTRA**, Box C-334, The Billboard, Cincinnati, O.

NIGHT CLUB ACTS—HAVE SEVERAL WEEKS' work. Harris, Ohio Swimmers Hotel, St. Petersburg, Fla.

WANT EXPERIENCED BOOKING AGENT WITH Car — For high-class magicians. Schools, churches, etc. Straight salary to right man. Write **BOX 84**, Dayton, O.

WANT GOOD FIDDLE AND GUITAR PLAYERS — Double singing. Non-union. Cowboy Jack and Shorty, answer. **CHIEF GRAY FOX**, LaSalle, Pa.

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MISCELLANEOUS

SPECIAL RATES FOR THEATRICAL FOLKS — Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A MERRY CHRISTMAS AND HAPPY NEW Year Reed—With Christmas Carols and New Year Greetings. 35MM. track; 8 minutes. Sale price, \$5.00. **WALDO FILMS**, Box 524, Cincinnati.

ASTONISHING BARGAINS — 16MM. SOUND
Projectors, \$145.00. Terms: Factory recon-
structed. Film rented. Sells \$5.00, \$7.50 real.
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, Com-
plete Programs, \$4.00 Reel up. **SOUTHERN**
VISUAL, Box 2404, Memphis, Tenn.

BARGAINS IN USED PROJECTION MACHINES.
Opera Chairs, Screens, Spotlights, Stereo-
opticons, etc. Projectors repaired. Catalogue
5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S.
Wabash, Chicago. de7x

ROADS NOW MEN PLAYING CATHOLIC
Schools—Buy 35MM, or 16MM, Prints of
St. Anthony of Padua. Price reasonable.
IDEAL, 28 E. Eighth St., Chicago, Ill. da9

16MM. FILMS—RENT, SALE, EXCHANGE.
Silent-Sound. Complete rental library. Free
catalogue (with sample art film, 10c). **GARDEN**
EXCHANGE, 317 W. 50th, New York. no25x

35MM. 7-REEL PICTURE, "GUILTY PARENTS."
with 22' Valance, forty Stills and Paper.
Good condition. Reasonable. **JACK RATERINK**,
27 E. Jochim, Mobile, Ala.

35MM. PORTABLE PROFESSIONAL TALKIE
Outfits Cheap—Send for 100-page catalog.
World's largest house. **S. O. S. CINEMA SUPPLY**
CO., New York. no25x

35MM.—16MM. SOUND ON FILM EXPLOITATION.
Specials and Medicals—Also Religious
Features. **OTTO MARBACH**, 630 9th Ave.,
New York City. de2

PARTNERS WANTED

WANT PARTNER FOR INDOOR MUSEUM—
Must have Acts or Curiosities. I have 4 Acts.
TAYLOR, 22 Station St., Indiana, Pa.

PERSONALS

A REAL 1940 PRESS CARD, 25¢—(SIGNED
and registered in your name.) Reporter's
Badge, 25¢. "PRESS," 1481 Washington, Boston,
Mass.

NOTICE, RUBEN RAY—WIRE B. G. GULLETT,
Athy, 709 Exchange Bldg., Nashville, Tenn.,
your whereabouts immediately.

PHOTO SUPPLIES AND DEVELOPING

DE LUXE PHOTO STUDIO—MARK & HULLER,
double and use 3 months; Counter, Electric
Dyer. Full equipment. **M. C. KIRK**, Trailer
Park, Bradenton, Fla.

FREE — 1940 DIRECT-POSITIVE CATALOG.
Just off the press, with biggest stock of
equipment for 4-for-dime operations to the
country. Write for yours now! **MARKS &**
FULLER, INC., Dept. BC-33, Rochester, N. Y.
no25x

HANLEY PHOTOLA, F.I.R.—CUTS ANY LENGTH
Strip, Reducer-Enlarger, F3.5 enlarges to
6x10. Visualizer. Completely stocked, many
extras included. \$150.00. **UNGER**, 721 Chestnut,
Evansville, Ind.

ROLLS DEVELOPED — TWO PRINTS EACH
and two Free Enlargement. Counters 25¢.
Reprints, 2c each; 100 or more, 1c. **SUMMERS**
STUDIO, Unionville, Mo. del6x

SALESMAN WANTED

CHRISTMAS 21¢ PICTURE DOLLAR BOX ASSORT-
ments as low as 25¢! Holiday Goods, Calen-
dars, Wreaths, Wrappings, etc. Big Profits!
Catalog free! **ELFKO**, 440 N. Wells, Chicago.
no25x

MAGAZINE — BOOK MEN—HERE'S THE NEW
deal you have been waiting for. We will
guarantee our \$2.60 and \$3.90 deals to be the
bestest money makers in the field. Write for
proof! **PUBLISHERY CIRCULATION SERVICE, INC.**,
Dept. BB, 407 S. Dearborn, Chicago. X

SALESMAN — AMERICA'S FINEST SIDE LINE.
40% commission daily. 725 fast-selling re-
peat items. Every business uses and must buy.
No investment now or ever. Sales portfolio free.
WILLENS, 2130 Clady, Dept. RA, Chicago. X

SCENERY AND BANNERS

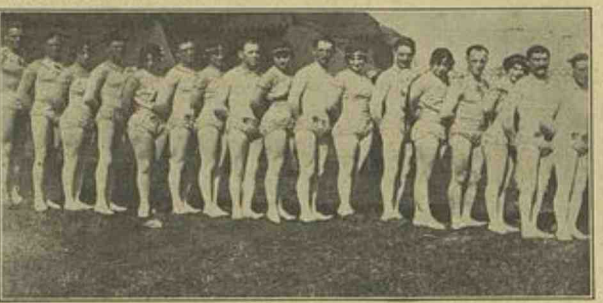
DYE DROPS — LIKE NEW; OVER 300 DE-
signs from 10¢. Free color samples to size.
SCHILL SCENIC STUDIOS, Columbus, O.

FOR MUSEUMS, STORE SHOWS—ATTRACTIVE
Pictorial Displays on Masonite, 30x48 inch,
\$12.50. **NIEMAN STUDIOS, INC.**, 1236 S.
Halsted St., Chicago. no25x

TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS—
7x12's, 20x30's, 20x40's, 30x50's,
30x60's, 40x60's, 40x80's, 40x100's,
40x200's. State size. Stamp with inquiry.
SMITH TENTS, Auburn, N. Y. de30x

Show Family Album



LINE-UPS of two trapeze acts, Siegrist-Silbon and Charles Siegrist troupes on the Barnum & Bailey Circus, season of 1915, are shown in the above picture. Left to right: Tom Beckman, catcher, and Toby Thomas, leaper, Charles Siegrist Troupe; Mrs. Edward Silbon, catcher, and Oscar Jordan, leaper, Siegrist-Silbon Troupe; Edythe Siegrist, catcher, Charles Siegrist Troupe; Chad Wertz, catcher; Marion Bordner, leaper; Eddie Silbon, leaper; Helen Bordner, leaper; George LeClaire, leaper; Emily Silbon (now Mrs. Hedder), catcher, and Enrico Diaz, leaper, Siegrist-Silbon Troupe; Florence Warren (now Mrs. Harry Hill, of Sarasota, Fla.), leaper, and Charles Siegrist, leaper, Charles Siegrist Troupe; Clara Grow, leaper; Toto Siegrist, catcher, and Jimmie Silbon, leaper, Siegrist-Silbon Troupe. Eddie Silbon and Toto Siegrist, the latter deceased, managed the Siegrist-Silbon Troupe. Marion Bordner is now the wife of George Smith, manager of the Ringling-Barnum circus. Chad Wertz, Helen Bordner and Toto Siegrist are dead.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.

USED TENTS—10x12, 12x19, 14x24, 20x30,
20x40, 30x45, 30x50, 40x50, 50x80. **KERR**
CO., 1954 Grand Ave., Chicago.

THEATRICAL PRINTING

ORCHESTRAS, SHOW PEOPLE — PERSONAL
Christmas Cards as low as 2c each. Also
Christmas letterheads. Send for samples.
RIGGS PRESS, Vinyl, Ind.

SAVE ON DODGERS — 2,500 4x9, \$3.38;
5,000, \$5.36; 2,500 6x9, \$3.49; 5,000, \$5.78.
Assorted colors. 50% deposit. **GARRARD**
PRINTING CO., Lancaster, Ky.

WINDOW CARDS—14x22, ONE COLOR, 10¢
\$2.50, 50% deposit balance C. O. D., plus
shipping charges. **THE BELL PRESS**, Winton,
Penna.

WINDOW CARDS—14x22", 2-COLORS INK.
100, \$2.95; 500, \$12.00; 1,000, \$22.25;
5,000, \$22.95; Handbills, 1,000 6x9, \$2.75;
SOLLIDAYS, Knox, Ind.

WANTED TO BUY

CASH FOR SLIGHTLY USED, PERFECT DRAM-
atic Tent—Approximately 40x60, with or
without accessories. Also Trailer to carry
same. **LEWIS ROTHSTEIN**, care Billmore
Hotel, Atlanta, Ga.

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Minimum 25c Cash With Copy

AT LIBERTY AGENTS AND MANAGERS

ACCOUNTANT-SECRETARY—Age 32, ten years'
experience amusement business. Interested in
arranging marriage. E. G. House No. 60 Wash-
ington St., Salem, Mass. no25x

AGENT AT LIBERTY now with Cyr for Man-
aging. Good connections. Higher class con-
tractors. Will do 3 to 4 weeks day. Have 200 in
Indiana, Kentucky. Terms, 50-50 our take. **JAMES**
ADAMIR, General Delivery, Indianapolis, Ind. de2

AT LIBERTY—Join on w/w, Agent. Handle any
kind troupe-getting straighten. Higher class con-
tractors. Higher terms. Has manager working. Your
mail. **ED MASON**, Mithel Hotel, Knoxville, Tenn.

AT LIBERTY — STROLLING TRIO, VIOLIN,
C. G. Taylor. String quartet. Play popular dance
tangoes, (Thombas), International music. Young,
neat, union. **B. H., 6 10th St., Braddock, Pa.**

FAST TWELVE-PIECE COLORED ORCHESTRA
—Available four nights per week for one
nighters in New York and vicinity. **ED**
ROBERTS, 113 W. 114th St., New York City. de2

SIX-PIECE BAND — HAVE MODERN EQUIP-
ment and instrumentation as follows: Piano,
Drums, two Trumpets, two Saxos doubling two
Clarinet and Trombone. Have five libraries. Free
for night clubs and hotels. Write to **GEORGE**
BIGGS, Waverly Hotel, Minot, N. D.

FIVE-PIECE DANCE BAND—Non-union, wants
one-partners, week-ends or steady job near New
York. Real class; modern band; modern library.
JAY BANI, Room 854, 884 7th Ave., New
York City. no25x

TOBY BROWN and His Little Brown Jug—Five-
piece Novelty Band with Cliff Duane, Trumpet,
Guitar, Accordion, Trompa. Perform floor show
with band. Play old time and string. Feature
the numbers. Accordion player dances while playing.
Sings best songs; guitar man sings hillbilly songs.
Novelty harmonica; drumset cuts shows, vocal-
ist; trompet, M. C., double bass, comedy songs
with dancer, several routines. Available Nov. 30,
Presents uniforms and excellent transportation.
Location of visit, one nighters. **TOBY BROWN**,
Star Lake, Wis. no25x

WELL-KNOWN 11-PIECE Dance Band—Complete
Complete 8-Act Floor Show (18 people, including
band). Dance club or hotel work after De-
cember 31st. Discharge no older. Have best
entire stands, fine library, good P.A. system, good
looking uniforms, routines. Available Nov. 30,
and after next. Only those interested in big
booking need answer. Address **LEADER**,
2114 Santa Monica, San Antonio, Tex.

AT LIBERTY CIRCUS AND CARNIVAL

LERFOLD CLOWN TRIO—AT LIBERTY FOR
Indoor Circus Dates. Best of wardrobe and
props. Address **BILLBOARD**, Chicago. no25

AT LIBERTY for Museum and Street Show—Pat
two men, 50 lbs. each. One clown, one
stuntman. **BOX 283**, Route 1, West Frankfort, Ill.

RIDICULOUS TRIO—Three Regular Clowns, best
of props. Four acts. Go anywhere. Address
care The Billboard, Chicago, Ill. no25

AT LIBERTY COLORED PEOPLE

SONNY LEWIS and HIS SKYROCKET ENTER-
tainers—Eight pieces with P. A. System.
Available for engagements thruout Kentucky.
Now playing Club Skyrocket—Saturday nights,
Thanksgiving and New Year's dates. Phone 412
or write **SONNY LEWIS**, Bardstow, Ky. no25

AT LIBERTY DRAMATIC ARTISTS

JUVENILE OR GENERAL BUSINESS—Age 20,
height 5-7, weight 130. Stock
and wardrobe. Good appearance. Have car.
No specialties, but will help off stage. Can
sing and dance. Several routines. Available Nov. 30,
and after next. Only those interested in big
booking need answer. Address **LEADER**,
2114 Santa Monica, San Antonio, Tex.

AT LIBERTY MISCELLANEOUS

ROLLER SKATE FLYER—ONE YEAR EXPERI-
ence. Weight 100 lbs., 4' 11". Will con-
sider all offers. Write or call **FRANCES DEKKE**,
156-45 Academy St., Howard Beach, N. Y.

STRAIGHT MAN, 28, APPEARANCE, WARD-
robe. Can produce line. Have some chorus
wardrobe. Tab, burlesque, girl show. **RAY**
STANTON, care Billboard, 1564 Broadway, New
York.

AT LIBERTY—Young lad interested in organizing
bands, singers, colored and white, between 14-18
Blake Ave., Brooklyn, N. Y.

YOUNG MAN, intelligent, honest and efficient, seeks
position in advertising, looking for a reliable
theater or agency in New York. Small salary.
IRVING H. HILL, 241 Blake Ave., New York City.

AT LIBERTY MUSICIANS

AT LIBERTY — TRUMPET MAN, ALL ES-
sentials. **C. ZYLMAN**, Chesapeake, O.

AT LIBERTY — TENOR SAX, CLARINET,
Very good tone, read, fair pay. Experienced
in all lines. Union. **PAUL KRUGER**, Orchard,
Pa.

DIXIELAND TROMBONE—FINE TONE, RANGE,
take-off. Read well. Double Trumpet,
featured Singer. Prefer location with reliable
band. Can leave at once. **ART WEITE**, Wells,
Minn. de2

FEMALE HAMMOND ORGANIST — ROLLER
rink experience; also night club and lounge.
Sweet and swing. Desire change of location.
Can leave immediately. **BOX C-323**, The Bill-
board, Cincinnati, O. no25x

Additional Ads Under This Classification
Will Be Found on the Next Page.

AGENT—For One Night Halls. Know real terri-
fying. Can sell small, real show with fifty
retaining going till after. Only reliable outfit that
can join here within four days anyway. My person-
ally, only, only. Reliable, honest. **AL ZELLSMAN**,
1216 Penn Ave., Jeannette, Pa.

AT LIBERTY BANDS AND ORCHESTRAS

ELEVEN-PIECE ENTER-
taining Stage and Dance Orchestra desires
location. Fine equipment. Floor show experi-
ence. Prefer central southern states. Bookers,
club managers, write. **BOX C-333**, Billboard,
Cincinnati.

ORGANIST—HAMMOND, PIPE, ACCORDION, Piano. Will join any. Young, single, good appearance, reliable. Knows theatre organ. Desire Western or Southern location. Theatre preferred. All offers considered. ORGANIST, care R. E. Haines, 5243 Sylvester, Philadelphia, Pa.

PIANO—READ, GO HEINZ, WILSON. Arrange to play. Want good band and can cut it. A refer to that and kicks. State of Pa. First MUSICIAN, 306 Linden Ave., Albion, Mich.

STRING BASS DOUBLING VIOLIN—UNION. Experienced dance and concert. Young, reliable. Go anywhere on good job. WALLY PELLETIER, Erie, Ill.

TENDER MAN—PREFER LOCATION BUT WILL GO on road with organized band. BILL FAYO, Watska, Ill.

TROMBONE—ALL ESSENTIALS, DIXIELAND style. Ideal for small bands but have no preference. Neat, sober and reliable. Age 29. "DUKE" DUNAWAY, Eufula, Ala. no25

VIOLIN DOUBLING STRING BASS—EXPERIENCED. South preferred. BOX C-154, Billboard, Cincinnati, O.

AT LIBERTY—Trumpet. Have good time, good range and read good. Play either side or horn. Will play anywhere. Considerable travel. Want on band in the South; prefer Florida and Texas; others considered. Union, sober and good appearance. Will go anywhere. Good job. Will not leave a job. JIMMY SHOWE, 841 N. W. 11th St., Miami, Fla. no25

AT LIBERTY—Trumpet and Drummer. Soloist, cut shows, night road. Small Philadelphia band, write. Go anywhere. Play the night. MUSICIAN, 409 E. Main St., Jax, Fla. no25

CAPABLE VIOLINIST. Plays classical and popular. Desires playing season in Florida. Available after Christmas. Write for particulars in first. ALLAN PHILIPPER, 1201 E. 12th St., Jax, Fla. no25

GIRL TENOR, SAX, CLARINET—Chicago, experienced club, dance, theater. Good time, superb voice. Will travel with good band, male or female. Write for particulars in first. "PAPA" MCGLOTHLIN, 704 Third Ave., Joliet, Ill. no25

GLARIBOIAN—Variations from the world's finest music. Will play anywhere. Considerable travel. Write for particulars in first. HENRY LEBACK, 1008 W. Madison St., Chicago, Ill. no25

HILLBILLY FIDDLER—Just finished 3 years' tour through Canada and U. S. A. Better, faster, read and play than any other fiddler does in the hillbilly and phonies. Will play any kind of music, string and piano. Will work with hillbilly or cowboy bands anywhere. Write for particulars in first. FREDDIE HONNE, 325 Collier St., Lynwood, Wilkes-Barre, Pa. no25

REGULAR GUITARIST—Lynn. Like to join or organize, dependable or touring combination. Will play anywhere. Considerable travel. Write for particulars in first. "BOB" BROWNE, 1008 W. Madison St., Chicago, Ill. no25

SWING GUITARIST—Just left nationally known band. Will play anywhere. Considerable travel. Write for particulars in first. "BOB" BROWNE, 1008 W. Madison St., Chicago, Ill. no25

TENOR SAXOPHONE, CLARINET—Age 24, experienced, good range or small combination. All offers considered. MUSICIAN, 148 Mill, Memphis, Tenn. no25

TROMBONE—Good range and tone. Experienced. Will go anywhere. Considerable travel. Write for particulars in first. "DUSTY" BRIDGES, 1201 E. 12th St., Jax, Fla. no25

VIBRAPHONIST—Double Spanish and Hawaiian. Excellent. Union, sober. Semi-steady band and trip orchestra. Go anywhere. Will be fine about 1000. Write for particulars in first. MUSICIAN, 409 E. Main St., Jax, Fla. no25

AT LIBERTY PIANO PLAYERS

BRILLIANT PIANIST—23, MUSIC COLLEGE graduate, excellent reader, fine rhythm, take-off, improvise anything. Give details. ALPH DALE, 2901 Kishwaukee Rd., Rockford, Ill. no25

PIANIST—READ, FAKE, ETC. Ability, reliable; all essentials. BOX C-319, care Billboard, Cincinnati, O. no25

PIANIST—THOROUGHLY EXPERIENCED IN ALL TYPES. MUSICIAN, 444 South St., Danville, Ill. no25

PIANO MAN—EXPERIENCED, RELIABLE. Cut it. Go anywhere. BOX C-296, Billboard, Cincinnati, O. no25

PIANO MAN—DOUBLE HAMMOND ORGAN. Modesty, take-off, rhythm, read, fake, married, age 24, union. Prefer location anywhere. State best. Address PIANIST, box 222, Mexico, Mo. no25

PIANO MAN—AGE 21, SOLID RHYTHM, take-off, read anything. Do arranging. All offers considered. Write or wire TED COX, Village 1, Sheffield, Ala. no25

WANTS POSITION WITH ORCHESTRA OR AS Soloist—Read at sight. Fake, arrange. Smart personality. Good education. Will go anywhere. Accept reasonable wage. O. WEST, Eastport, Mo. no25

BRILLIANT PIANIST—Double Bass—Singing Pianist—Soloist—Soloist. Experience—Musical Director, arranger, composer. Duple and Triplex. Address MUSICIAN, 887 Riverside Drive, New York, N. Y. no25

AT LIBERTY VAUDEVILLE ARTISTS

ENGLISH FEMALE IMPERSONATOR—OPEN for vaudeville units, band acts, etc. Do 12-minute solo, full laughs from start to finish with song numbers and featuring my \$2,000 wardrobe. Tell all in first letter. Like to hear from fellow impersonator, guitar or pianist. JACIE SELLERS, 28 Howard St., New Bedford, Mass. no25

KING FAMILY COMEDIANS—SINGERS, DANCERS and Magic Escapes. Change for two weeks. Write for particulars in first. WALTER KING, Wilson, N. C. no25

PROFESSIONAL MIDGET ACTRESS WANTS Work immediately—Xmas advertising, legitimate productions, clubs, unions. Musical, singer, comedy, etc. Young, single, attractive, personality, college education. Height 44 inches; weight, 83 lbs. Write VIRGINIA CAMPBELL, Chatsworth, Ga. no25

AT LIBERTY—Joe Novato, 20th Seasonal Acrobatic Act—Blending with Bands, Cards, Ball, Balancing, Featuring Hand-to-Hand. Age 22. Soloist. Excellent reader. Write for particulars in first. JAKE JANCIK, 919 Grand, Des Moines, no25

AT LIBERTY—Man and Woman Black and Tan Novelty Comedy Singing and Talking Team. Excellent. Excellent reader. Write for particulars in first. Reliable reader only. KHAMER & COMPANY, 1008 W. Madison St., Chicago, Ill. no25

AT LIBERTY—Ensemble, Imitator of Sound and Voice. Excellent. Write for particulars in first. BOB TANN, 939 North St., Philadelphia, Pa. no25

AT LIBERTY—Team. Piano essential. Single, female. Work acts, hits, change two weeks. Personality, college education. Height 44 inches. Write for particulars in first. "AL" HERTA, General Delivery, Atlanta, Ga. no25

GLASCOUPION—Variations from the world's finest music. Excellent. Write for particulars in first. HENRY LEBACK, 1008 W. Madison St., Chicago, Ill. no25

MARIONETTE ATTRACTION—Dancers, Singers, Acrobats, Excellent. Write for particulars in first. MRS. ELSA ROBERTS, 212 1/2 7th St., New York, N. Y. no25

PANAMA'S SOCIETY CIRQUE—Doc, Pony, Monkey, Acrobats, Excellent. Write for particulars in first. BOB TANN, 939 North St., Philadelphia, Pa. no25

PUNCH & JUDY—Comedy Magic, High Class Entertainment. Excellent. Write for particulars in first. WINSTON, 305 Van Buren St., Brooklyn, N. Y. no25

PUNCH AND JUDY—Strictly first-class. First and last in entertainment for social occasions. Excellent. Write for particulars in first. CALVERT, 220 W. 30th, New York, N. Y. no25

BANQUET CHANGED

(Continued from page 40) night of February 10 and to make the annual Valentine Party instead. Meeting was presided over by President John Francis, Secretary Francis L. Denne and Treasurer Leo Lang. Decision was reached because brother showmen in Kansas City, Mo., Heart of America Showmen's Club, are holding their annual banquet of New Year's Eve and members wish to avoid a conflict. Club went on record as giving its wholehearted support to the HASC banquet and a number of those present signified their intention of attending the event. An outstanding feature of the meeting was apologetic feeling that prevailed when the matter of the banquet and ball was brought up. All voted to send solid support to the brother showmen in Kansas City. Treasurer's report showed the club in

excellent financial standing. New members elected were: Walter Hale and Dennis Howard, Hennes Bros. Show; H. W. Smith, Exposition Shows; and Fred Burrell, Burrell & Rust Shows. Members who paid their 1940 dues were: L. E. (Eddie) Roth, E. W. Weaver, Abner K. Kline, Johnny Hoffman and Arthur Williams. Among those called upon for remarks by the president were: Wm. W. Allen, Barney Williams, Harry Moore, Noble C. Fairly, Emil Schenberger, Charles T. Goss and Walter Hale.

SHEESLEY CLOSÉS

(Continued from page 40) before shows closed because of her mother's illness. Mr. Pounds, show secretary, will join her as soon as he is able to leave. Dinty Moore went east by plane in the interest of his other attractions, but has returned to quarters and will remain here until he goes to the Chicago Exposition. Fred Rogers, publicity director, left for the North immediately after closing.

Jack Biggers, trainmaster, went to his home in Sarasota, Fla. Dale Pickett, cashier of Pounds Cafe, also went to Florida. Mr. and Mrs. Bering went to Cedar Keys, Fla., where their son is in school. Those who will remain here are John D. Sheesley and family; Ward Dady Dunbar, The Billboard agent and mail man; Mr. and Mrs. Bob Thomas, Mr. and Mrs. Rowan, Mr. and Mrs. Earl Ketting, Mr. and Mrs. William Zeldman, Dr. and Mrs. Fisher, Al and Mrs. Renton, Dinty and Mrs. Moore and Mr. and Mrs. E. C. May.

Capt. John M. Sheesley and John D. Sheesley will leave quarters soon on a business trip and then will go to the Chicago meetings. Charles E. Sheesley went to his home in Harrisburg, Pa., for the winter. All cars are stored here on the Missouri Pacific Railroad tracks and quarters arrangements were made with the Chamber of Commerce by Walter Biggers.

MOTOR CITY SHOWS

(Continued from page 40) State and finished with celebration and home-coming parties. Several fairs proved winners for all, it is said. Most of the personnel has been re-engaged for 1940. Preparing for next season, Manager Horwitz has contracted for three new trailers and tractors. Re-painting of the seven show-owned rides and building of six new shows will get under way about December 1, under direction of Manager Horwitz. At the closing dance Mr. and Mrs. Horwitz entertained the personnel a farewell party. Some of the members left for their homes, while others headed south to join other organizations.

After a business and pleasure trip to New York Owner and Mrs. Horwitz will return to the Hotel Detroit for winter. General Agent Bob Bremson will be here for two weeks before going to Florida with his family until January 1. He will be in advance of the shows again in 1940. Harvey (Doc) Arlington will visit friends in Michigan for a month before taking his brother-in-law home where he plans to remain until about February 1. He then will return to quarters to assist Horwitz in getting ready for next season. Organization completed its tour on October 1.

EDWARDS TO DIRECT

(Continued from page 40) business activities for 1940. A corporation charter was granted by the secretary of state and filed in Bibb Superior Court here recently, making Edwards head of Eastern Amusements, Inc. Other incorporators are given as Mrs. Virginia Smith, Charles Herbert M. Thompson, Fred P. Edwards and Paul M. Conaway. Thompson was manager of Edwards' unit on Art Lewis Shows and later John H. Marks shows this season. Conaway authorized the corporation to engage in "buying, selling, holding, renting, leasing, operating and managing all types and kinds of show property, including riding devices and tents."

Edwards' business operations show on the Jones' midway many years before that operated a show with Rubin & Cherry Exposition. New firm will have at least four units on the road in 1940, it was said.

SLA BANQUET

(Continued from page 40) have already placed orders for tickets, and every day sees additions to the list. Chicago radio stations are co-operating with the league, as they have done for several years, and starting next week announcements of the banquet and ball

will be heard daily on the air. Manager Frank Bering, of the Hotel Sherman, is co-operating with the league and has arranged a dinner menu that is sure to meet with general approval. Grand ballroom will be beautifully decorated and seating arrangements are such that everyone will have an excellent view. A Roseman, program committee chairman, has the league program well under way and in another week it will be in the printer's hands. Badges and reservation committee, under chairman S. T. Jessop, will have a registration booth at the lobby of the hotel where showmen may register and obtain information. Edward A. Hock, tickets and reservations chairman, says the demand for tables is heavy and those who plan to attend should make reservations at once. M. J. Doolan has plans for an impressive memorial service in the Bal Tabarin.

Week starting Saturday, December 2, will be a fast one, schedule of events being: December 2, president's party in league rooms; December 3, annual memorial service in Bal Tabarin, Hotel Sherman, 1 p.m.; December 4, annual meeting and election of officers of the league in the evening; the league program of American Carnival Association; December 5, league banquet and ball, in Hotel Sherman; December 5 and 6, annual meeting of International Association of Fair and Expositions; December 7, installation of officers of Showmen's League.

FUZZELL TOUR ENDS

(Continued from page 40) many improvements, including construction of a new corn game and midway cafe, will be made. Frank Stone will be in charge of building concessions. Mr. Stone and Fuzzell will remain at their home in Hot Springs, Ark., until March 1. W. J. Dunne and Leonard Hand again have contracted for their home on Lake Hamilton, Hot Springs. They reported new weeks before writing their Christmas Show. Mr. and Mrs. Jimmie Stepien and daughter will go to Hot Springs, where he will operate a moving picture show. Mr. and Mrs. T. Neal will sojourn in Hot Springs, as will Mr. and Mrs. Al Sant and Mr. and Mrs. John Geenshaw and Mr. and Mrs. Pat Kahn.

Jack and Ida Doran went to Gulfport, Miss., where Jack will work. Mr. and Mrs. George Heiman will remain in Little Rock and operate a cafe. Mr. and Mrs. Harold Brown and Mrs. Edna P. Brown left for their home in Rockwell City, Ia. Mr. and Mrs. Whittie Richards went to Carlisle, Mo., while R. B. Crozier left for Los Angeles. Joe and Margie Kahn went to Arkadelphia and Mr. and Mrs. F. W. Pratt, who had a good season with their pop-corn stands, went to their home in Hot Springs. C. O. Stewart, electrician, left for his home in Joplin, Mo.

Mr. and Mrs. Leslie Allen, parents of Mrs. Fuzzell, leave a welcome home party to all members at quarters. Refreshments of all kinds were served. Mrs. Fuzzell will act as secretary at quarters.

KAUS SHOWS CLOSE

(Continued from page 40) quarters. J. E. Kaus opened his newly-purchased skating rink on Armistice Day in New Bern. Business Manager George Whitehead plans to attend the fair meetings before he and Mrs. Whitehead go to Miami, Fla., for a vacation. Other Florida vacationers will be Mr. and Mrs. C. O. Davis, Mrs. W. J. McWethy, Sarasota; Mr. and Mrs. Al Kadel, Miami, and Mr. and Mrs. Roy Van Sickle, Mr. and Mrs. Bud Owen and Mr. and Mrs. Harold Smith.

Mr. and Mrs. H. M. Kirby have framed a store show and will open in Baltimore about December 1. Mr. and Mrs. Clarence Overman will be in Elizabeth City, N. C., and Willie Lavin in St. Louis. Tom Pfeiffer went to Philadelphia, and Jack Golden and Paul Dwyer to Pittsburgh. Fred Scott's Harlem Broadcasters will play night clubs. Lester Kern, after a short vacation in Chicago, will return to his home in Tampa, Fla.

HETH CLOSÉS

(Continued from page 40) Fontana will visit Joe's mother in Augusta, Ga., for a brief vacation, before starting on a booking trip. Owner L. J. Heth is getting his shops ready for building, repairing and painting. Fred Bauldorf opened a new gym in Birmingham and reports business ok. Johnny Clampton went to Milledgeville, Ga., to see Beasie and John J. H. B. Shive joined Jack Wardlaw's Band as tour director.

AT LIBERTY PARKS AND FAIRS

THE FLYING TRAPEZE—WORLD'S GREATEST Motorcycle Act. Two girls perform on swinging traps high above motorcycle. Equipment, wardrobe A-1. Strong enough to feature, will do night work anywhere at fifteen to thirty lights for night shows. Excellent. Write or wire JACK EVANS, 443 Mt. Vernon Rd., Newark, O. no25

CHAR. AUGUSTUS—Classy Trapeze Artist. Available for bookings. Possesses reliable equipment. Can meet any attractive schoolboy without appearing in any way. Will do high ceilings, indoor, outdoor, and stage work. Write for particulars in first. CHAR. AUGUSTUS, 200 W. 12th St., Jax, Fla. no25

DARLINGTON'S CIRCUS—Ten Days, Cuba, Cuba, Cuba. Two distinct acts for Southern fair, carnivals, and theaters. Write for particulars in first. 1110 Locust, Philadelphia, Pa. no25

FRED AND MARIE GUTHRIE—Four separate acts. Excellent. Write for particulars in first. Fred and Marie Guthrie, Inc., 201 W. Ninth St., Cincinnati, O. no25

THE CLAYTONS—Four different Free Attractions. Excellent. Write for particulars in first. 1110 Locust, Philadelphia, Pa. no25

Shrine Shows and Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

H-M Circus Big At Balto; 1940 Date Is Signed

BALTIMORE, Nov. 18.—Estimated receipt of \$18,000 was made by Broum Shrine Temple, sponsor of Hamid-Morton Circus in Fifth Regiment Armory here on November 17. Show was the first sponsored by local Shriners in six years and appeared in three rings, drawing 96,000 paid admissions at 40 cents general and 75 cents for reserved seats. Perfect weather helped the gate. That results were satisfactory was indicated by the re-signing of the show for next year.

Daily matinees were given in addition to a Saturday morning performance, bought by a local concern. Capacity night crowds taxed facilities of the Armory, which seats 9,000, more than 2,000 extra on Friday night and a crowd in excess of 3,000 being turned from doors. Underprivileged children were guests of the management on one day.

A. A. Duetsch handled press and obtained free space in newspapers and co-operation from radio stations. Advance promotional work was done by Joseph H. Hughes. Shrine officials included E. Elmer Langrall, potentate, and John Curtell, general chairman. Ed Jones handled tickets. Baltimore Concession Co. had the food concessions. Visitors, many of whom were entertained by General Director Bob Morton, included Mr. and Mrs. George A. Hamid and daughter, Zayne, and members of the Circus Fans Association, including Melvin D. Hildreth, Dr. Mann and Ed M. Millery.

Program ran two and one-half hours and included Miss Harriet and Hanneford, Jr., equestrians; Captain Belew's Football Pony Rodeo; Kinko, Kays and Bob, cloud-swing and single trapeze; Miss Valentine, aerial web; Orton, balancing chair; Kinko, contortion clown; Al Christie and Captain Harold's ponies; Jimmy Fleming, Danny Mitchell, Billy Rice, Joe Davidson, Kays and Frank Florence and Company, clowning; Sots and Babe, Orton and Romas Duo, trapeze; Florence and Rice-Davidson Trio, comedy acrobats; Voices, comedy duo; Conchita, aerialist; Mrs. Clyde Beatty, cat act; Five Queens, aerial acrobats; Misses Valentine and Esmé Wilson, musical grail; Rose Behee; Captain Tibb's Seals; Christy and Captain Belew's High-School Horses; Miss Hanneford and Jimmy camel; Jean Evans and Edith Christy, elephants; Reynolds Skaters; American Eagles, tight wire; Harold Christy's Liberty Horses; Naida and Perez and Solt and Solt, perch pole; Bruce and Conchita, shoulder perch; Bruce and Company; George Hanneford and Company, tight wire; Flying Bees and Flying Harold. Joe Beale directed the band.

Phil M. Plants' Arctic Girls, frozen sea act, presented by Howard Y. Bary and managed by Bob Lee, grossed well.

Advance Sale Aids Success Of Schenectady Elks' Show

SCHENECTADY, N. Y., Nov. 18.—Heavy advance sale insured success of the Elks' show, which opened a six-day engagement on November 18 to a light matinee and fair night at the Armory here. Reported J. R. Malloy, who presented the act and pony act. Show was promoted by Eddie Karen and Dick Dillon.

Among others on the bill were Bob Biggie's Troupe; Avalon Troupe, teeterboard act; Barney and Jimmy Arnesen; Silvers Johnson and his Midgets; Austin; Capt. Billy Sells' Lions; Poodles Hamford, riding and whip-cracking; and Nancy Darnell.

Indoors In The Money, by Billy Pape, is a feature of the Circus Department. This issue—don't fail to read it.

Stellar Acts Divide Bill At Legion's Boston Circus

BOSTON, Nov. 18.—Lucky Teter and his Hell Drivers, headliners the first five days of a 10-day thrill show and circus in Boston Garden, opened November 14 under sponsorship of National Convention Corp. of the American Legion. George A. Hamid is furnishing attractions. On the bill with Teter are Five Ariens, Wallendas, Woolford's Daschhunds and Demnati Arabs.

Last five days will feature Clyde Beatty and his Animals and those appearing with Teter and the Hanneford, Christy, Jean Evans, Harold's Elephants, Harriet Beatty, Shorty Piem and Billy Rice. Ten Packards are to be given away, five on each closing night of the two sections of the show. More than 10,000,000 reduced-price tickets were distributed through chain stores, one chain using five full-page advertisements in Boston papers publicizing the show.

Drukenbrod Named Director Of Canton Shriners' Circus

CANTON, O., Nov. 18.—Sterling (Duke) Drukenbrod, the past season side-show manager of Cole Bros.' Circus, has been named managing director for the six-day Shrine Circus in Municipal Auditorium here, said Floyd V. Casper, general chairman. Proceeds of the show, first indoor event of its kind here in three years, will go to the Shriners' crippled children and welfare fund. He has a corps of 20 at headquarters and reported the first week's efforts gratifying. Mayor Ed S. Folk purchased the first ticket for the circus and The Canton Repository on November 16 carried a story and picture on launching of the campaign. Charles Slegrist Showmen's Club has pledged support to the committee.

Drukenbrod will frame the show and engage acts. Program will run about two hours. Jack Mills, the past three years on Cole Bros.' advertising staff, has been retained to direct advertising and advance sale. He has a corps of 20 at headquarters and reported the first week's efforts gratifying. Mayor Ed S. Folk purchased the first ticket for the circus and The Canton Repository on November 16 carried a story and picture on launching of the campaign. Charles Slegrist Showmen's Club has pledged support to the committee.

Program Budget is Tilted For Macon Shrine Circus

MACON, Ga., Nov. 18.—Substantial increase in outlay for acts for Macon Shrine Circus has enabled the committee to book an enlarged bill this year for the eighth annual seven-day circus in Macon Auditorium. D. C. Ferguson is general chairman for the sixth year. Other committee men are G. P. Lockhart, headnote Fritzler, and H. Anderson. W. M. West, Shrine member, handles advance sale, advertising, construction and operate concessions. Previous shows have been successful.

Tex. Shrine Show Ready

HOUSTON, Nov. 18.—Plans for Arabia Shrine Circus to be staged seven days under canvas in Buffalo Stadium here, are progressing well, reports Rev. J. W. E. Alrey, director. Downie Brov.' Circus acts have been booked and other feature acts booked, including Rigo and Mario Zaechini, Carson and Sons, to be under a 120-foot big top with three 50-foot middle pieces. Committee includes Cecil Sisson, chairman; Bill Raymond, treasurer; Russell Nix and Bill Hildebrand, publicity; and Holger Jeppesen, tickets.

Shows

FLYING BEEHIVES, who played Hamid-Morton circuses Toronto and Baltimore, are also booked for H-M shows in Philadelphia and Boston, reports Clayton Beise.

PATRICK'S Hippodrome Circus has been booked for three-day Grand Outlaw (wash), American Legion Post indoor charity circus, reports J. C. Cruser. Three-hour program is planned. Headquarters have been established and advance arrangements, including combination

queen contest and ticket sale, have started.

BEN H. VOORHEIS, who was in charge of exploitation for Geauga Lake (O.) Park last season, has promotions in several Northeast Ohio cities. He is handling a two-day, home-talent minstrel for a Chargin' Galls Lodge, after which he plans to go to Canton to conduct advance ticket campaign for the annual Shrine Indoor Circus.

G. A. KLEIN, of Klein Attractions, reported he has contracted his circus stock for several Christmas parades. Some performing stock, owned by Klein and Beverly Harnett, is being worked daily by the latter.

PAGE CLOSES

(Continued from page 40)
B. E. Price, Eddie Madigan, Jones' Bingo, E. B. Braden's pan and rat game, Lyman Tappan, Sam Serian and wife, H. Barbrook's Dipsy Doodle, Eddy Brock, airplane and Octopus, and Tex Rose's onering circus.
Equipment was stored in buildings purchased during the season by Owner Pape. Ampli-Sound, located in the building program mapped by Page. Present plans call for new fronts and canvas with several changes in lighting equipment. Rolling equipment is housed in large sheds and many trailer folk are camping on the grounds. Roy Pann will be in charge of quarters, his 11th year in that capacity.

Among folks wintering here are J. J. Page and family, Chris Jennigan, C. F. Tappan, Charlie Thomas and wife, Mr. and Mrs. Rance Boyd, Bastus Jones, Mike Bridgeforth, Earl Dennis, Frank Golts and family, Mr. and Mrs. Bob Richards, Earl Bradley, Searl Brummit and Mr. and Mrs. R. E. Savage. Others giving destinations are Mrs. J. H. Galt, Mr. and Mrs. Trevor Montgomery, Florida; Mr. and Mrs. J. A. Montgomery, St. Clair, Pa.; Mae and Barney Sisson, another show; Mr. and Mrs. Bert Melville, Atwater, Calif.; Mrs. Jack King, en route with their animal show; Mr. and Mrs. Al Risher, Ocala, Fla.; Roy Carey and several agents, Augusta, Ga.; Tony Muscell, Augusta; Richard Sloss, Prospect Station, Tenn.; Mr. and Mrs. Martin, Atlanta; George and Meta Lanning, San Francisco.

Spot Bassinger went to another show; William Heppding, Sumter, S. C.; Mr. and Mrs. E. B. Braden, Braden Hollow, Tenn.; Sam Serian and wife, Charlotte, N. C.; Georgia Hertz, another show; Red Wheeler, Florida; Charlie Carper and wife and mother, Mrs. Lou Carper, another show; Mr. and Mrs. Ed Brooks, Kingsport, Tenn.; Mr. and Mrs. Fred Hood, Chattanooga; Mr. and Mrs. Melvin Jones, Florida; Gene Phillips, Rome, Ga.; Rose and Carl Jackson and Arnetta and Emory Jackson, Rome, Ga.; Sam Loukos, Akron; Mr. and Mrs. Carl Hillman, Chattanooga; Mr. and Mrs. James Whalen, another show.

Mr. and Mrs. L. D. Bell, Fla.; Mr. and Mrs. Lyman Truesdale, Hot Springs, Ark.; Lee Crane and Billy Clemenson, Florida; Mr. and Mrs. Mickey Brown and Eddie Green, Florida; H. L. (Sheehey) Bush and Kid Armstrong, another show. Visitors in Aiken included Mayor W. J. Moseley, Mr. and Mrs. Johnny Bullock, Mr. and Mrs. Tommy Carson, Mr. Mitchell and family, Whitely Thompson, Mr. and Mrs. Ralph Edger, Gerald Snelten, Mr. and Mrs. Jack Moran and Frank and Pearl Shepard.

ZEIGER IN QUARTERS

(Continued from page 40)
Mr. and Mrs. Mack Sock, Mr. and Mrs. Joe Diving, Sam Bernard, J. Galt, Mr. and Mrs. Carl Lindsey and company, Phoenix, Ariz., to open a night club; Morris Thirman, A. L. Brander and Hubert Butcher, New Orleans.

Mabel Stark, E. J. Trees and company, Camarillo, Calif.; Dime Wilson, Kansas City, Mo., where he will put on his clown act in one of the large department stores during the holidays; Mr. and Mrs. G. E. Wilson, to play theaters with their dog and monkey acts. Trainmaster Frank Howard to Lenexa, Beach, Calif.; Boss Casveman Lester DeMay, St. Paul; Mr. and Mrs. Bill DeWitt, Boise, Ida.; Mr. and Mrs. H. B. Hughes and son, Phoenix, Ariz.; Mr. and Mrs. C. P. Zeiger and Rosemary Loomis, Los Angeles.

POOLE AIDED

(Continued from page 40)
assistance from Paul M. Conway, Macon lawyer, and W. J. Cruse, Jr., County Commissioner. They obtained an order for Poole's removal from the county jail to

the hospital for treatment. Later they were successful in obtaining a reduction of bond to \$1,000.

Comings on the Hesh shows made up a collection of \$60 to pay some medical expenses, it was reported here. Concession operators on Johnny J. Jones Exposition at Georgia State Fair here, under leadership of Harold (Buddy) Padlock and Morris Lipaky, made up a collection of \$51.

Poole, whose trial is set for January 1, is still too ill to work. Friends believe him innocent of any criminal violation of law in connection with the accident and they believe he has suffered undue hardship.

SHOWMEN'S LEAGUE

(Continued from page 35)
advised he has a contract for winter work on which he will start soon. Brother Will came up from Sireator, Ill., to attend the convention. Sireator is feeling well again and was welcomed by the boys. Jack Tavlin has returned to take care of his regular Christmas show. Brother Fred Cotter took time to attend to his 1940 program. Remember that the November 23 meeting was switched to November 24 because of Thanksgiving Day. Welcome letters were received from W. Terry Martin with check for century fund. Brother John P. Broum of Hapland Shows, lettered expressing club of his co-operation at all times. An invitation from A. R. Hodge, secretary of the NAAP, bids all to attend the annual Trade Show in New York during the convention. Bill Bartlett writes he will be here for big doings. Applications of John Fabick Jr., Maurice Fabick and William Blencoe were presented for ballot and each was elected to membership. Many letters were received for the December meeting for the banquet and ball are above expectations. Al Rossman is busy on the program. One brother said club spends too much time giving attention to you and your dues. This club has a good dues. There the response more prompt and your change of address sent in this would be unnecessary. After all, in order to be in good standing your dues must be paid.

Among communications received with checks covering benefits for the club were from Rubin & Cherry Exposition, \$50.65; Fitzee Brown, West World Wonder Shows, \$145; Brother John M. Sireator, Hapland Shows, \$150; \$103.50; Brother W. R. Hirsch, this being a combined show by Louisiana State Fair, Barnes-Carruthers Co., Max Goodman, Hennes Bros.' Shows and Phil Little, \$21.50. These were greeted with applause. Buddy Padlock gave a good club custodian on the Johnny J. Jones Exposition, having sent check for \$270, covering dues for George Davis, John Yacvac, Paul Kleider, R. J. Reynolds, Floyd Hesse, W. T. Eddy, Howard Loughner, Edward J. Hockett, Sam Kaplan, Harold Yennie, William Tara, Eddie Coe, Emmett F. Hennessy, Lester Lewis, Joe Merriman, Tom M. Allen, Paul Clifford, John K. McBride, J. Lee Cuddy, Clifford Broum, Leo Mulvey, Milton Cohen, E. H. Galpin, Barney Miller, Lawrence Phillips, J. C. (Tommy) Thomas and Ralph O. Lockett. It looks as though the example set by Buddy and Sam Peuberg, of Beckmann & Gerety Shows, has brought the club to have a custodian on each show.

Nell Webb is doing some good work on the banquet and ball program. He line almost reached a total of 30 charitable societies and who have their names set in application of John and Maurice Fabick, of St. Louis. Don't forget the schedule for convention week in Chicago.

MO. SHOW WOMEN

(Continued from page 35)
mittie reported that Virginia Laughlin is still seriously ill, while Lora Pott, secretary, Pearson Shows, is not very well.

President pro-tem Allen asked Ethel Hesse and Beatrice Giuliani to serve on the entertainment committee in place of absent and sick members. New members approved were Be. Kyles, Dorothy Bloom, Thelma Frenzel and Emily Freudenheim. At close of business the International Association of Showmen invited members to partake of a luncheon.

WANT PHONE MEN

To handle ticket sale for Moose Charity BALL to be held on December 21st. Men in this vicinity who can sell tickets and who know their business get in touch with me immediately. HARRY E. WILSON, General Chairman, Moose Charity Ball, 212 E. Fourth St., Jacksonville, Fla.

Wholesale

Dolls

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Milwaukee D. A. Refuses Warrants Against Six Operators of Fraternal Bingo Games

"Real incubators of law and order in community," Steffes tells chief

MILWAUKEE, Nov. 18.—Bingo fans chalked up a victory here last week when District Attorney Herbert J. Steffes, in a nine-page letter to Police Chief Joseph T. Kluhnsch, refused the latter's request for warrants charging six operators of fraternal bingo games with violation of State laws.

Simultaneously with Steffes' refusal to issue warrants came the announcement that bingo players and owners of halls where bingo is held had planned plans to fight the halting of games where profits go to charitable, civic and patriotic organizations. A spokesman for players and hall owners said the groups were prepared to take the fight to the State Supreme Court if necessary.

The furor came when the chief of police sought the arrest of six operators, taking action on the basis of a decision by Circuit Judge Charles L. Aarons that bingo in public halls violated the law. The defendants of bingo rights, it was reported, raised a "war chest" and selected Max Raskin as attorney to fight the ban.

However, at this time Raskin can take no action until the injunction against bingo is handed down in the case against the owner of Bahn Frei Hall, Benjamin J. Miller, attorney for the anti-bingo group, said papers would be completed so the injunction ordered by Judge Aarons could be handed down soon.

Defense Mapped

Raskin filed as soon as the injunction against bingo at the Bahn Frei is issued he will go to the State Supreme Court with the matter. "Bingo cannot be so immoral or the community would have outlawed it," he said. "I think the best way of morals is the habits and customs of the community. However, there should be no discussion no matter the final outcome of this case."

District Attorney Steffes observed in the first part of his letter that Chief Kluhnsch, in seeking warrants, had apparently been motivated by the decision of Judge Aarons.

"I do not feel that your request for

invocation of serious State warrants for violations of State laws is the indicated or appropriate procedure in the instant cases presented to me," Steffes wrote.

The district attorney also cited in his letter that since January 1 over 100 cases involving violations of other State laws had not been referred to his office but had been tried under less severe city ordinances. He also stressed the fact that there were a great many laws on the statute books which could be enforced but that the enforcement would only keep the city in a turmoil.

Referring to the request for six warrants against bingo ops, Steffes said: "I am dubious to the point of disbelief that such prosecution could be successful in a trial before a jury of 12 citizens of this community."

Police Policy Hit

"We (D. A.'s office) cannot reconcile such practice of your department with your current demand that serious State warrants should be issued against sponsors affiliated with bona fide charitable, religious, fraternal veterans' or benevolent organizations, operating bingo games for charitable or benevolent purposes. I am very frank to state that I do not consider the game of bingo so conducted as serious."

Steffes also pointed out in his letter that for 25 years law enforcement authorities of this jurisdiction, under an opinion of a former city attorney, have permitted and approved games conducted by fraternal, religious, civic and veteran organizations when proceeds went to fraternal, religious or benevolent purposes.

"So far as I am concerned," Steffes wrote, "until the playing of bingo becomes more than a pastime or means of raising money for charitable or religious purposes, I am satisfied with the present status. I for one am satisfied that public morals are quite safe in the hands of bona fide religious, charitable, fraternal or veterans' organizations."

Uphold Law, Order

"Fraternal halls under supervision of our ministers and priests and clubhouses and other reputable places of public assemblage inhabited by our good citizens are the very specific against crime. They are the real incubators of law and order in our community."

Police warrants had been sought against Victor H. Manhardt, secretary

Other items introduced in the past two weeks which should move on hot-take cards include the Powerflo Batteryless Flashlight; Zipshare and Snippee, offered by General Transformer Corp.; dry shavers offered by Deane Sales Co. and Stan-Hear Corp.; clipper-ship lamp, offered by Wisconsin De Luxe Corp., and the new electric clock offered by Evans Novelty Co.

We all know that most of the boys went cold on dry shavers more than a year ago. However, there still seems to be enough life left in these gadgets for a play around the holidays. We believe that women will still shell out in the hope of getting one for the husband or the boy friend, and cards placed now should pay good dividends before the season is out.

Operators working office buildings may be interested in a new staple, the Igloo Electric Pencil Sharpener. Item is beautifully styled and is motor driven. As the name implies, it is shaped like an Eskimo igloo and claim is made that it sharpens pencils better and quicker than the hand-crank type. All you have to do is drop a pencil in the top of the

(See DEALS on page 55)

Wisconsin editor praises stand—urges other D. A.'s to follow example

of the Eagles' Club; Louis Hochstet, chairman of Henry J. Schaefer Post No. 2923, Veterans of Foreign Wars; Edward Lederhaus, acting chairman of Collins-Moyer Post No. 2903, Veterans of Foreign Wars; Ernest R. Bryant, secretary of Pilgrim's Club; Mrs. Mary Hunt, trustee of Gem Rebekah Lodge at the Odd Fellows' Temple, and Harry Jankowski, promoter and caterer of games at the temple.

Broughton Takes Stand

C. E. Broughton, editor of a Sheboygan newspaper, who publicly criticized a decision here by Circuit Judge Gustave G. Gehrz, which prohibited operation of four bingo games at the Midsummer Festival last July, in an address before the Eagles' picnic at Taylor Park vigorously attacked the banning of bingo at picnics and other public gatherings sponsored by taxpayers, took the opportunity to again defend the game. He commended Steffes' stand in an editorial. The editorial follows:

A Real Public Servant

"District Attorney Herbert J. Steffes, of Milwaukee, refuses to be the goal in a campaign against bingo and similar games when operated under control of churches, fraternal and social organizations.

"In a statement to the police Saturday in Milwaukee he said:

"The happiest and most contented community is one unoppressed by technical prosecutions. Bringing into court numbers of responsible citizens and branding them with the same stamp reserved for real criminals tends to break down public respect for law and enforcement. Parish halls, under the supervision of our ministers and priests, and our clubhouses and other reputable places of assemblage, far from being breeders of vice and crime are the real incubators of law and order in our community."

"There is a district attorney who not only senses his real duty but is not afraid to state his position clearly and concisely. The essence of this statement is that you can easily understand (See D. A. Refuses Warrants on page 55)

Cincinnati Bingo Draws 2,300,000

CINCINNATI, Nov. 18.—Bingo in Cincinnati drew 2,300,000 in the past year, 200,000 more than had been estimated. During the summer it easily outdistanced baseball as a major attraction, it was revealed recently in a report filed by Police Chief Weatherly to City Manager Sherrill.

There has been a steady upward trend throughout the year in local bingo popularity, as reflected in reports by the police department, which are required by city ordinance, Chief Weatherly said.

Chief Weatherly said that during the baseball season bingo attendance was 1,108,095. In the same period the Reds' games at Crosley Field, including the World Series, drew paid attendance of 984,854 or 123,241 less.

During October 218 bingo games drew 243,917, a new record. Number of participants was 5.4 per cent larger than for August, the previous high, and receipts were greater by 3.6 per cent. Receipts from October bingo games totaled \$195,993.61, an average net cost per player of 61.1 cents.

Predict Dolls, Stuffed Animals Coming Back

NEW YORK, Nov. 18.—While dolls and stuffed animals haven't been unusually popular for several years, manufacturers are predicting they will stage a strong comeback this year. This fact should be of interest to bingo and salesboard operators and prize users in general, who are looking for Christmas items.

Also many stand-by will return to the market, numerous new models are being introduced. The trend of movies toward films appealing to children will have a decided influence on the market, with dolls designed as Pinocchio, Gulliver characters, Scarecrow, Tin Woodman and Baby Sandy destined to make a big splash. Of course, Donald Duck, Charlie McCarthy, Mortimer Snerd, Mickey Mouse, Popeye and Olive Oyl dolls will again be on the market and will give characters from new movies a run for their money.

One New York manufacturer is predicting big things for the Bunky doll, a new creation by his firm. The item is 14 inches high and has a washable face. It is designed to appeal to children, and during the few days it has been on the market has definitely shown indications of being a smash hit.

Boudoir dolls 32 inches high are being pushed by another local firm. The dolls appeal to adults and are dressed in styles of the 18th century and bedecked in silks and satins. Officials of the firm believe the doll will be a good draw at prize games.



By JOHN CARY

The popularity of bingo is based upon the fact that the game has so many angles to it, allowing seasoned operators unlimited opportunity to vary the game. The fact that it is a game which appeals to all is another reason for its top position as an amusement.

THIS BRINGS us to a recent new item about the City Hall Dancing and Bingo Society, of Pittsburgh, which sees to it that pay rollers enjoy night life the democratic way. The society, which has many ward chairmen as officers, arranges for games in each of the city's 32 wards. This form of organization has possibilities of being one of the greatest community spirit producers on record. It also gives people an unusual chance to

(See BINGO BUSINESS on page 55)

CHRISTMAS MERCHANDISE THRU THE YEARS

By SAM ABBOTT

Watch for this article in the

Christmas Number Of The Billboard

Dated December 2

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Each new issue of *The Billboard* strengthens the impression that from now until Christmas operators will have little trouble finding appropriate merchandise to work. Additional items are coming thru regularly and for a change the old wail "Is there anything new?" can be put aside for a much-needed rest.

A couple of weeks ago an old favorite was reintroduced in new dress—the Knight-in-Armor Lighter. Remember what a hit it was not so far back? Now priced so that it may be offered effectively on a deal with a take of around \$10 or \$12, it should click again. It's a natural as a gift item.

YES IT WILL BE A

Merry Christmas

If you do your buying from our Big Holiday Bargain Circular! 65 Sensational values in Silverware, Radios, Appliances, Clocks, Watches and Novelties at startling low prices. Get on our mailing list! You'll save money! Write to . . .

Evans Novelty Co.

800 Washington, CHICAGO, ILL.

FURS! FURS! FURS!

Seidel Offers BIG VALUES

In Beautifully Illustrated Catalog, Showing All the Latest Styles in COYNE, FINE, COCO LETHES, Front B.O.U.T.R.E.S., ETTES, MUSK, RATS, GENUINE, US-SOUIRELS, CARACUS, PERSIANS, Etc. Also Scarfs and Jackets. Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

SALESCARDS \$6.00 Per 100

M. SEIDEL & SON
243 West 30th St., N. Y. O.SENSATIONAL OFFER
LADIES' BAGUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds


SPECIAL No. 150—HIGH GRADE 15 J. Rhod New Movement. Guaranteed for accurate time for 3 years. Mailed from a \$300 Article. \$5.95 in Lots of Each. 25% Deposit. Balance C. O. D. Ladies' Wrist Watch—J. Rhod. Can. Wonderful Premium Item. Boxed. Complete. Each \$1.85

25% Deposit. Balance C. O. D. SEND FOR CATALOG CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY FRANK POLAK
72 Bowery, NEW YORK CITY.

REAL OPPORTUNITY
for Right Man—

We want a man who has had extensive experience in merchandise—Premiums—Carnival and Concessions' merchandise. Must be familiar with first sources for this type of merchandise—Must be able to compile catalog and possess executive ability to manage entire department. You may write in confidence—Tell all about yourself.

BOX D-33

The Billboard, Cincinnati, Ohio

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, all sizes. Our increasing business proves that our line has highest value. Guaranteed satisfaction or money refunded in 8 days. Same day delivery. 25% Deposit. Balance C. O. D. LOWEST PRICES.

H. M. J. FUR CO.
150 W. 28 ST.
N. Y. C.WATCHES ELGIN OR WALTHAM
RESULT
GUARANTEED LIKE NEWMEN'S WRIST AND
Pocket Watches \$2.95

20% WITH ORDER, BALANCE C. O. D. Write the Catalog at other MEN'S and LADIES' Watch Bannels.

JOSEPH BROS., Inc.
55 E. MADISON STREET, CHICAGOPopular
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.

Future Photos

Operators of strip cameras and streetmen will welcome announcement of the introduction of future photos. Nelson Enterprises reports. Thru a simple process, photos of the future husband or wife may be produced in a jiffy. While the method is similar to the old future photos that were consistent sellers for years, they are now up to date. No more ridiculous pictures of individuals taken with funny hair dresses and old-fashioned clothes, but snappy photos of people as they appear today. The sheets are cut into small squares and plainly marked on the back to avoid confusion. All that is required is to place one of the squares in a spectator's hand, add a few drops of water, developer and there is the future spouse. Large assortment of characters, male and female, is available. With the streets to be crowded with Christmas shoppers, the boys are urged to stock up now and make some money. New low prices are in effect, the firm reports.

Shaver by Underwood

Appealing to those who want an individually and attractively packed electric razor, Deane Sales Co. announces that its Underwood electric dry shaver with ivory rubber grip fills the bill completely. The razor has the exclusive Underwood double-action cutting head, multi-way beard pick-up, distinctive streamlined design, precision built motor, pignin pouch and lifetime guarantee. Motor is self-starting, offers no radio interference and operates on 110-120 volt, 60 cycle AC current. Head is self-sharpening. This is the first time, the firm reports, that a dry shaver of distinction priced to meet requirements of the average man with exclusive Underwood features that are equal in quality and performance to any shaver selling for many times the low cost of the item has been placed on the market.

Electric Pencil Sharpener

A new streamlined electric pencil sharpener is scoring high with both prize users and specialty men. P. A. Smith Mfg. Co. reports. It is an attractive dome-shaped device, finished to blend with the finest desk fittings. Just drop a pencil in the top of the dome, press a button and in a jiffy there is a keen writing point. Because it has such universal appeal and is low priced, it is ideal for gifts, premiums or prizes, the maker states.

Greetings Signs

A number that is sure to make money for agents and canvassers is the new holiday greetings sign, 9 1/4 by 12 1/4 inches in size, H. Hirsch Co. reports. It is said to be different from anything yet introduced and comes in crimson red and holly green on a chromium silver metal front cardboard. The color scheme gives a sparkling effect. It is said. Every store owner and housewife is a prospect. New quantity prices are offered to those ordering early, the firm reports.

Map of Europe

Streetmen are offered an unusual chance to make some cash with a new and authoritative war map of Europe, B. & N. Sales reports. The map is 21 by 34 inches in size and is printed on heavy stock. Firm reports that supply is limited and boys who want to get in on the ground floor will have to order immediately. A new map catalog is available, the company states.

New Electric Clock

The announcement of new reduced prices on the swinging pendulum electric clock is being well received by prize

Your Cost \$1.00
EACH COMPLETE

IN LOTS OF 50 OR MORE

SPEEDEX

CANDID TYPE CAMERA

TO RETAIL FOR ONLY

\$2.98 A Genuine \$5.00 Value!

YOUR PROFIT \$1.98

FREE! Newspaper Mats, Electros, Counter Displays.



A NATURAL FOR CHRISTMAS SALES!

EASY TO SELL AT THIS LOW PRICE—EASY TO PROFIT ON THIS AMAZING LOW COST!

- Graf Meniscus 50mm lens. Fixed focus—easy to operate.
- Double lens eye-level view finder.
- Time exposures and snap shots.
- Compact—5 1/4" wide, 3" high, 2 1/2" deep.

The Speedex is a quality Candid Type Camera with features equal to those retailing for 50% more!

- Uses standard vest-pocket film, Kodak 127 or Agfa 8.
- Produces 16 pictures per roll, 1 5/8 x 1 1/4 in.
- Sharp detail of pictures makes for good enlargements.
- Sturdily built. Ultra-modern design. Metal parts chrome finished.

Cash in on the great demand for low-priced candid type cameras with this streamlined model. It's specially designed and offered for your "round as well as Christmas sale!"

You'll Make More Sales and More Money with SPEEDEX... Right Now and from Now On! CHECK THE SELLING POINTS . . . CHECK THE MARK-UPS and

RUSH YOUR ORDER NOW!

Price in Lots of Less Than 50, \$1.10 Each

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.

MOTOROLA

Triple Play
PORTABLE RADIO
NATIONALLY
ADVERTISED

- PLAYS ANYWHERE
- INDOORS OR OUTDOORS
- ON AC OR DC INDOORS
- ON SELF CONTAINED BATTERIES OUTDOORS

Penetralion in performance. Superhydrodyne circuit. Uses new low drain tubes for long life battery operation when outdoors and with switch over for AC or DC operation for use indoors. Marvellous tone.



NEVER BEFORE AT THIS PRICE

\$14.95

Nationally advertised—Nationally Famous Motorola Models 41-H, 3-power portable. First offering for premium use—and what a value! Plays anywhere, outdoors on long-life self-contained batteries—indoors, direct from AC or DC house current. Requires no aerial or ground. Sentinalion Circuit gives 8-tube performance super selective, with full 8-inch speaker. Airplane baggage type case, 12 1/2 x 8 1/2 inches. Rush your sample order. . . . 25% Deposit on C. O. D.

WRITE, WIRE OR PHONE YOUR ORDER—NOW!

D. A. PACHTER COMPANY
MERCHANDISE MART • CHICAGO, ILL.

Complete With Batteries
F. O. B. CHICAGO
National Premium Representatives

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

NEW — BEAUTIFUL — DIFFERENT

The Hamilton Marine Lighter

never lets you down whether you use it as a gift item—as a premium—or as a sales stimulator. Just turn the wheel and it lights! 5 in. high. Bright chrome finish.

Retail Price **\$2.95**



You Can Depend on the **HAMILTON**

'Knight in Armor' to bring you BUSINESS and PROFITS. Decorative as well as useful. Just press the helmet — and it lights! 10 in. high. Rich satin finish Armor.

Retail Price **\$3.95**



AVAILABLE AT ALL ESTABLISHED WHOLESALE DISTRIBUTORS at Profitable Discounts!

Manufactured in U. S. A. by

Hamilton Art Metal Corporation

230 FIFTH AVENUE NEW YORK

users, especially bingo and salesboard operators, Evans Novelty Co. reports. The clock is a modernization of the old tambour mantel style. The curved uprights and pyramid base are fashioned of gumwood with a dull-satin-gold finish, giving it a rich appearance usually found in only expensive clocks. It has a Howard precision-made electric movement. Clock has large numerals on five-inch silvered dial and is 17 1/2 inches long and 9 inches high. It comes ready to operate on 110-volt, 60-cycle electric lines, the firm reports.

Desk Elephant

With a political campaign year just ahead, the symbolic elephant of the Republican Party is making its appearance in streamlined models as desk ornaments. Only recently introduced, A. D. Cookson reports heavy orders. The model is made of white cold-mold plastic. In the elephant's trunk is a log on which is inscribed the word Constitution. On the base of the elephant appears the words "Life Begins in '40," and on the back is printed the story of the symbol. Item is also designed in two coat lapel models and in metal automobile bumper glass and offers unusual opportunity to streetmen and prize users, the firm reports.

Suction Sign Holder

Streetmen, canvassers and demonstrators are again making money with the suction clip holder as merchants are displaying Christmas signs, Gordon Mfg. Co. reports. The item, which has a "thousand different uses," may be used for hanging signs, posters, menus, price cards, bulletins and advertising on glass, and also obtains unusual effects in window displays. It may be firmly attached to any smooth surface in an instant. Firm also carries Bakelite sign stands, Siskittite clock hangers, menu holders and suction grip ash receivers. Shipments are made promptly and workers are urged to take advantage of new prices now in effect, the firm reports.

Novelty Punching Bag

A new come-back punching bag is proving a sure-fire novelty, Bomber Punching Bag Co. reports. Bag inflates to 20 inches in circumference and is tied around the neck with a come-back rubber adjustable to the proper length. Item is indorsed by eye specialists and physicians for its value in improving health and alertness, the firm states, and the come-back idea has made the punching bag number coveted by children.

California Fruit Bowl

Goldwyn Co. reports that orders are coming in rapidly for its new California Fruit Bowl, which denotes that the demand for the item is certain to be high during Christmas holidays. Item consists of three-piece chromium set filled with a pound of California glazed and stuffed fruits. A sales plan is offered free with each set. Operators are getting good response with the item, Goldwyn says, and the boys are advised to order now and take advantage of new low prices.

MECHANICAL WINDUP TOYS

- B15X46—Mechanical Monkey, metal plush covered, case 6 in. in height, \$1.90 Dole.
 - B15X47—Mech. Boy on Car, \$3.25 Dole. \$38.00 Gross.
 - B15X48—Mech. Hand Car and Tracks, Old-fash'd Boy on Car, \$3.25 Dole. \$38.00 Gross.
 - B15X49—Mech. Kenzo, Keno, spins and closes mouth, \$2.00 Dole. \$22.95 Gross.
 - B15X50—Mech. O U Walking Dr. Gr. Dop, white plush, wags its tail and walks, \$2.50 Dole. \$29.50 Gross.
 - B15X51—Mech. Chicken in Cage, press top of cage and chick walks on wheel, \$1.75 Dole. \$22.00 Gross.
 - B15X52—Mech. O U Dog, black plush, wags its tail, nods head 1.13 10.80
 - B15X53—Mech. O U Dog, black, larger in size, same as above, 1.65 18.00
 - B15X54—Mech. Sam the Orchard, stick over head, \$2.25 24.00
 - B15X55—Mech. Bicycle Rider, wheel like, boy moves feet just like real rider, 2.25 24.00
 - B15X56—Mech. Scooter Bikes, Whirls and twirls. Wind up and it goes, \$2.00 22.50
 - B15X57—Mech. Hawaiian Dancer, Metal and celluloid composition, Dance the Hula Hula, Size 8 1/2, 2.00 22.50
 - B15X58—Mech. Indian Brandy—Horse and Rider, When wound horse bucks and Indian moves, Size 6 1/2 x 4 1/2, 2.25 24.00
- Special Introductory Assortment No. 847 at Above Numbers, Gross \$12 In Full, Sent Parcel Post Prepaid for \$2.00. Mention Your Business, Each Item, Retail Catalogue 305 and 306 on Request. Western Year Book Co., Dept. 10, Chicago, Ill.

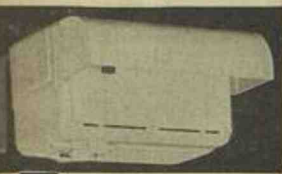
JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO

Just received from Europe a big shipment of **Porcelain Brick a Brac**

Shoes, Flours, Waxes, Powder, Ben. Bon and Jewelry Boxes, etc. Very beautiful, running in price from \$2.40 to \$24.00 per doz. Complete illustrated price lists mailed on application.
LEO KAUL IMPORTING AGENCY
115-119-K South Market St., Chicago

Elgin and Waltham RB and GUARANTEED
SPECIAL VALUES
O Size, 7-Jew., Star Case, \$3.00
12-Str. 7-Jew., Gold Color, 2.75
16 Size, 7-J., Gold Color, 2.75
Red. 5-J., Gold Color, 2.75
Chain, \$2.25. Pocket Watches with Keystone Case, 25c with \$2.00. B. C. O. D. Sample \$50 Extra.
M. FRIEDMAN - 74 FORSYTH ST. N.Y.C.

START YOUR OWN BUSINESS!
FREE! SILK LINED TIES, 18.00 Gros. 1.50 Dole. Custom Made Ties, 18.00 Gros. 1.80 Dole. **NEW FALL LINE** fashion: Head and Machine-made Ties; Jersey Knit Ties; and Kerchief Sets.
Multiple Tie and Jewelry Sets; NEW Style-On-Tie. The Fall and Holiday trade is waiting for you. **GET STARTED NOW!**
EMPIRE CRAVATS
22 West 21st St., Dept. H-26, New York, N. Y.



THE SEASON'S BIGGEST HIT!!
WRITE WIRE NOW
\$9.45 EACH
Ivory or Walnut
LIST PRICE \$16.95
BED LAMP AND RADIO

"SLUMBERTIME"

Here is something that comes only once in a lifetime! Dynamic Speaker . . . Six-Tube Performance . . . New Tubular Lamp for Reading . . . It has everything a winner needs . . . Quality . . . Utility . . . Novelty . . . Compact . . . If it's action you want, send for your sample at once and get on a winner . . . You will be amazed at the results received on any deal.

TERMS—1/3 DEP., BAL. C. O. D., F. O. B. CHICAGO

ACE PRODUCTS CO.

1957 OGDEN AVE. CHICAGO, ILL.

FAST-SELLING MECHANICAL TOYS
... at New Low Prices

No.	Description	Demon	Gross
No. 2262	Large Crawling Baby Doll	\$1.50	\$17.50
No. 4043	Small Crawling Baby Doll	.80	9.00
No. 4044	Large Cat-Dog With Sock	1.25	12.00
No. 4038	Small Cat-Dog With Sock	.80	9.00
No. 2263	Yawning Clown	1.50	13.50
No. 4037	Monkey With Comb and Brush	1.60	13.00
No. 4036	Monkey With Hat and Bouquet	1.60	13.00
No. 4045	Dancing Cereb	.65	7.20

Make big money this season! Send for Free Copy of our big General Catalogue Today!

KEEP AMERICA OUT OF WAR

Peace and patriotism are in every real American's heart. Everyone who sees this patriotic button made in American colors, red, white, and blue, wants it on his sleeve. Unquestionably America's best seller! Cash in now! Send 10c for sample and quantity prices.

WESTERN BADGE & NOVELTY CO.
402 No. Exchange St. at 5th St. Paul, Minnesota

BULOVA - GRUEN - ELGIN - WALTHAM

2,000 ON HAND POSITIVELY LOWEST PRICES

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New, 1940 Styles now available. Write for Free Catalogue.

NORTAN ROSEN
801 SANSON ST. Wholesale Jeweler PHILADELPHIA, PA.

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

Thank You for Mentioning The Billboard.

CLOSING OUT MECHANICAL TOYS WHILE THEY LAST

Number	Description	Per Gross
2341	Monkey Shines, Hat-Tipping Action (New)	\$ 9.75
2447	Dancers, Ballet and Girl Doing a Little Dance	18.00
2325	Bunt Flyer, Loop the Loop Airplane	15.00
2405	Trained Seal, Doing a Balancing Trick	9.75
2146	Symphony Band, Orchestra Leader Action	19.25
2327	Tubby Cat, Running Out With Green Eyes	10.80
2384	Donkey Clown, Juggling a Box—Standing on Mule	19.25
2433	Waltzer, Boy and Girl Doing a Waltz	7.20
2483	Crawling Baby, Real Crawling Action	17.50
2481	Pigeon 'Em Dep, Sooty With Bone in Mouth	18.00
2432	Mechanical Porcupine, Wobbling Action	7.20
2486	Crawling Baby, It Crawls Like a Real Baby	9.00
2480	Whim Cowboy, Lariatting Cowboy on Bronco	18.00
2433	Waltzer, Boy and Girl Doing a Waltz	18.00
2432	Whimsy, Costumed Walking Man With Cane	19.80
2328	Four Pats, Colored Boy Eating Watermelon, Dog at Pans	9.80
2342	Oh-U-Do, Runs and Weeps Its Tail	19.00

25% Deposit Required on All Orders—No Exceptions. All of the Above Subject to Prior Sale.

WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

Holiday Goods--Big Profits!

25 XMAS CARDS WITH ENVELOPES—UNUSUAL VALUES!
SEND 69c FOR 3 SAMPLE BOXES.
Xmas Wreaths, Beads, Ribbons, Turkey and Push Cards, Porcelain, Electric Clocks, Lamps, FREE CATALOG. Hundreds of Real Items for Wagon Sales, Gift, Christmas & House.

CHAMPION SPECIALTY CO., 814-E Central Street, Kansas City, Mo.

UNDERWOOD ELECTRIC SHAVER

\$1.00 Each Plus Postage (25% Deposit)
Write for Quantity Prices.

NEW! HOT!

COMIC GLOVE XMAS CARD

Each to an Envelope. Retail for 15c Each and Up. Sample Prepaid 10c.
DOZEN 65c—GROSS \$7.20
1939 XMAS CATALOG NOW READY. SEND FOR FREE COPY. FULL LINE OF XMAS TREE BULBS, TREE LIGHTS, XMAS CARDS, etc.

BENGO PRODUCTS CO.
578 BROADWAY, NEW YORK, N. Y.

15,000 SOLD to one company IT MUST BE HOT



ELECTRIC FOOD WARMER
ELECTRIC FOOD COOKER
A household necessity. Comes in gay colors, red or blue. Used on gas or electric. Cooks and keeps in two pounds of beautiful home-style chocolate.
Each In Case Lots (4 to Case)
Only \$1.95

Sample \$2.25
FREE: With Each Unit 50-Hole Card, to 50
10c. Takes in \$6.45
Terms: 1/3 Deposit, Balance O. O. D.
F. O. B. Chicago.
CAPITOL SALES CO.
1233 East 83rd St., CHICAGO, ILL.

AMERICA'S LEADING MANUFACTURERS OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

SPECIAL-ELGIN & WALTHAM

WALTHAM WRIST WATCHES
ES. O Size, 74
Strap and box with price tag.
Lots of \$3.00 Each
POCKETS
12 1/2, 74 Elgin and Waltham Knit Edge \$3.25
10, 74 Elgin and Waltham Knit Edge \$3.25
10, 74 Elgin with New Yellow \$2.25
10, 74 Elgin, New R. R. Each \$2.25
10, 74 Elgin, Waltham or \$1.75
Same—12 1/2, Lots of 6, Each \$2.25
Same—12 1/2, Lots of 6, Each \$2.25
10, 74 Elgin and Waltham, New \$2.50
Same—12 1/2, Lots of 6, Each \$2.50
Same—12 1/2, Lots of 6, Each \$2.25
Same—12 1/2, Lots of 6, Each \$2.25
Ladies' Diamond Rings, Yellow 10K, Lot of \$3.00
Special Price—Quantity Sales, 25% Deposit.
Illinois C.O.D. Sample 50c Extra. Send for Catalog.
N. SEEDMAN 179 Canal Street, New York, N. Y.

BINGO BUSINESS

(Continued from page 52)
play bingo and receive worth-while merchandise prizes.

LETTERS still pour in about new games planned. Vincent Zirbes pens from Montana: "I am now making plans to open an indoor bingo game using merchandise prizes and would like to have additional information as to how to operate more successfully, as this is my first attempt to work indoors."
Thanks for your letter. Information regarding the operation of bingo is being mailed you.

BINGO operators report that as the holidays approach their headaches are being eased in several ways. They are getting new prize merchandise and the public is in a spending mood. Those who have been in the business for some time realize that the weeks just before Christmas are among the best of the year to increase takes and are lining their shelves with worth-while merchandise, giving players a chance to secure many Christmas gifts. Electric razors and parts, presses, two good items, are already showing indications of being top numbers this year.

WINTER is an asset to the counselor, for there are many good items that can be pushed. Fur coats, chubbies, boleros and scarfs will delight any woman. Bingo offers people of the middle income class unusual opportunity to own fur coats and the boys realize that by offering them early in the season they can turn the item over several times. What's more, some exceptional values are being offered.

DEALS

(Continued from page 52)
dome, press a switch and in a few seconds you have a smooth, easy-writing pencil. Because of its convenience and because it is radically different from any sharpener on the market it should go well in the office trade.

Another item which may make a comeback for the holidays is the illustrated tumbler. When first introduced in the strip tissue glass series they were hot as all-get-out and everyone went for them. Now with the gigantic publicity build-up for Walt Disney's new feature Pinocchio and a Pinocchio glass series on the market, there should be a new run which operators should be able to cash in on. In addition to the latter, Gulliver tumblers, each with a character from Paramount's new technicolor cartoon Gulliver's Travels, are also being offered. There will probably be many others.

HAPPY LANDING.

D. A. REFUSES WARRANTS

(Continued from page 52)
public respect for law enforcement if you become radical or fanatical. That was

LARGEST AND BEST ASSORTMENT OF MECHANICAL TOYS

Plush Covered. Each in a Box. Popular Sellers.
No. B30N14—O. U. Dog (Large)
Gross \$7.50; Dns. 70c
No. B30N174—O. U. Dog (Small)
Gr. \$15.00; Dns. \$1.35
No. B30N18—Running Seattle Dog.
Gr. \$18.00; Dns. \$1.60

Celluloid Figures, Very Realistic in Action.
No. B30N150—Dog With Shoe (Small)
Gr. \$7.20; Dns. 65c
No. B30N151—Boy With Dog (Small)
Gross \$18.00; Dns. \$1.60

Colored Celluloid. Winding Causes Duck to Shake Frog.
No. B30N17—Duck With Frog (Small)
Gr. \$8.50; Dns. 75c
No. B30N18—Duck With Frog (Large)
Gross \$8.50; Dns. 75c

Made of Metal, Finished in Bright Colors. Runs Along and Makes Loop the Loop.
No. B30N18—Turn-Over Plane (Small)
Gross \$8.50; Dns. 75c

It's New—The Rumba Girl. Plenty of Action. A Hot Seller.
No. B30N31—Rumba Girl
Gr. \$18.00; Dns. \$1.80

Giant Size, 5 Inches Long. The Best Demonstrating Toy on the Market.
No. B30N27—Walking O. U. Dog
Gross \$24.00; Dns. \$2.10

Celluloid Figures on Metal Stand. Made in Two Sizes.
No. B40N105—Dancing Couple (Small)
Gross \$7.20; Dns. 65c
No. B40N106—Dancing Couple (Large)
Gross \$18.00; Dns. \$1.60

Real Lifelike in Appearance and Performance. In Big Demand.
No. B30N20—Monkey Combing Hair
Gross \$18.00; Dns. \$1.60
No. B30N10—Basking Monkey
Gross \$18.00; Dns. \$1.60

Mechanical Bears. Very Amusing When in Action.
No. B40N158—Dancing Bear.
Gross \$15.00; Dns. \$1.35
No. B30N20—Panda Bear With Ball.
Gross \$18.00; Dns. \$1.60

Cloth Covered, Metal Figure. When in Action Performs Continuous Somersaults.
No. B40N151—Tumbling Clown
Gross \$8.50; Dns. 75c

No. B40N73—Donkey.
Gross \$21.00; Dns. \$1.80
No. B40N10—Elephant.
Gross \$21.00; Dns. \$1.80
No. B40N74—Clown.
Gross \$21.00; Dns. \$1.80
No. B40N62—Penguin.
Gross \$21.00; Dns. \$1.80
No. B40N80—Mummy.
Gross \$21.00; Dns. \$1.80

No. B40N75—Picking Bird. 3
Gross \$9.00; Dns. \$9.25
B40N76—Man Balancing Hat 7.20 .65
B40N181—Cowboy with Lariat 7.20 .65
B40N191—Clown Handstand .65
B40N190—Clown on Carriage 7.20 .65
B40N187—Metal Dancing Monkey 8.50 .75
B40N188—Mule Dancer 8.50 .75
B30N18—Running Monkey 8.75 .75
B40N186—Cowboy on Horse 16.50 1.50
B30N22—Man with Geometrical Eyes 18.00 1.60

TWO SCOTTY DOGS

No. BIN30 Per Gross Sets \$14.40
Per Dozen Sets 1.25
ELEPHANT AND DONKEY
No. BIN41 Per Gross Sets \$14.40
Per Dozen Sets 1.25
MEN OF WAR
Two Soldiers Fighting. Act Same as Dogs.
No. BIN46 Per Gross Sets \$14.40
Per Dozen Sets 1.25

N. SHURE CO.
200 WEST ADAMS STREET, CHICAGO, ILL.

demonstrated in the prohibition era, when a law was placed on the statute books that did not have the moral support of the great masses.
"Every once in a while someone of a fanatical turn of mind devises some means for humiliating the people. It is so with these various games that are conducted by the churches and fraternal organizations, each planned to raise funds that some worth-while movement can be fostered. To say that bingo breeds disrespect for law is far-fetched.
District Attorney Steffen takes the position that a lawless element can work injury even with innocent games, while

WALTHAM & ELGIN POCKET WATCHES
Yellow Engraved Hunting Case, with Hunting Chain, is \$9.95
\$9.95
25% Dep. Bal. C.O.D.
SEND FOR FREE ILLUSTRATED JEWELRY CATALOG.
PLYMOUTH JEWELRY EXCH. 143 Canal St., New York, N. Y.
Tell the Advertiser in The Billboard Where You Got His Address.

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS



The Toys Listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% profit must accompany C. O. D. orders. Order from this ad. Postage must accompany each order.

	Doz.	Gross
BB33 Congo Ape	1.85	9.50
BB40 Wacky Monkey	2.00	10.50
BB41 Giant Penguin	2.25	10.00
BB52 Crawling Baby (White)	1.50	11.50
BB54 Crawling Baby (Negro)	1.50	11.50
BB57 Tumbling Clown	.50	9.00

LEVIN BROS.,

	Doz.	Gross
BB88 Prancing Penguin	1.75	8.50
BB89 Concoited Monk	1.85	9.00
BB90 Leaping Airplane	1.00	11.50
BB74 Caring Cow	1.75	9.50
BB61 Dancing Couple (2 lb.)	.25	5.50
BB62 O. U. Dog (Small)	1.75	9.50
BB63 O. U. Scotty Dog	1.75	9.50
BB83 Walking O. U. Dog	2.25	10.00
BB67 Pop-Pop Boat	.75	8.50

15 ITEM ASSORTMENT (One of Each of Above Items), \$1.02

Terre Haute, Ind.

honal bar and traps. George was brought home with both heel bones broken. He will not be able to do wire-walking until late in the spring. This happened 10 days before we were to go to San Diego for Eddie Gammel to play the Fourth of July date for the Fremont Circus. I did my steel bar and traps up 24 feet. Now I have my single streamlined aluminum rigging that requires no hooks or stakes. I can work 7, 12 or 18 feet up. This will be something to play clubs and stages that do not permit holes for any hooks."

HERE is a round-up letter concerning outdoor attractions which Paul Stevenson caught in the last few weeks: "Labor Day week I went to Vincennes, Ind., for a visit to my old friend and former associate, John R. Ward. John and I drove over to the Indianapolis fair and visited the Johnny J. Jones Exposition on Thursday. Jumped to Piqua, O., where I caught the night show of Cole Bros' Circus. Also caught Cole parade at Hamilton next day. Down south covering L. J. Heth Shows at Marietta, Ga.; Cumberland Valley Shows, at Jonesboro, Ga., and J. J. Page Shows at Lawrenceville. Spent several days with Bob Hickey, of Beckmann & Gerety Shows, at Southeastern Fair, Atlanta. Arthur Hopper, Ringling-Barnum, a visitor, Met Edgar Neville, a former associate of mine on the old Wortham & Rice Shows. Caught the Ringling-Barnum performance in Atlanta. Ran into Walter D. Nealand, of Marks Shows, in managerie near the elephants. For a minute I thought he was one of them."

WILLIAM F. HEWITT argues for more high-class circus street parades in a letter from San Diego. He writes: "I came across this statement in the October 21 issue of *The Billboard*: 'A street parade is an asset to a circus, but it must be first-class. And it helps the merchants in the towns.' This I think is 100 per cent the truth. We have not had many circus parades in recent years, but the appearance of the ones we have had has not been so good. Some of the tableau wagons have had an old and rusty look; in fact, some of them were used in circus parades 30 and 40 years ago. I do not know if it would be possible to have new parade wagons made nowadays or not; perhaps the makers of carved wagons have gone out of business. The fact remains, however, that unless a circus can put out a good parade there is no reason to give a parade at all. Moreover, all wagons in a circus parade should be drawn by horses, or in the case of small wagons and carts by pony hitchers, and the animals should be groomed properly. To see a tableau, cage or callope hauled by an auto truck in a parade looks like the devil. The day of big circus parades is probably over, but a circus parade can be a good one, even the not large. What is needed today are 20, 25 and 30-car circuses that will give a first-class parade in proportion to the size of the show. This, I believe, will save the circus. The Greatest Show on Earth doesn't need the street parade, but there is only one greatest show on earth, all others need the parade."

a lawful element can utilize the same games and be in law abiding.

"Our hat is off to District Attorney Steffes and every district attorney in the State of Wisconsin and every law enforcement officer who can distinguish between good and bad. Let us hope that the period of fanaticism is past for the time being."

to see how quickly objects may be shined with the patented cloth.

Radio Wire Television, Inc. formerly Wholesale Radio Service Co., Inc. announces that its new 64-page gift catalog is ready for distribution. Cameras and radio sets are especially appropriate gifts, the firm reports, and receive major attention in the book. Copies may be obtained free by dropping a postcard to the firm.

HARTMANN'S BROADCAST
(Continued from page 46)

palace—he gets on his big knees and asks God for guidance and strength to carry on."

Well said, Mr. Ballard. Would that there were far more laymen and columnists like you.

15 Years Ago

(From The Billboard Dated November 22, 1924)

Abner K. Kline returned to manager-owner ranks when he took over Pacific Coast Shows from G. W. Parker, retiring them Abner K. Kline Shows. Guy Woods, Peoria, Ill., was signed as billing agent of S. W. Brundage Shows. Otis L. Smith shows went into quarters in Auburn, N. Y. Joyland Exposition at Southeastern Fair, Atlanta. Arthur Hopper, Ringling-Barnum, a visitor, Met Edgar Neville, a former associate of mine on the old Wortham & Rice Shows. Caught the Ringling-Barnum performance in Atlanta. Ran into Walter D. Nealand, of Marks Shows, in managerie near the elephants. For a minute I thought he was one of them.

Clinton (N. C.) Fair proved satisfactory for Zeldman & Pollie Shows. J. F. Murphy, general manager, Nat Reiss Shows, was sporting a hat he won from Mike Donahue in an election bet. Mr. and Mrs. Louis Grasser closed with D. D. Murphy Shows in Poplar Bluff, Mo., and joined Schwabe & Wallack Shows in Arkansas. Harry Passer closed with Boyd & Linderman Shows and returned to his home in Jeffersonville, Ind. Former office man and secretary of Barkoot Shows, W. E. Freeman, was in business in Dublin, Ga. Ike Moon, vet showman, was seriously ill in Mayview (Pa.) Hospital. Carl Barlow, manager, and John Dunlea, general agent, Wonderland Exposition Shows, were touring the South. W. J. Tidwell was with the Georgia State Highways Department. H. H. Bein, carnival gladiator and winner of many street-fair booking battles, was touring Georgia towns in the interest of a proposed new carnival. P. Percy Morency was recovering from a serious illness in Royal Victoria Hospital, Montreal. Jolly Dixie Congress of Fat People closed a satisfactory season with L. J. Heth Shows in Birmingham, Ala. Yankum, Tex., proved a winner for Dodson's World's Fair Show No. 2 Unit. Valjejo, Calif., gave Snapp Bros. Shows lucrative results. Ride operator with Brown & Dyer Shows, Joseph Leese, 50, died November 9, at Roper Hospital, Charleston, S. C.

UNDER THE MARQUEE
(Continued from page 34)
It for three and a half years. Then one day when I was practicing my steel hori-

NOTES from SUPPLY HOUSES

Cadle Chemical Products, Inc., announces that its new catalog of cloths for cleaning and polishing metal, glass, wood, leather and auto is ready for distribution. The booklet also contains a sample Cadle Cloth for metal, which the manufacturer urges the recipient to use

Extra Value! \$2.25 EACH



5 for \$10.50

No. 88 8583 — Ladies' Bracelet Watch, exquisitely styled 12 1/2 L. Chrome Case in aquamarine engraved design with beautiful link bracelet to match. Genuinely leveled movement. Each with attractive gift case. An amazing Big Value and which friends here. Have yours NOW by ordering five Watches for \$25.00.

DEALERS, Write for Catalog.

ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B" Chicago

FREE DEAL! HAMILTON LIGHTER



Retail Value \$3.95
500 WALTHAM
Double Edge BLADES
Regular Price \$5.00

All For \$4.95
Special Price net

GLITTER BLADE CO.
230 5th Ave., N. Y. City

FAVORS AND NOVELTIES OF ALL KINDS
HATS. HORSE BILLOONS. SERPENTINE. CONFETTI. NOISEMAKERS AND PRIZES. HOLIDAY DECORATIONS.
Write Us — Prompt Deliverer.

Rockford Wholesale Supply
322 CEDAR STREET, ROCKFORD, ILL.

ELGIN, WALTHAM, BULOVA



Renowned Genuinely MEN'S WRIST AND POCKET WATCHES. **\$2.95** STARTS AT

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
720 Walnut St., Philadelphia, Pa.

Merchandise Manufacturers and Jobbers

The Christmas Special Number of The Billboard, dated December 2, is the big Holiday Merchandise Issue. Don't miss it! Buyers order direct from the advertisements.

CHRISTMAS NUMBER
Holiday Merchandise Issue

ON SALE 28 DAYS BEFORE CHRISTMAS

Gifts . . . Toys . . . Novelties . . . Decorations . . . Premium and Prize Merchandise in demand everywhere!

SEND YOUR ADVERTISING COPY AND CUTS SPECIAL DELIVERY TODAY.

Last Forms Close Saturday, Nov. 25

THE BILLBOARD
25 OPERA PLACE
CINCINNATI, OHIO



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.

AGITATION

Agitation and agitators are among the most troublesome problems in a modern world that has a lot of difficult adjustments to make in order to promote better conditions in as many countries as possible.

The agitator, whatever his bone of contention may be, should be marked in times like these, not only as a danger to his country, but also as a traitor to humanity. The agitator is like the brute who pours salt into his victim's wounds in order to make him squirm. The world has enough troubles today without the continuous agitation which crusaders and reformers stir up about things which are of minor consequence.

One of the big problems in free countries today is to prevent the professional and planned agitation of the people about matters which may arouse emotions on questions that really should be settled by calm judgment.

The world must respect those who have something to really agitate about, but it is the professional agitator and the agitator who is forever covering up some real evil by storming about some minor thing that the world needs to watch.

Our political life in this country has too many people who are masters at the art of covering up serious things by starting agitation on some minor thing. The big complaint that thinking people must make is that too often these agitators succeed in covering up, or making something else the goat for a real evil.

An organization for the study of propaganda is supposedly engaged in the business of studying all the tricks that are used to mislead or confuse the people. A list or catalog of the tricks of the business of fooling the people all or part of the time should be kept posted all over the country, perhaps, so that people would understand the ways in which they may be agitated for no good purpose.

There are some ways in which people like to be fooled for their own amusement. They will pay to be fooled at times, and consider that they are getting their money's worth. The magician who fools the people with his tricks certainly earns his pay. Many forms of amusement are basically built on some form of fooling or kidding the people, or otherwise it would not be any fun. Even the movies are built on the principle of creating illusory effects on a grand scale—and the people like it.

But the agitator who becomes a professional at deceiving the people on some point or principle that involves their welfare has degraded himself to the level of the hypocrite.

There are so many ways and mediums for carrying on agitation today that one can say it has become a well-established business. The fact that good money can be made at the business of agitation should lead everybody to put a big question mark after every agitator.

It is not possible here to list the common tricks of agitation, but the coin-operated machine industry comes into contact with a few of them so often that they can be pointed out to fair-minded people in defense of a minor industry that provides a lot of people with a livelihood.

There is the political trick of agitating against pinball games when too much criticism is, or is about to be leveled at serious evils in city or State government. So many instances of this kind have happened in the United States that a book could be written about case histories. It is such a common trick that one can be almost sure that when some State or city official starts agitation against pinball games, it is a move to draw public attention from something serious in the conduct of public affairs.

The increasing number of juries that declare against this type of agitation concerning pinball games indicates that the people are waking up to the fact they are paying public officials to be nothing more than "pinball crusaders."

Two jury trials in Baltimore have recently indicated such a feeling. Perhaps a national honor roll should be kept and published at large of all those governors, mayors and other officials who distinguish themselves as "pinball crusaders" and thus claim a place among the leaders in our political life.

The people ought to have some idea of who they are paying to be "pinball crusaders." They would know then that important matters are being neglected and why.

Under our American system of elections, there is always some sympathy for politicians who are compelled to fight in campaigns that may be none too clean. But there is no excuse for the professional type of agitator who raises the hue and cry about minors squandering their "lunch money on pinball games."

This type of agitation is always engineered by professionals. In every city where it has happened there has been some ulterior political motive back of it. Whenever any person or group starts to agitate about minors, then it is time to look for the hidden motive. The honesty and sincerity of all such persons can frankly be questioned. If they were sincere in the first place, there are many important things that can be done for the welfare of minors.

In the second place, the morals of both minors and adults in the five States and a score of cities that have pinball license statutes will compare favorably with the cities or States headed by any of the half dozen "pinball crusaders." There are enough license laws on record now to show facts in this situation.

Detroit, like any other good city, has its professional agitators, and they know their cue when it comes to agitating about minors. So, during the summer of 1939, a real crusade was staged in the name of the school children. All the fanfare of publicity, in modern style, had been well-planned. There were even kids picketing stores. But evidently there are some men on the city council who have kids of their own, and when they voted, they voted in favor of the games as controlled by city license.

While we watch the flames of hate and war burn in Europe, remember what part agitation played in it all. Then, watch the petty or professional agitator in this country. If any honest man or woman wants to agitate about something, we have plenty of big problems to keep them busy.

WE CAN'T STOP IT! BIG SIX

THEY TRY 'EM ALL—BUT THEY ALL COME BACK AND ORDER SO MANY MORE BIG SIX'S THAT WE'RE STILL BEHIND IN PRODUCTION!

It's the ONE Game You Can't Afford To Be Without!

J. H. KEENEY & COMPANY (NOT INC.)

"The House That Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

All we can say is—
THIS NEW KIND OF FREE GAME MUST BE MAKING MORE MONEY FOR OPERATORS!

Venders Hit In Germany

Rationing, scarcity of goods and black-outs factors against operation

WASHINGTON, Nov. 18.—The outbreak of war has resulted in a considerable decrease in sales thru automatic vending machines in Germany, according to a report submitted by the U. S. Commercial Attache at Berlin October 5. Released by the Specialties Division of the Bureau of Foreign and Domestic Commerce, the report relates that

foodstuffs and other consumer goods can no longer be sold thru these machines since for obvious reasons no control of the quantities sold is possible (in retail stores the salesman has to clip the corresponding coupon from the buyer's rationing card).

Other goods, tho they are not rationed, are simply no longer available because retailers' stocks have been exhausted and manufacturers' stocks have been requisitioned or blocked in favor of the army or hospitals. This applies especially to chocolate, which accounted for a large share of total sales thru vending machines.

Furthermore, with the permanent blackout in most large German cities the lighting of automatic vending machines has become impossible, which makes their handling exceedingly difficult. This is all the more important because the bulk of the sales thru vending machines was made in the evening and night hours after the closure of the shops.

A special problem has arisen in regard to cigars and other tobacco products. A war surtax of 20 per cent of the retail price has been imposed on all these goods. Consequently a package of cigars which used to cost 20 pennings must now be retailed at 24 pennings. As the vending machine cannot be adapted for such small odd amounts, the problem has been solved by selling such a package thru the vending machines at 30 pfennings while the change of six pennings is inclosed in or attached to the cigaret package in stamps or in small coin.

Besiege Evans For Ten Strike

CHICAGO, Nov. 18.—The big Evans factory is working night and day, say officials, to fill the orders for Ten Strike, which are reported to be sweeping in like an enormous tidal wave from all over the land. Operators who have tasted its sweet profits are said to be literally besieging their distributors for quantity delivery rush.

"You never saw such activity in your life," said Rex Shriver, assistant to B. W. Hood, in commenting upon the rush. "Ten Strike has broken all production records and I doubt if ever a factory turned out machines as precision engineered thruout and fully tested in every detail before they can leave the factory."

"I've never seen distributors and jobbers so enthusiastic about a game before. They're giving Ten Strike whole-hearted indorsement. They know what a phenomenal hit it really is, they've seen with their own eyes its amazing performance on locations and they realize better than anybody else what a boon it is to operators. That's why the trade is so strong for Ten Strike and praising it to the very skies," he concluded.

Skating Game in Trippe Roller Rink

ST. LOUIS, Nov. 18.—Carl Trippe, Ideal Novelty Co., reports an appropriate tie-up between location and machine—a Roller Derby high-score marble game in the Ideal Roller Skating Rink which Trippe operates in Maplewood, near St. Louis.

"Roller Derby," Trippe says, "has much the same flash, action and speed of roller-skating, and seems to appeal strongly to skaters. I don't know whether it's the name or not that does the trick, but Roller Derby is getting a bigger play than any game I ever had in the rink. I guess it must be the appeal of the game, however, as all reports I've seen show it to be a real money-maker in any location."

Sales Up at Lake City

CLEVELAND, Nov. 18.—Earl McInroy, of Lake City Novelty Co., reports that sales on the new Scoop game are increasing weekly, but adds that two new machines expected in soon, C. O. D. and Roller Derby, will give Scoop plenty of competition in popularity among the operators.

It's Always Thanksgiving

... when you've got a string of those amazing PHOTOMATICS making money for you, Christmas, July 4th, Washington's Birthday and every day you'll be thankful your PHOTOMATICS are on the job.

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature

GREATEST MONEY-MAKER EVER BUILT

C. R. KIRK & CO. — ALL — MECHANICAL OPERATION
2626 WASHINGTON BOULEVARD
CHICAGO, ILLINOIS

BIG MONEY MAKERS!

1¢ MIDGET BASEBALL
COUNTER SKILL GAMES
Slingo
Odds-Cross
A. B. T. Challenger
Target Gun Winder
Penny Basketball
Write for Catalog
DROBBINS & CO. 11418-DEKALB AVE. BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

GOOD NEWS---

"BALLY" BULL'S EYE
Ray Gun Target Game
"SEEBURG" CHICKEN SAM RIFLE
"EVANS" TEN STRIKE IN STOCK

STOP IN AND LOOK THEM OVER

K. C. VENDING CO.

415 Market St., PHILADELPHIA, PA.
Bell Market 4641

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike
Gingers 10 Cps., Late Model, Repaired... \$ 14.50
Windsor Counter Model Photograph... 12.50
Challenger 10, 1 P. Base, Bwn... 77.50
50 Boxes 5.50 2 Flicker... 12.50
Hare & Round, Dix, Baseball, Field, Always... 3.00
Sweeper, Rocket, Reserve, 35.00 Up
No. Document, Withouch 7.75 Deposit

Write for Complete Brochure
MARION COMPANY

Urge Operators To Attend Convention

NEW YORK, Nov. 18.—Distributors here have been encouraging operators to attend the 1940 coin machine convention in January at the Sherman Hotel in Chicago. Many distributors have offered special inducements to operators.

George Ponsler is offering a free round trip to the Chicago exhibit by train, plane or bus with the purchase of 10 Mills phonographs. Joe Fishman, Al Schlesinger and Marvin Liebowitz, of Inter-State Coin Machine Sales Corp., have arranged for a Rock-Ola Special train on which operators will be given a room without charge. The latter offer is made in connection with a trade deal also.

John A. Fitzgibbons promises that Bally will be leaders at the show and is featuring a new slogan, "Rally 'Round Bally for '40." Modern Vending Co., headed by Irv Sommer, Nat Cobb and Harry Ross, are saying: "Look forward to '40 with Modern" and have been promising operators something special for the coming show.

New Jersey distributors are also encouraging operators to attend the show. "Changing conditions are going to bring about a change of equipment at this coming show. It is imperative that every operator be present." This statement has encouraged a great number of coinmen to make advance reservations.

Reliable sources believe that the 1940 coin machine show will find a greater number of Eastern coinmen present than any other past show.

Western Hints New Legal Game

CHICAGO, Nov. 18.—Don Anderson, sales manager of Western Products, Inc., became a man of mystery this past week in a self-imposed ban on discussion of plans for a new Western Products coin machine. The secrecy, it is reported, is imposed on the firm's factory as well.

"Frankly, I don't believe the fact that we are producing a new game is any great news item," said Anderson. "But I do believe that it is news when such factors as new features, new design and new principles of the machine are involved. I, of course, cannot divulge exactly what these features will be because we will not be ready for such notification until a week or so hence.

"I can't even tell you the name, for that might be a tip-off. However, I can tell you that it is one of the most fascinating machines we've ever built. We've been testing it on locations and have found that it will be a real boon to winter operation. Mechanically the machine is tops.

"The most important feature is that the machine will be a legal machine. We'll be announcing it soon—so be on the watch for our announcement. It'll mean something to every operator."

Detroit

DETROIT, Nov. 18.—William Glasseman, manager of the Decca Distributing Co., here, was out of town on a business trip recently, leaving his assistant, Arnold C. Rosen, in charge.

"Phonograph business looks fine now," Ben J. Marshall, of the B. J. Marshall Co., enthusiastically commented on his return here from Chicago. Marshall spent two days at the Rock-Ola factory, visiting with Dave Rockola and Jack Nelson. He took them a present—of 65 orders for new phonographs.

Incidentally, Marshall returned here with his new Rock-Ola contract as distributor for 1940.

Joseph A. Rosenberg, factory manager of the New Era Sales Machine Co., reports the company has a new model which will probably be placed on display for the first time at the Chicago show. A number of the new models have been placed on test location in the Detroit area for some months, and results are satisfactory enough to justify early plans for immediate production.

First two weeks of operation of parking meters in Highland Park, north end suburb of Detroit, netted \$1,175.84, police officials reported. Meters are still considered upon a trial basis, and some complaints from citizens and business men have been received.

Harry Angelo, who operates down in Southeastern Michigan, with headquarters at Flat Rock, was busy buying new phonographs for his route.

Thomas Aghey, of Highland Park, was another suburbanite building up his phonograph route by new machines.

Phonograph distributors report steady sales of their lines, with buyers this week including Harry Ryther, of Triangle Music Co.; Stanton Welsh, of St. Clair Shores; Luther Howard, Ivan Hunter, Edward Grohowski and the Marling Music Co.

Stanton Welsh, incidentally, is the former manager of the ballroom at Jefferson Beach Amusement Park, and should know good music when he hears it.

O. D. Griffin, head of the O. D. Griffin Co., is taking the lead among Detroit distributors in handling only free-play games upon a trade-in basis, following recent legislation which forbids the use of these machines in the territory. Griffin has established a set rule against taking novelty tables as such on a trade-in.

Griffin is remodeling his store, putting in separate rooms for the office and display room, and adding a well-equipped service department in the rear.

Fort Worth

FORT WORTH, Tex., Nov. 18.—F. O. Ewing, of the F. O. Ewing Co., underwent an operation several days ago in a local hospital. He is reported doing nicely.

The target guns are getting the play in this town. With their interesting field action the ray-light equipment has at last latched with the public and they are shooting their heads off. The game, Fort Worth ops believe, will last, due to the fact that different field action can be brought into play which will always revive interest in shooting at different figures in various movements. Right now the ray-light guns have it.

The Evans bowling game, Ten Strike, is being well received in this section and many of the games are finding their way around the locations. The game is receiving good play.

Fort Worth and other Southwest music operators are extending a hearty welcome to Bob Bleekman, the new Wurlitzer factory representative for Texas. Bob says it is just like coming back home to him, because he was born in the Southland and spent 27 years in Dixie before going to Chicago as Wurlitzer's Chicago factory representative. He will have offices at 726 North Ervay street, Dallas.

Fort Worth music operators have been informed that the Wurlitzer phonographs are now being distributed in Texas by the Commercial Music Co., whose offices are located at 1500 San Antonio. Joe Williams, well-known Dallas coinman, is piloting the firm.

Reprinted in part from the

MIAMI DAILY NEWS

September 26, 1939

"DICE BOARDS—Some time ago the counter dice boards came out into the open and now they flourish on hundreds of bar, drug store and restaurant counters. The bar, drug store and restaurant prefer to give the owner an even \$50 on the \$20, \$30 or even \$30 or \$60 weekly profits rather than buy a board themselves and keep all the profits. Questioned on the subject, most drugmen say: 'It's better this way, maybe if I tried to keep one of my own I'd just get knocked off.' The barman shrug as though it was a stupid question and avoid further developments on the subject."

Our profit roller line of games make more money than slot machines in most locations. It does not take an operator who is extra smart to run these machines. If you will just believe that it is possible to operate (not sell) our games (no coin slot) and make PLENTY money, then you have the biggest surprise in store for you. Try one TEN days; if not satisfied you can get your money back, no ifs, buts or ands. Write, wire or phone for complete details.

BILL FREY, INC.

BOX 4141, MIAMI, FLORIDA

P. S.—The Profit Roller Line starts at \$17.50.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

Western's New Deluxe **BASEBALL**

We've Got 'Em—Time Payment Plan Available

ROYAL DISTRIBUTORS, Inc.

409 N. BROAD STREET, ELIZABETH, NEW JERSEY

LIKE NEW—READY TO GO

Our Expert Mechanics Recondition and Repair All Games Before Shipment

WRITE FOR PRICES ON FREE PLAY MACHINES

NOVELTY GAMES			
BARNER	\$45.00	SUPER TWINKLE	\$25.00
MR. CHIPS	45.00	AIRPORT	25.00
TWINKLE	35.00	BANOS	25.00
WE CAN ALSO TAKE CARE OF YOUR NEW GAME NEEDS. WRITE FOR PRICES.		CHURBIE	
		13.50	

1/3 Deposit With Order—Balance C. O. D.

CENTRAL COIN MACHINE EXCHANGE 2998 Grand River Ave., DETROIT, MICH. Phone: Temple 2-6790

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



PACE'S 1940 SMOKER BELL

SLUG PROOF

The ideal equipment to use in opening up new territory—and just as adaptable for steady locations. Contains standard bell mechanism, with hidden reels and pay-out cup. Beautifully finished cabinet in walnut and gold.

1c, 5c, 10c or 25c Play.

Pace Manufacturing Co. INC.

2909 Indiana Av., Chicago, Ill.

MERIT CUTS PRICES ON

Bottoms, Chevrolet, Pa.	\$23.50
Contacts, Majors, Pa.	27.00
Rinks, Box, Ewing, Pa.	22.50
Red Head Skillings	30.50
Fair Oaks, Derby, Champs, Big Race	14.50
K. H. S. S. S.	17.50

MERIT MUSIC SERVICE, 622 N. Euter Street, Baltimore, Maryland

Ops along the row received news recently that Sam May, head man of Sam May & Co., San Antonio coin machine distributor, is a daddy. Mr. and Mrs. May are the parents of a girl born October 22.

It is reported along Coin Machine Row that Bally will soon offer a ray-light gun, and many operators are anxiously waiting its appearance.

Groetchen's Metal Typer is another strictly legal machine that ops in this territory are looking up to. Machines and games that offer a long and steady income are now receiving the operator's close consideration.

September Exports

The Department of Commerce report on the sales of coin machines to other countries had some interesting figures for the month of September.

Mexico continues to take the largest number of machines. In September 302 phonographs and five vending machines were shipped to Mexico, according to the report. No games were reported.

Canada took 108 phonographs, 84 vending machines and 151 amusement devices.

Cuba imported 25 phonographs and two amusement machines. Australia imported 15 phonographs and 30 amusement machines.

The report showed 10 amusement machines shipped to England, Belgium and Panama, respectively. France took 27 amusement machines; Netherlands, 12; Chile, 5; Palestine, 8, and South Africa, 11.

Total exports for September reported were: Phonographs, 468; vending machines, 112; amusement machines, 268.

Annenberg Paper Puts One Over

CHICAGO, Nov. 18.—Moses L. Annenberg gave up the ghost here recently for his vast racing news service. Under fire for some time from federal agents, it is not known whether he took this step as a matter of "conscience" or in order to relieve many fears in the Chicago political situation.

While it did not appear in the Chicago situation, there is an Annenberg story relating to coin machines that shows how often crusaders and reformers are duped into leading spurious reforms.

A Florida Reformer

It was early in 1937 that an Annenberg newspaper was initiating a crusade in Florida to drive out the "slot machines." Some of the editorials appearing in the paper would suggest that the Annenberg crusaders might dwell among the most pious reformers. Those editorials developed many, including one of the most reputable newspapers in the country.

Florida caters to a big tourist trade and a big percentage of tourists seem to have a weakness for gambling in various ways. Florida legalized its pari-mutuels, and then in 1933 passed a law to license slot machines. The ordinary amusement or "marble games" were also included in this license at that time.

The Crusade Begins

But the Annenberg interests evidently decided that "slot machines" were taking a lot of the coins that should be spent on the races. In order to get the State law repealed, it would be necessary to start a real crusade. An Annenberg newspaper began to publish vigorous editorials for clean government and to infer that "slot machines" were a chief corrupting influence in Florida.

News items even suggested that the children of Florida were being corrupted by the presence of "slot machines."

Story a Winner

The plea for the children can always be counted on to make a big sensation and the anti-slot machine crusade began to gather momentum in Florida.

A Florida Anti-Slot Machine Association appeared on the scene, representing the church people, P. T. A.'s and civic groups. Altho church people are not in the habit of contributing money so freely to causes, this association was able to send crusading speakers over the State.

Then *The Miami Herald*, Florida's leading newspaper, joined in the crusade, probably feeling that here was a great cause—altho *The Herald* publishes racing and sports news profusely. *The Herald's* entry into the crusade had some interesting reactions. A capable political

Soliloquy!

To the Editor:

We wonder if anybody cares what happened to the pigeons that used to bum peanuts on the Sixth Avenue El platforms, particularly at the Cortland and Reitor street stations in New York City?

Came morning or late afternoon, storm or calm, these dirty-feathered "dead ends" were always on the job. Skillful railroaders, dexterously dodging oncoming trains, raking bank and wing to obtain the platforms and a scattered cent's worth of salted tidbits, they were nevertheless the vending machine operators' best business boosters in that branch of the service. Truly, the efficient sales producers and guardians of the mechanical beauties which yielded so precariously and demanded such loyalty!

Tell me, please, after all the El's have been dismantled, whatever did become of these ingenious "consumers"—or the vending machine operators?

Hiel . . .

Cordially—but sadly,
CHARLES W. PIESNER,
New York City.

reporter for *The Herald* at Tallahassee, when the Legislature met and was considering repeal of the State "slot machine" license, did a marvelous job of reporting on the lobbying behind the scenes. But as so often happens with newspapers, its editorial pages did not seem to know what its political and sports pages were doing.

In the crusade for repeal of the "slot machine" license, there were three strange bedfellows, the church association, the bolita interests and the racing interests. *The Herald* was giving its moral support to this motley crew.

There were church people contributing their coins to the support of this cause. There are church people in Florida today who still think they were in good company, and that they won a great cause—for the license was finally repealed.

The Miami Herald was apparently the only part of that great crusade to finally realize that it had been duped, and duped with a vengeance. For just before the Legislature closed a bill to license bookies was introduced. Then an election was on in Miami. *The Herald* suddenly began to attack Annenberg and front-page editorials in bold type said everything that could be said, implied gangster connections and more. One *Herald* story (May 7, 1937) spoke of "Holy Moe Annenberg as the father of American gangsterism and racketeering."

Later *The Miami Herald* changed hands and it probably will not be known why the paper suddenly changed from partner in the three-winged crusade against "slot machines" to such a bitter crusade against Annenberg.

Annenberg Reforms

That was in 1937, and today it is probably clearer as to why an Annenberg newspaper would start a crusade against slot machines. There is a much better idea now as to how much racing bets and bookies were worth in his vast racing news set-up.

Come to think of it, the crusade against Annenberg gives some idea of how much racing news and gambling on the races is worth to newspapers in general.

The story of Annenberg also has a lesson for all reformers. The church people of Florida and Florida's outstanding newspaper were all duped in an amusing crusade.

Seattle

SEATTLE, Nov. 18.—Drawing night to installation of several thousand parking meters. The City Council opened bids ranging from \$22.70 to \$75 for machines from 11 different companies this week.

SELLING OUT ALL USED GAMES SLOT MACHINES AND PHONOGRAPHS

CONSOLES

Skittles (1939) . . . \$110.00
Skittles (1938) . . . 80.00
Triple Entry . . . 115.00
Multiple Racer . . . 94.50
Derby Day (Slant Top) . . . 24.50
Derby Day (Flat Top) . . . 19.50
TrackTime (RedHead) . . . 29.50
Jokey Club . . . 19.50
Flashing Time . . . 24.50
Rays Track . . . 29.50

AUTOMATICS

Zipper . . . \$39.50
Amusement Derby . . . 9.50
Post Time . . . 12.50
Lafayette (Ticket) . . . 11.50
Air Races (Ticket) . . . 10.50
Rodeo . . . 9.50
Pancho Race . . . 24.50
Handicapper . . . 52.50

COUNTER GAMES

Vintages, Picture . . . 7.50
Mach. With Stands \$24.50
Grips, Single . . . 7.50

Crips, Triple . . . \$ 9.50
Mercury . . . 14.50
Grand Stands . . . 14.50
Sparks . . . 14.50
Cingers . . . 12.50
Millwheels . . . 7.50
Tallys . . . 9.25
Dixie Domino . . . 8.50

Old Age Penions

Twins
Waco

Check-a-Luck
Marble Poker
Baccarat

Pench Ball
Spotted Post
Pooka
Shove

Hi "21"

Real Tennis
Horse
Hit Me
Babe

Bank Plug
Bank Plug
Little Prince, Cos.
Hold & Draw

\$5.00
EACH

NOVELTY and FREE-PLAY GAMES

Miami . . . \$19.50
Rally Royal . . . 24.50
Natural, F.P. . . 24.50
Triple Play, F.P. . . 17.50
Pedal Pusher, F.P. . . 12.50
Cam Clock, F.P. . . 12.50
Palm Springs . . . 12.50
Floats . . . 11.50
Bally Reserves . . . 9.50
Gay Time . . . \$7.50
Snappy . . . Each
Swing . . . Each

SLOTS

Blue Fronts . . . \$37.50
Roll-Tops . . . 29.50
Chiefs . . . 29.50

Others at \$15.00, \$19.50, \$24.50 Each

85 Used Wulfsberg All Model Phonographs at Selling Out Prices. Write.

All Machines Guaranteed in Good Condition * TERMS: 1/3 Deposit With Order, Balance C. O. D. Shipments Made Same Day Order Received.

OHIO SPECIALTY COMPANY

713 E. BROADWAY LOUISVILLE, KY.

The concerns quoted prices based on 1,000, 2,000 and 3,000 lots for covering the curb parking area in metropolitan Seattle.

Bids were received from companies all over the nation as well as in this region of the Pacific Northwest. Those submitting proposals and hoping for the business included the Mark Time Meter, of Hartford, Conn.; Red Spot Meter, of Tacoma; Park Meter, of Oklahoma City, Okla.; Dual-o-Grat Meter, Chicago; Mi-Co Meter, of Covington, Ky.; Park-o-Meter, of Seattle; Ear-Pack Meter, of New York; Standard, of Hartford, Conn.; Miller Meter, Chicago, and Magic Eye Meter, of Los Angeles. The Red Spot and the Miller companies made a proposal to build the machines in the city of Seattle and purchase much of their material in the city to further aid local money in circulation.

Sample machines were furnished by each bidder, and the merits of these have been established already by experts located with the University of Washington at Seattle.

Greenland's, with a number of amusement machines in the recreation parlor, is undergoing remodeling and building alterations.

Extensive backing by the metal trades council of Seattle has been given to the Seattle-made Parkomatic parking meters. This was one of the meters submitted in bids on the basis of competitive tests of seven different meters. The Seattle Metal Trades Council arranged to have the tests conducted because, they confessed, "We are interested in having as much of the work as possible done in Seattle. Before supporting the Seattle meter against others we wanted to satisfy ourselves it was a good meter." Each meter was graded by the university professors of the University of Washington at Seattle on 13 features, and the Seattle meter received 10 A's, which stood for excellence.

To deal in amusement devices, games and implements, the State-Wide Amuse-



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

Beautiful appearance! \$23.75
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., Inc.
2626 Washington Blvd., CHICAGO

ments, Inc. has been recently formed and incorporated in Seattle as a non-profit organization, with the following officers: C. H. Smith, L. Nagel, Jack Hanson, W. E. O'Hearn and F. W. March.

Pike Recreation Parlor, combining remodeled recreation and restaurant rooms, has recently added several claw machines as well as other new amusement machines. It now is classed as one of the finest recreation parlors in the city.

With amusement and recreational facilities for the entire family, an up-to-the-minute recreational hall has just been completed at Omak, Wash. It is the only amusement parlor of its kind in the fertile apple valley of Okanogan. E. E. Valente is proprietor of the new location.

The Take Keeps on Climbing . . .

CHICAGO, Nov. 18.—Business pages of newspapers heralded the news this week that a flood of extra dividends is being declared by big business. The first 50 odd big corporations reporting showed an average rise in earnings of around 106 per cent. Bonuses are also being paid.

Slot machines in the days of their glory never had so big a take. Many students of the business cycle say the take by corporations is so big and climbs so fast with business pick-ups that depressions will come now at intervals of three or four years. The business machine cannot stand up under such a big take, they say.

Slot machine crusading newspapers herald the take by big business as the "right thing to do."

J. O. BATES, well known to the coin machine industry, was recently appointed sales manager of the Pace Mfg. Co., Inc., Chicago. Bates currently is introducing a new line of Pace equipment among which are the 1940 Pace Rocket, Smoother Bell, nine-coin console Payday, a new overbet tender, 1940 Saratoga and 1940 Pace Reels.

"SILVER KING"



Slip into the big money with "Silver King". Price is low—easy to operate, filling machine, with 1118 g. stations. When collectible profits. Vends candy, gum, peanuts, short, small, full or part size. "Silver King" is a 3 foot looking, easy to operate, makes most money. Get free facts today.

\$5.50
EA.
3 for 10
or More

ONE SIMPLE SILVER KING... \$6.50
SPECIAL—One Silver King, 10 lbs. \$8.45
1/3 Deposit With Order, Balance C. O. D.
Send for Circular and Easy Terms.

PICK-A-PACK



NEW MONEY-MAKING SENSATION!

PICK-A-PACK
COUNTER CIGARETTE GAME

Producing amazing earnings in all types of locations!

PENNY PLAY
Beautiful appearance!
Sturdy, long-life construction!

\$23.75

GUARANTEE
Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

TORR 2047A-SO. 68 PHILA., PA.

EXTRA PROFITS
Get your share with **TOM THUMB VENDORS**



Thousands of operators are taking advantage of Tom Thumb's compactness. Place them in locations where large machines are objectionable and get that extra profit. It's a fact... there are plenty of locations on YOUR route where you can place this new money maker without one penny's extra operating expense.

- Compact.
- Neat in appearance.
- Attractive.
- Die Cast.
- Precision built.
- 4 1/2 lbs. and 3 lbs. capacity.
- Adjustable.
- Maple Coin Feature and many other features.

Lowest price high-grade vendor on the market. Just 4 1/2 lbs. or 3 lbs., B.P.P. etc., or alongside your candy and cigarette machines. Write Dept. 49 at once for full particulars free.

FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

MERCHANDISE MACHINES

Sweet Music Sells Sweets

Five orchestras furnish music for public candy show programs

PHILADELPHIA, Nov. 18.—Philadelphia's candy show, in session from November 7 to 11, inclusive, was highly successful in all aims. The show was designed to make Philadelphia sweets-minded and candy-conscious, and it did. It was sponsored by the Philadelphia Association of Manufacturers of Confectionery and the Wholesale Confectioners' Association of Metropolitan Philadelphia.

Many columns in the Philadelphia area attended the show and saw many bars that heretofore have not been on the market. Old favorites were there also. In addition, many phases of candy manufacture were shown in comprehensive exhibits.

In making the public candy-conscious the show was dedicated to the consuming public during the evenings. Performances began at 6:30 p.m. each day and featured the nationally known orchestras of Will Osborne, Richard Humber, Bob Crosby, Henry Busse and Johnny Greene. Admission of 40 cents was charged. In addition, everyone was permitted to purchase a packaged assortment of 16 5-cent candy bars for 25 cents.

Climax of the show was the picking of the Candy Queen on the closing night. Contestants were the ticket sellers who had been "on exhibit" for several days.

Music Does Its Bit

The Philadelphia regional show undertook one of the most extravagant programs yet planned by the candy industry to create popular interest in candy. The bringing of the five big-name orchestras, each for an evening's program, was said to have harmonized unusually well in promoting the idea. Sweet music helped to attract attention and to stimulate the sweet tooth. Visitors paid their admission fee and could hear a modern program of music by a good orchestra.

The regional candy shows are turning more and more to entertaining the public and creating public good will for the candy trade, it is said.

Thanks

To the Editor:

Thru recent reports received from the National Confectioners' Association, I am informed that you have actively co-operated in the merchandising-advertising campaign to promote our slogan, "Candy is Delicious Food—Enjoy Some Every Day," and that you have assisted in making the public candy-conscious by the giving of generous space in your publication, not only publicizing our slogan but bringing it to your readers' attention in your news notes.

As a director of the National Confectioners' Association, and personally, I take this opportunity to thank you for the part you have taken to help the good work and will appreciate a continuation of your co-operation in our campaign.

Cordially yours,
H. L. HOOPS,
Hawley & Hoops,
Candy Manufacturers,
New York City.

Uned-a-Pak Ready For King Size Cigs

NEW YORK, Nov. 18.—Anticipating the adoption of king-size cigarettes by a number of manufacturers, Uned-a-Pak has announced flexible magazines as standard equipment on its A-1 and E models. It was reported today.

These models will have magazines for king-size cigarettes as follows: Six columns, 1 flexible magazine; 8, 3; 9, 4; 12, 5, and 15, 7. Regular packages may be sold from the king-size columns by inserting a sleeve which is furnished with the machine at no additional cost to the operator, the firm reports.

Beech-Nut Packing Reports on Income

CANAJOHARIE, N. Y., Nov. 18.—The Beech-Nut Packing Co., manufacturer of chewing gum, candy and food products, reported a net profit for the nine months ending September 30 before federal income taxes of \$2,978,388, compared with \$2,117,169 for the same period last year.

The balance, after allowing for estimated taxes and dividends on 45 shares of Class A preferred stock outstanding, was \$1,726,707, equal to \$3.95 each on 437,524 shares of \$30 par common stock and compares with \$1,747,563 or \$3.59 a common share in the first nine months of 1938.



LISTENING TO BENNY LEONARD tell about some of his lightweight fights are Bert Mills, Charlie Schlicht, Sam Turin, Sam Strahl, and Hayden Mills. Leonard, the narrator, is at the extreme right. Schlicht is Mills' Western division manager. Turin is head of Mayflower Novelty, St. Paul, and Strahl is of the American Cigarette Machine Co., Pittsburgh.

OPERATORS!
Order This
Coin Counter



Penny-Nickel combination, plated coin-counter, polished aluminum. Lifetime guarantee. Counts pennies and nickels like magic! Operates, creates mouthpiece for tube-wrappers. Only \$1.00 each. Postpaid cash with order, no C. O. D. Write for complete details and prices on SPECIAL TOPPER CHALLENGER, Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

OPERATORS!
★ BOOST YOUR SALES
★ GET NEW LOCATIONS
★ SMASH COMPETITION

Here's The Machine That Will Do It

Northwestern
MODEL 39 BELL



Cash in on a nationwide hit—a machine that is sweeping the country like wildfire. An all around, all product vendor built to operator's specifications, plus a new feature that rings a bell and returns the penny on every tenth play. Actually a sensation in every location. See for yourself—try a Model 39 Bell on our special free trial offer. Write today for details!

THE NORTHWESTERN CORPORATION
1195 E. Armstrong St., Morris, Ill.

USE "PAL" & "PAL JR."



The modern Handy Service "Kitt" "Pal" has 4 "6" containers. "Pal Jr." has 2 "5" containers. "PAL" is \$6.95. "PAL JR." is \$4.50. Original aluminum heavy duty. Best. Also stands of all kinds. Free instructions on operating quality vendor for \$3.25.

AUTOMATIC GAMES 2425-K Fullerton Ave., CHICAGO, ILL.

A REAL BARGAIN!
ROWE ARISTOCRAT



Slug Proof, 6 Col. 15¢. 4 Stars 15¢. Machines. Five or more, \$16.00 each; 20¢ Model, \$2.00 extra. Four Stars, \$3.00.

D. ROBBINS & CO. 1141-B DEWALB AVE. BROOKLYN, N.Y.

Pan Lists 10 Popular Bulk Items

CHICAGO, Nov. 18.—Most popular bulk confections during the month of October, according to Pan Confections, Chicago, were: 1. Pee Wee Boston Baked Beans, hard shell; 2. Candy Teeny Beans; 3. Boston Baked Beans, hard shell (larger pieces than No. 1); 4. Assorted Licorice Pastels, hard shell; 5. Pee Wee Smooth Burnt Peanut; 6. Smooth Burnt Peanut; 7. Chocolate Spanish Peanut; 8. R. & B. Candy Jawbreakers, hard shell; 9. Stuffed Burnt Peanut; 10. Black and White Licorice Dibs, hard shell.

Pan is also suggesting to bulk vending machine operators the use of chocolate goods in machines during the coming months. Some of the favorites, Pan reports, are: Chocolate Spanish Peanut Pee Wee, Chocolate Raisins, Chocolate Wee Bits (a mixture), Cocoa-nut Cream Cubes and Candy Teeny Beans.

Zodiac charms and fortune-telling pellets are also recommended by Pan. In the five-cent candy vendors, Pan is offering glass filled novelties filled with pure sugar pellet candy.

Cigarette Merchandisers' Associations

At a committee meeting of the New York CMA held recently progressive plans were proposed that will make this organization one of the most outstanding associations of the nation. The plans will come up for ratification at the general meeting to be held December 7, being shifted to that date because of Thanksgiving Day. The mechanics of the plan are yet to be drafted but final preparations on the proposal will be made within the next two weeks.

While Robert Hawthorne, president of the organization, presides at meetings of the committee, he gave his place to Matthew Forbes, manager of CMA, in order to enter the discussion and be heard from the floor.

The CMA of New York has, during the past several months, shown that it is really progressive and the members are offering full co-operation to put this organization out in front.

Also at this meeting was heard the report of a committee that called on the deputy commissioner of the city of New York regarding the malicious damage to cigaret machines. The committee reported that the commissioner had notified every precinct, detective squad and night patrol car to make every effort to stop this practice before it becomes rampant. He also suggested that operators make a report to the association's office regarding this practice and report all complaints promptly. The information to be turned over to the organization's office includes address of the location, type of damage and amount, date damage was done and the time and date that complaint was filed with the police precinct in the area in which the machine is located. With this information in hand the commissioner will personally see that a proper investigation is conducted immediately.

CMA members are appreciative of the co-operation offered by the police. The long situation in New York City was kept in the bud thru proper co-operation of the location owners, the police and the association's office. CMA officers are confident that the malicious damaging of machines will end now since the police are working on the few cases that have existed.

New Jersey News

CMA of New Jersey committees went into a huddle recently and came out with an armful of plans. The banquet committee met early in the evening and transacted its business so that time could be given to the session of the executive committee.

The banquet committee, headed by John Sharenow as chairman, reviewed the progress of the group and brought matters up to date. Some discussion was given to tickets and to favors. The entire membership of the CMA is a committee to push the banquet to be held February 10 and every member is work-

Apple Vender Inquiry

To the Editor:

I am a regular reader of the section conducted by you in *The Billboard* on coin operated machines. With your knowledge of the industry I believe you are well qualified to give me the information I am seeking.

I understand that there is a vending machine on the market which sells apples. I am interested in getting some information about this machine and I would appreciate it very much if you would write me telling me the name and address of a manufacturer, or manufacturers, of this type of machine. In writing them I will certainly tell them that you supplied me with the information.

If you have any knowledge or any observations about these machines which might be of help to me I will be very grateful for the information.

—S. R. Knoxville, Tenn.

ing toward advertising and publicity on the event. James Charry, manager, reports that rapid strides are being made with the banquet program.

The executive committee named a committee including Jack Groul, of Jersey Cigaret Services; Henry Hartmann, Pack Shop; Edward Dierickx, Dierickx Vending Co.; Sol Kesselman, Cherry and John Sharenow, to make up a clues schedule for the coming year. This schedule will come up for discussion at the regular meeting to be held November 28. A large attendance is expected at this session when other matters of importance will also be given attention.

Wisconsin Gives Regulations for Cigaret Venders

MADISON, Wis., Nov. 18.—All owners or operators of cigaret vending machines are required to register the number and location of each machine under regulations issued November 13 by State Treasurer John M. Smith. The regulations are designed to promote a uniform system of regulating collections of the tobacco products tax adopted by the 1938 Legislature.

The regulations provide that the registration must also carry the name of the owner or operator and also the name of the person in possession of the premises where the machine is located. In the event the machines have no number, the owner or operator is required to number them.

Vending machine operators, under the regulations, are required to obtain a \$50 wholesale permit, and no firm, person or corporation engaged in the retail sales of tobacco prod-

ucts is permitted to purchase such products except from a manufacturer or wholesaler who holds a permit from the State treasurer.

The manufacturers' and wholesalers' permits must be secured by all manufacturers and wholesalers located within Wisconsin as well as all out-of-State manufacturers and wholesalers doing business within the State. The expiration date for this permit is July 1 of each year. Monthly reports are required to be filed by all manufacturers and wholesalers on forms prescribed by the State treasurer. Such reports must be made in duplicate and filed on or before the 10th of each month.

Candy Campaign

To the Editor:

At the last meeting of the board of directors of the National Confectioners' Association we went into a very serious huddle about the Merchandising Advertising Campaign.

At this meeting your name, as well as others, was mentioned as having supported or sponsored, temporarily or permanently, this campaign, which attained such proportions that we were all most enthusiastic, because you and many others who did not even belong to the association were willing to contribute to its success and thereby identify yourselves as friends of the candy industry.

I think all of us were impressed to the extent that we wanted to thank you individually and collectively for this splendid thing that you have done, and our hope that every other person in our industry appreciates what you have done as much as I do.

This is the first time in my experience that there has been such an unanimity of effort, which has been an inspiration to all of us who have been so deeply interested in its success.

I certainly hope that your manifestation of interest in a more successful candy industry will prove a good investment to you and that you will also feel encouraged to help us wherever you can consistently do so. It is a pleasure to be associated with such a successful N. C. A. enterprise, and your generous response is most encouraging. As a member of the board, I hope you will accept my sincere thanks.

Yours very truly,
TOM PAYNE,
Reed Candy Co., Chicago.

Estimate Pepsi-Cola Profit at \$4,630,000

NEW YORK, Nov. 18.—The consolidated net profits of the Pepsi-Cola Co. and its subsidiaries are estimated at \$4,630,000 for the nine months ended on September 30, according to an unaudited financial statement, issued for publication by Walter S. Mack, Jr., president.

This is after charges for estimated income taxes and estimated depreciation, but before deducting payments made in connection with a settlement with C. G.

PLAY BINGO EVERYBODY WINS



1c TO 39c DEAL
12 Sets of Jumper and five Pups. Also Grand Prize, Genuine Leather Billiard.
HOTTEST SELLER OF THE YEAR
ENTIRELY NEW
Be the First in Your Territory
Deal Takes in \$3.99
Your Cost \$1.60 Each,
Dozen Lots.
Gross Lots, \$1.50 Each.
25% Deposit, Balance C. O. D.
Sample Prepaid, \$1.75.

BERG SALES CO.
119 So. Wells St. (Dept. H), Chicago.
24 No. 4th St., Minneapolis, Minn.

Guth et al. amounting to about \$300,000. Earnings for the first nine months of this year are equivalent to approximately \$17.72 a share on the Pepsi-Cola stock. Compared with estimated net profits of \$2,775,000 for the corresponding nine months of 1938, this year's results showed an increase of about 67 per cent, according to the report.

Cream Venders at S. F. Show

SAN FRANCISCO, Nov. 18.—Several coin-operated ice cream venders were displayed at the Dairy Industries Exposition, held here from October 30 to November 4. Much interest was shown in the machines. The exhibits and convention were sponsored by the Dairy Industries Supply Association.

New Va. Vending Firm

RICHMOND, Va., Nov. 18.—Emporia Amusement Sales, Inc., of Emporia, Va., has received a charter from the State Corporation Commission to do a vending machine business. The authorized maximum capital stock is \$10,000. W. H. Parker, of Emporia, is president of the new firm.



SUPER-SERVICE GASOLINE STATIONS are proving to be profitable locations for Bally Beverage Venders, according to operators. Here is one located in a prominent spot in a highly modernistic service station.

THE MERCHANDISER THAT TELLS ITS OWN STORY BEST!

The Northwestern DeLuxe Model and the 39 Bell are only two of the winners in this outstanding line of the World's Finest Bulk Venders. We are now accepting trade-ins on your old equipment. Now is the time to modernize and streamline your profits.

We also carry a complete line of parts and accessories. Highest quality, lowest priced repair work. Prompt service. Get in touch with us today!

WRITE FOR OUR SPECIAL FREE TRIAL OFFER TODAY



NORTHWESTERN SALES & SERVICE COMPANY

589 Coney Island Ave. Tel. Bookminister 4-2770 BROOKLYN, N. Y.

De Luxe Model

39 Bell

MUSIC MERCHANDISING

Phonograph Interest at High Pitch for Year End

Production compares well with top year — record sales set high mark

CHICAGO, Nov. 18.—Reports current in Chicago this week indicate that interest in phonographs will remain at a high pitch until the end of the year, altho the seasonal decline in buying will soon set in, according to one report. Interest in new developments is keeping the phonograph division keenly observant of the trends.

Unofficial estimates of the production of automatic phonographs for the year 1939 places the total at 70,000 to 77,000. This estimate is based on various reports, considered reliable, as to the production of five manufacturing firms decidedly active in the phonograph field.

This compares favorably with the estimated record production year (1938), in which a total of 120,000 phonographs was said to have been produced.

New Phonographs

In looking forward to 1940, reports

Evrard Trio Sings For Indiana Ops

EVANSVILLE, Ind., Nov. 18.—One of the special entertainment features provided at the regional meeting of the Indiana State Operators' Association in Evansville, Ind., October 29 was the singing of several selections by a girls' trio, provided thru the courtesy of representatives of the Decca Record Corp.

At an informal gathering before the official opening of the meeting the girls sang special arrangements of popular numbers. The trio is composed of three sisters—Lorraine, Louise and Kay Evrard, ages 19, 18 and 16, respectively. They have been in Evansville for two years and have recently been recognized by local orchestras.

Their first professional engagement was for Station WGBF, Evansville, which has extended thru the past year. They also recently finished 12 weeks at Hayden's Blue Bar in Evansville.

Public Relations for Conclave . . .

CHICAGO, Nov. 18.—Announcement has been made that the Theodore R. Sills & Co. public relations counsel, have been appointed by Coin Machine Industries, Inc., to handle publicity for the 1940 Coin Machine Convention. Contact man with the Sills firm is Hugh J. Burras, formerly associated with the coin machine industry and well known to many in the industry.

Burras is vice-president of the organization. Sills is said to be the largest public relations and publicity agency in the Middle West. It is also reported that the firm is serving more nationally prominent trade and professional associations than any other agency in the United States.



WHEN WURLITZER MEN GET TOGETHER as they did at the Pittsburgh Open House Meeting, there are sure to be smiles in the discussion of the Wurlitzer Step-by-Step Modernization Plan. At the left is "Mike" Hammergren, General Sales Manager of the Rudolph Wurlitzer Co. Next to him is J. Rothstein, of the Banner Specialty Co., Pittsburgh. Others in the group are Charles Madlock, operator of Jefferson, Pa., and two other Wurlitzer operators whose names were not caught.

coming chiefly from distributing circles say that 1940 phonograph models will reveal new cabinet designs and simplifications in mechanisms.

New interest was aroused in coming phonograph models when rumors became apparent certainties that probably two manufacturing firms not in the phonograph field heretofore would introduce new machines for 1940. There are other rumors still afloat.

Music operators are said to have arrived at systematic buying plans in purchasing new machines, setting aside so much of earnings to make replacements. An increasing number of games operators were said to be buying phonographs in the fall of 1939.

Record Use Grows

Interest of phonograph operators in records had attained a high pitch by the fall of 1939. Operators reported that at least one record manufacturer usually shipped about one-third of the records ordered. The explanation for this was that records could not be made fast enough to supply the demand for current hits.

Calcutt Urges Planned Operation

FAYETTEVILLE, N. C., Nov. 18.—Joe Calcutt, of the Vending Machine Co., recently stressed the need of operators for an assured income. He had in mind the operation of machines which were completely legal and could be operated everywhere.

"Operators must protect their incomes," believes Calcutt. "They must assure themselves that regardless of conditions today, they are prepared for tomorrow."

"Music-machine operators who have already taken advantage of this assurance of their income have come to accept the Mills Throne of Music in the three States we cover, Virginia, North and South Carolina, as one of the 'richest and rarest of phonographs.'"

Calcutt reports that the Vending Machine Co. has arranged it so that operators may easily enter the phonograph field.

Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

Indiana State Operators' Assn. State-wide convention and display, Indianapolis, December 2 and 3, 1939.

New Jersey Cigarette Merchandisers' Assn. banquet, February 10, 1940, Hotel Douglas, Newark, N. J.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer Hotel, Chicago, January 17 to 20, 1940.

International Assn. of Fairs and Expositions, Hotel Sherman, Chicago, December 5-6, 1939.

Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.

Unabated Demand For Phono Domes

CHICAGO, Nov. 18.—Officials Paul Gerber and Max Glass of the distributing firm of Gerber & Glass, report an unabated demand on sales of their latest offering to music merchants. "Every week has shown a steady demand for 1940 Phonograph Domes. Nine weeks have passed since we started to advertise this product and the ads are drawing as much and more today as they did the very first week.

"The 1940 Domes enable operators to increase their earnings because the Dome lives up old machines, attracts more players and consequently draws more nickels, dimes and quarters. In this day of streamlining good appearance is a necessary requisite and the Domes are doing a good job in bringing attractiveness to phonographs which otherwise would be either out of operation or earning very little," it was stated.

Rock-Ola Radio Program on WIND

CHICAGO, Nov. 18.—Rock-Ola has taken to the air lanes with a radio program to be broadcast daily except Sunday over Station WIND, Chicago. The move is unprecedented in the history of the coin-operated phonograph field, firm officials believe. Sport highlights and important news announcements will be featured by well-known announcers.

David C. Rockola, president, in commenting upon the new feature, said: "In going on the air we open a new field for distributor and operator co-operation. We consider this step to be further evidence of our desire to work closely with every individual depending upon the popularity of Luxury Light-up phonographs for improved earnings."

Ben Boldt, advertising and sales promotion manager, was enthusiastic over the radio program. "This is only the first step in Rock-Ola's new distributor-operator co-operation program. It will stimulate new interest and build to a higher level the public's appreciation of automatic phonographs and also create a great new following for Rock-Ola's phonographs."

Comments from the trade, firm officials indicate, are favorable, with all believing that many direct benefits will be derived from the program.

Surprise Party For Frank Merkle

ST. LOUIS, Nov. 18.—Frank P. Merkle happened to attend the Southern Illinois Phonograph Operators' Assn. meeting at East St. Louis, October 31, the very day that he had completed five years as district manager for the J. P. Seeburg Corp. in the West Central States.

After the business formalities had been disposed of the operators got together and put on a party for Merkle. It was a real surprise for the he had been invited to give a talk at the meeting on manufacturer, distributor and operator relations, he did not know of the celebration that had been planned for him.

Hardy Schaefer, president of the association, gave Merkle a splendid send-

off, complimenting him on the showing he had made for his company's products in that territory and also for the personal attention and co-operation given to the operator and his problems.

Among those present at the meeting were Roy Kaseberg and Chub Schwartz, of Frank Phonograph Corp.; Peter Brandt, St. Louis Wurlitzer distributor, with his salesmen, Joe Ryan and Art Woods; Carl Trippe, of Ideal Novelty Co., Rock-Ola distributor; Mr. and Mrs. T. E. Heffernan and Mrs. Scott of Springfield, Ill.; Mrs. Ripley, of Alton, Ill.; Art Schooley, and William Best, of St. Louis.

Phono Distrib Gets Disk Agency

SYRACUSE, N. Y., Nov. 18.—Mac Cohen, of the George Ponser Co., has been appointed distributor of Decca Records for Central New York State, it has been announced.

"We are mainly interested in the sales of phonographs in our territory," said Cohen. "We are endeavoring to render a complete service to music machine operators and therefore we feel that our appointment as distributors for Decca Records in this territory is of importance to operators here."

"We will maintain a complete stock of these records and will also carry all supplies. Operators may call on us for anything they desire and get immediate service."

"Being interested in sales and service to Mills phonograph operators, we don't expect to make any large profits from the sales of records. We consider this part of our service to the men here. Therefore any phonograph operator wanting records can have them from our offices in Syracuse as speedily as possible."

Hillbilly and Foreign Record Hits of the Month

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

HILLBILLY RECORDINGS: I Ought To Break Your Neck, Roy Newman; The Last Trip of the Old Ship, Jimmy Davis; Kelly Swing, Cliff Bruner; Daddy, the Dog House, A. Dexter; Rubber Dolly, Texas Wanderers; San Antonio Rose, Bob Willis and His Texas Playboys.

INTERNATIONAL RECORDINGS: Hungarian Polka; Erika; Dopey Polka.

FOREIGN RECORDINGS: German, Mensch, Argie Dich Nicht; Eine Seefahrt; Bohemian, Nezaluj, Nezaluj—waltz; Zlatou laska—polka; Polish, Bum Cyk Gy, Zaxdrosna—polka; Hungarian, a Saxo; Swedish, Briggen Maria, Hem; Italian, Bella Bionda, Regineella; Campagnola; Greek, Asker; Yiddish, Zol Zein Freilich.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to **WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.**

Detroit

To the Editor:

I have read *The Billboard* for a number of years and it is my most favored reading material in my moments of relaxation. Your *Record Buying Guide* is a wonderful help to all operators, but particularly so to those starting in this business, in making a selection of records which will be sure money-getters.

I find it extremely interesting to learn what other sections of the country are showing a preference for—and this is brought out in many of the letters which you print.

There is such a demand for *South of the Border* here that I cannot get enough to supply all of my photograhers. There are many excellent recordings of this, all of which are being constantly called for. I might mention those of Sammy Kaye, Shep Fields and Guy Lombardo.

Just now my mind is so filled with requests for this particular record that I just can't think of any other.

I hope there may be some help in my letter to some other operator—at least encouragement to thoroughly read *The Billboard's* record column.

ANTHONY SIROUCSE, Mgr.,
Gunn Music Co.

New Orleans

To the Editor:

While Glenn Miller and Bing Crosby continue in the upper bracket for money-making on our photograhers, our best bet of the moment is Benny Goodman's recording of *Scatterbrain*. This record appears likely to be the best of the season. *South of the Border* is nearest, with recordings by Shep Fields and Guy Lombardo very popular.

Crosby is a sure-fire money-maker, but personally I was startled by a discovery this past week when comparing some of his older recordings with his latest hits. Maybe I am mistaken, but the Crosby of a couple of years back seemed to be in better voice.

For consistency along with Crosby are the Ink Spots and Artie Shaw. These entertainers click with almost every rec-

ord made and there are always one or two of their numbers on every machine sent out on location. For dancing Artie Shaw and Glenn Miller must be considered. Climbing in popularity of late is Erskine Hawkins, and his *Rehearsal in Love* is clicking well in white areas.

In the groove this week are such numbers as *Oh, Johnny*, with Orrin Tucker doing it best; *Good Morning*, by Horace Heidt; *Blue Orchids*, by Miller; *Baby Me*, by Dick Robertson; *Without a Dream to My Name*, by Artie Shaw; *Address Unknown*, by the Ink Spots, and *Chi-Biri-Bis*, by Crosby and the same by the Andrews Sisters.

Several numbers that I have noticed as popular in other areas of the country have not been so well received on our locations. *Lilacs in the Rain*, which appears to be just another of those numbers; *Are You Having Any Fun and The Man With the Mandolin* were never good for our use. *In the Mood*, with recording by Artie Shaw, has been a consistent money-maker for many weeks and still holding its own along with *Jumpin' Jive*, which appears to be now enjoying a re-run wave of popularity. Negro neighborhoods asking for Cab Calloway's records and the whites taking the Andrews Sisters. On the possibility list is *The Little Rubber Dolls*, by Gene Sullivan and Willy Walker. *Shadows*, by Glen Gray, looks good. Bob Crosby needs another *Little Man Who Wasn't There*.

DIDI WILMORE,
A. M. Amusement Co.

Pittsburgh

To the Editor:

With business the best it has been in several years, machine locations are using most of the good tunes we offer, also naturally some hands are received well naturally of the tune they play, while on the other hand a few numbers can be sold regardless of the band playing it.

When a likely record is made by such orchestras as Glenn Miller, who is our best seller by far, or by Tommy Dorsey, Guy Lombardo, Horace Heidt, Russ Morgan and a couple other truly big names, we automatically use a couple hundred disks, whatever the kind of location.

One factor we have found important, leading to profitable locations, is the Negroes' love of music. Our machines in colored districts, altho fewer in number than those in taverns and average locations, bring in nickels much faster. Barrel house numbers like *Keep a Knocking* and *Just One of the Big House* are particularly popular. Sections populated primarily by foreign people are also good spots.

Occasionally we find a novel tune catching on, such as the present run on Orrin Tucker's *Oh, Johnny, Oh*, but usually our best money-makers are recordings by famous radio bands, such as Sammy Kaye's *South of the Border*,

AMERICA'S FINEST REMODELING

Of 616-616A-412-416, Etc., By America's Largest
Phono Remodeling Factory



← Your 616 Completely Remodeled as Shown at Our Factory, Brooklyn, N. Y. **\$25.00**

YOUR 412 REMODELED... **\$17.50**
WITH LOUVRES, \$22.50.

← **SPECIAL!!**
Completely Remodeled 616 (As Illustrated). **\$119.50**

Remodeled 412... **\$62.50**
DeLuxe Remodeled 412, with Louvres... **\$67.50**

With Order, Bal. O.O.D., F.O.B. Balyn., N. Y.

IMPORTANT! Write for Confidential Prices of Parts for 616, 616A, 412, 416 Wurlitzers! Complete Set of Instructions Sent With Every Order for Parts!
ACME SALES CO.
779 CONEY ISLAND AVE., BROOKLYN, N. Y.
NEW YORK CITY SHOWROOMS AND DEPOT—625 TENTH AVE.

GREATER NEW YORK ROCK-OLA DISTRIBUTORS



MARVIN LEIBOWITZ

conveniently located and always a hearty welcome to our many friends.

248 West 55th St.,



JOSEPH FISHMAN

come in and see the new Rock-Ola Luxury Lightup Phonograph. It's a sensation.

New York City

INTERSTATE COIN MACHINE SALES CORPORATION

THE SENSATIONAL GABEL

STARLITE

WITH THE TROUBLE PROOF MECHANISM
BUILT FOR OPERATORS

Just what you need to land the business in those highly competitive spots. An 18-record player with mellow illumination backed with plodge "It's Gabel Quality Built."

PRE-SHOW PRICES

Write or Wire for Full Information

IMPERIAL VENDORS, DISTRIBUTORS
2022 MARKET ST. PHILADELPHIA, PA.

WURLITZERS

REBUILT WITH NEW LIGHT-UP FRONTS AND GRILLS AT **LOWEST PRICES**

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

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.



BEAUTIFUL GIRLS AND BEAUTIFUL MUSIC—13 of Chicago's most gorgeous girls and the richest and rarest of phonographs—Mills Throne of Music. "A real comparison of likeness," say Mills Novelty Co. execs.



AROUND THE TABLE AT WURLITZER'S Buffalo Open House Party, discussing policies and plans, are, from the left, District Manager J. A. McIlhenny, Art Herman, of the Art Novelty Co., Albany, N. Y.; District Manager S. T. Cass, General Sales Manager "Mike" Hammergen, District Manager E. S. (Bob) Blockman, of the Texas area; Credit Manager William P. Boides and Operator Charles R. Foose, Jamaica Plain, Mass. The party, which was held at the Hotel Statler, drew many factory representatives from near-by North Tonawanda, home of Wurlitzer's phonograph division, as well as large numbers of operators and distributors.

Glenn Miller's *In the Mood* and *Artie Shaw's Day In, Day Out*.

By all odds, everywhere in the 500 locations our five men service in seven counties, *Beer Barrel Polka* has been the outstanding tune since *The Music Goes 'Round and 'Round*. Altho its popularity is declining, it still draws plenty of coin, particularly in sections where there is a large Slavish or Polish population.

In locations patronized by collegians, high school students and others with young ideas, sentimental numbers like *Oh, You Crazy Moon* and *My Prayer* or swing melodies of Goodman, Dorsey and Heidt are best. Bing Crosby is by far the most popular vocalist, with Dick Todd and Barry Wood other favorites.

R. P. ROSS.

St. Francisville, La.

To the Editor:

We operate a combination cafe, filling station and bar known as the 3-V Cafe



YOUR BIGGEST NICKEL MAGNET
★ ★ ★
ARTIE SHAW
ON BLUEBIRD RECORDS

Just Out!

You're a Lucky Guy
Love Is Here

From the New Jerome Kern Hit Show

ALL IN FUN
ALL THE THINGS
YOU ARE

ORDER THESE LATEST SHAW DISCS
FROM YOUR DEALER To-Day!

NICK KENNY

N. Y. Daily Mirror, Says:
"FREDDY MARTIN and his crew
have the best writer at Bluebird
this week-end, a bit of 'mysticology'
called 'Scatterbrain'."

"SCATTERBRAIN"

(Going Strong All Over the Country)

and

"A PENTHOUSE FOR RENT"

Bluebird No. 10436

"MAMA'S GONE, GOOD-BYE"
"EARLY IN THE MORNING"

Bluebird
No. 10447

—Recorded by—

FREDDY MARTIN

AND
HIS

ORCHESTRA

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.

What's New? A sudden spurt the past week gave this genuinely attractive record a place among the country's big ribbon phonograph winners. Considering its very definite worth, this one took long enough making the grade but now that it finally has done so there is no question about its being an integral part of every machine at the moment. Bing Crosby's recording this week jumped far ahead of its nearest competitors, Benny Goodman's and Hal Kemp's, in the matter of phono appeal.

My Prayer. The second ballad of the week to step into the big time class, and like the one above, genuinely deserving of the attention now being shown it by nickel-droppers in locations from Maine to California. It must be noted that this song is not quite a sensation but it has a quiet, pulling power that is strong enough to raise it out of the "coming up" category and establish it as a leading machine item. The Ink Spots and Glenn Miller are the best reasons for its success with phono patrons.

Scatterbrain. Freddy Martin, Benny Goodman, Frankie Masters, Guy Lombardo.

Blue Orchids. Benny Goodman, Dick Todd, Henry Russell.

Oh, Johnny, Oh. Orrin Tucker.
South of the Border. Shep Fields, Ambrose, Horace Heidt, Sammy Kaye, Guy Lombardo, Tony Martin.

Address Unknown. Ink Spots.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

In the Mood. This is fast approaching the dimensions of a major hit, in the Glenn Miller version. Growing increasingly popular on the machines in the Miller arrangement, song itself is now beginning to step out on its own, what with its having a lyric tacked onto the tune and its release as a pop number by a leading publisher. Some reports this week nominate it for the "going strong" classification, and altho they are too few to bat it up there they're indicative of the way the wind is blowing.

Lilacs in the Rain. This is developing in a manner that presages a very honorable career for it as a front-running song within the next few weeks. It has the basic appealing ballad quality that has always made hits, and, just as important, it has the productive push behind it of one of the biggest music publishers in the business. Exceedingly popular on air and in public counters, its machine success should increase within a short time to the point where it will be essential in the boxes. Charlie Barnet, Dick Jurgens and Bob Crosby are the leading record lights here.

Yodelin' live. It's a pretty even top-up, according to reports sent in from this department this week, between itself and the recent *Ciribiribi*, as regards machine popularity. Either side is a natural, since they were both recorded by Bing Crosby and the Andrews Sisters, a prize combination in any man's phonograph. Mating Crosby and the singing sisters on one disk was an inspirational thought, and it's already bearing fruit in bigger and bigger returns to ops from this record. Take your choice of sides; one is as good as as potent as the other.

Last Night. This may never be a top-ranking song, but it ought to be a profitable item for ops now that it has started to move a little way up the ladder. Glenn Miller, Bob Crosby and Horace Heidt are getting the nod on this.

Chico's Love Song. The same description goes here as for *Last Night*. Some operators are finding it a nickel-getter in the Andrews Sisters' version, but it's likely that the Andrews-Crosby disk mentioned above will put this one in the shade.

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.

Hot Dog Joe. A great bet for the machines, recorded by Van Alexander, and one that ought to catch on quickly once it starts to get around. It was designed principally for the boxes, and there don't seem to be any risks in the design.

Good Mornin'. A lively sort of ditty that is getting a nice play on nationwide networks and in sheet music stores. Its favorable reception via these routes to public appreciation should certainly spread to the phonographs soon.

Two Blind Loves. Just beginning to show signs of life, this department would not be surprised to see this ballad from a new movie step out and turn into a hit of sizable proportions. It should be watched.

Bluebirds in the Moonlight. One of the many songs from the score of the forthcoming technicolor feature-length movie cartoon, *Gulliver's Travels*, this seems to have the best chance for future hitdom. A clever lyric idea, it seems to this corner, gives it that edge. Also likely looking is *Faithful Forever*, from the same picture. Two of your eventual big money-makers may be here.

I Didn't Know What Time It Was. The outstanding song from the score of the new Broadway musical hit, *Too Many Girls*, this is edging its way toward possible success in every line of endeavor, radio, sheet music and records.

My Isle of Golden Dreams. A Bing Crosby recording that is beginning to attract a little bit of interest in the few machines holding it. So far its popularity is only tentative, but the signs point to that becoming positive.

(Double-meaning records are purposely omitted from this column)

to Milwaukee after making their home here for several months. Bill was with the Edt Enterprises and held a position at the Windmill Club while here.

A new phonograph has been installed at Knappe's Bend bar by the La-Ark-Tex Co., now being operated by Mrs. Dan Tucker, nee Bonnie Crumb, of Gloster, who since her husband's death has been running the business with the aid of Manager Allen Huller.

Bob Coley, of the Vicksburg, Miss., area, was in town shaking hands with friends recently. Bob is a former resident of this city.

Seramac Co. has installed several wurlitzer machines, and owners, Sam Serlo and Sam McCabe, say the machines are doing well.

October was a good month for operators and all believe that with colder weather in November and December will put out a banner machine season in this section of Southwest Mississippi and Northeast Louisiana.

Houston

HOUSTON, Nov. 18.—R. S. Campbell is the new office manager of Houston branch of Decca Distributing Corp. Office force is now composed of J. M. McConnell, district manager; R. S. Campbell, office manager; A. O. Ayco, salesman; Earl Robinson, shipping clerk, and Mary Gouff, secretary.

Gulf Coast Amusement Co. is sponsoring two bowling teams this season: one each at Recreation and Elks Alleys. Harold W. Dally, owner and manager of the first team, and both teams last year have attracted considerable attention by rolling the highest single game in a tournament sponsored by a Houston daily paper.

It was announced at the last business meeting of Associated Phonograph Operators of Harris County that a big party for the membership, their families and friends would be held late in November. Association secretary W. A. Niemacki is chairman of arrangement committee and will announce the time and place as soon as plans have been completed.

Operator and Mrs. A. F. Lemke spent several days fishing at Corpus Christi and Rockport. Mrs. Lemke sustained a painful hand injury when fished by a big one she had caught.

J. W. Smalley, Electro Ball representative, was in Houston for a week and left for the home office at Dallas on November 2. He traveled over seven Southern States the previous five weeks and reported excellent business.

DAVE ROBBINS... will soon have some interesting news to talk to the trade. We understand it has to do with some ideas he picked up on his European trip.

LOU WOLCHER... who recently married one of the fairest daughters of the West Coast, visited the big city last week. Lou headed toward Boston, and will return to his home town in easy stages.

New Orleans

NEW ORLEANS, Nov. 18.—In the vanguard of the fall upturn in coin machine operations in the Crescent City area are phonographs. The gain in playing of pin games has decreased, due to several factors that might be blamed in turn with hurting other lines of trade as well. Particularly blamed by leading operators is the bad publicity on politics in the State on the eve of the hottest election for leading officials in January. Unusually hot weather for October and rain on pockets of sport lovers by big inter-sectional football games are other factors contributing to slower circulation of pin money. Operators of merchantable vendors are elated over fine pickup since first of the month.

Continuing its expansion program of the past year in the South, Decca Distributing Corp., October 15, moved its Dallas sales branch into larger quarters, taking the entire top floor of the Warner Bros' Building on Park avenue. R. N. McCormack, Southern sales manager, and E. J. Schneider, Dallas office has experienced a sharp increase in business dur-

ing the past year necessitating more space. J. W. McCarter and Paul Beardsley are salesmen connected with that branch.

In midsummer of this year the Memphis branch of Decca was moved to more spacious offices on Madison avenue and later the Atlanta branch had to seek more room at 72 Central avenue. The Houston branch, completing its first year under management of J. W. McConnell, is also reporting a sharp upturn, and McCormack says New Orleans set this month sets a new high for all Octobers.

Bill Jurges, of Russell & Clemons, Wurlitzer ops of Baton Rouge, was seen shopping for new equipment and recordings in the Crescent City. Questioned, Jurges admitted that business was decidedly on the up in the capital city and that the firm looked for a big winter season.

Now that the hunting season is here operators here are showing marked interest in rifle ranges. The Great Southern Novelty Co. has purchased 20 of the ranges and placing them at downtown locations in time for the opening of the hunting season. One of the ranges on location at the A. M. Amusement Co. was kept busy through the day Thursday when ops and distributors came in droves to witness the formal opening of the A. M. Amusement Co.'s new spot on Poydras street.

Several times game officials asked for less noise so that quarterbacks could hear signals at the recent Tulane-North Carolina tie game. The source of the biggest hollers was easily discernible around the 40-yard line where a half-dozen operators and their friends equaling as many in number were seated in one long line. Included in the line-up were Dan Cohen, of Plessure Music Co.; E. J. McNally, of Crescent City Novelty; R. T. Covington, Ed Rodriguez, of American Coin Machine; Frank De Barros, of J. H. Peres Novelty Co., and Don Pazzo, of Pazzo Bros. Lillian Harris, secretary for Cohen, was sandwiched in the row as well. All six ops vowed they would do their utmost to go en masse to New York to see Tulane meet Columbia in Yankee Stadium on November 18.

Competitors, keen competitors you might say, in business, Ernie Certe and Jules Peres, make it their business to have several hours of fun together once a week. They were seen this week walking side by side on their way to the once-a-week lunch together.

Placing their first shipments of new Gottlieb Lite-o-Cards on locations, the New Orleans Novelty Co. officials report excellent results and look for this game to be the biggest money-maker of the year. Louis Bossberg, head of the firm, admits the Gottlieb will have to step some to equal the record set this past summer by its Lot-o-Funs.

Crediting Buckley wall boxes and recordings for the needed stimulation, Ward Peters, phonograph operator of Baton Rouge, reports the best fall season in his experience in business. Peters, in New Orleans to get new equipment this week, credited *The Billboard* with some "live-wire" results on advertising placed

Increase Your Phonograph Income 500% or more!

WITH PHONO-FLICKER



Here it is... AT LAST!... The phonograph trade stimulator... Every nickel play lights "PHONO-FLICKER" which pays off like a hot beside tripping "phone" automatically and holding interest of location patrons.

Play unit (see illustration) can be set up any place while the "FLICKER" panel (shown above play cabinet) is usually in a prominent position to attract attention... Your phonograph can be placed anywhere.

Made by experienced phonograph operators as an experiment, it now has proven itself a REAL investment for forward-looking "phone" men.

We invite your inquiries especially if you have used phonographs (any model or make) available to trade in exchange for "PHONO-FLICKER" units. Excellent territory is open to recognized jobbers... WRITE AT ONCE... to...

MINNESOTA ASSEMBLING CO.

Manufacturers of Coin Operated, Vending Machines, Traffic Lights, Parking Meters and Other Devices
1119 SECOND AVENUE ANOKA, MINNESOTA

A-1 EQUIPMENT AT NEW LOW PRICES

Each	Each
Mills Dance Masters	\$10.00
Mills Deluxe	15.00
Sesburg 1938 Selenophones	20.00
Capehart Orchestras, 10-Record	10.00
Sesburg 1938 Selenophones	17.50
Mills Swing King	15.00

Also for Location, Immediate Shipments, Send Deposit With Order.

312 W. Seventh, CINCINNATI, O. SOUTHERN AUTOMATIC MUSIC COMPANY, 142 E. 2nd St., LOUISVILLE, KY.

regularly recently by him. He said that he resold used equipment thru these ads to almost every State in the Union.

Stepping up the center aisle recently was Carlos Miguez, of the Great Southern Novelty Co., married in St. Bernard parish, the Miguezues had Mrs. Buster Gless, wife of the firm's head, as their witness.

REVIEW OF RECORDS—

(Continued from page 11)

Considering that it's a new band, the platter rounds with possibilities for Will Bradley, new tromboning maestro making his preem on the Vocalion label with Handy's Memphis Blues, the Dixieland beat emphasized, and Old Dog Yaw, an original by drummer-man Ray McKinley and pianist Joe Slack, both out of Jimmy Dorsey, giving this new band and its first platter plenty of kick. Also a new band the maestro is an old-timer, Red Nichols rates rediscovery, giving a good account of himself in the old Five Pennies tradition in *You're the Greatest Discoscopy* on Bluebird. Platter-mage gives danceable stuff for *I Live Again*.

Idia Music

CHARLIE BARNET, also on Bluebird, has the right idea in an original coupling labeled *The Duke's Idea* and *The Count's Idea*. It's the righteous manner of Ellington and Basie with Barnett riding high and handsome on his alto and tenor sax respectively. Charlie,

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs



BEARSE MANUFACTURING CO. Inc. 1921, 3815-3825 Cortland St., CHICAGO, ILL.

For Every Size Machine No. 4 Adjustable Padded Cover... \$10.25 each No. 30 Adjustable Carrying Hinges... \$6.25 each and size... \$1.75 each

incidentally, has two best numbers in the books that would make for a dandy double. In the same idea groove, Barnes calls it *The Right Idea* and *The Wrong Idea*, with contrast in the latter which is a true musical parody in singing, titles and micky mousers. It rates a record and would come as a welcome relief, not forgetting its sales possibilities since you hear they're still buying up Tommy Dorsey's platter picnic of *Are My Favorite Bones Playing* or *Am I Dreaming*, a delicious piece of musical satire on bubble music.

Raymond Scott, usually with a bottomless well of ideas, is for that reason a bit disappointing on his latest Columbia pairing of originals, the quintet intergering his *New Year's Eve* in a *Haunted House* and *The Girl With the Light Brown Hair*. It's hard to believe that his resources might be shrinking but the fact remains the *Haunted House* opus is nothing more than orchestration swarming all over *And Layne* *Sue* while the *Light Brown Hair* air is an uncredited adaptation from the classical *Le Cinqsanteime* with the usual Scott-tastic title this time being a confusing variation on the Stephen Foster *Jeanne* song.

On the Sweet Side

AMONG the more commercial couplets, Guy Lombardo offers the usual lush with richness, his four Decca sides being strictly on the favorable side, titles taking in *South of the Border*, *Old Mill Wheel*, *At Least You Can Say Hello* and the latter backed with a delicious court-tritter, *Scatterbrain*, in the Josephine groove.

Also recommended to make check-to-checking all the more desirable is Horace Heidt's Columbia coupling for *South of the Border* and *Baby*, *What Else Could I Do*, Sammy Kaye making it so much easier to sway with a Victor brace in *Ciri-Biri-Bin* and *Don't Make Me Laugh*; and Russ Morgan's refreshing instrumental novelties on Decca, *Johnson Rag* and *China Doll Parade*.

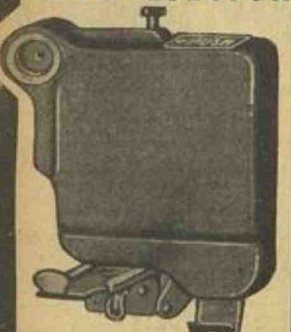


NEWSWORTHY NOTE ACCOMPANYING the above picture is that the Pearlman Brothers have just purchased a number of Rock-Ola phonographs for their L & N Sales Co. from the Avon Novelty Sales Co., Cleveland distributor. Above, left to right, are Nate Pearlman, Art Nagel and Louis Pearlman. Nagel represents Avon. Excellent window display of phonographs gets much attention from passing pedestrians and motorists.

EXHIBIT'S SLUG EJECTOR

EASTERN FLASHES

NEW YORK, Nov. 18.—Interest in the coming convention in Chicago is growing with each succeeding week. Already the boys are shooting thru reservations for hotel accommodations. Interest in the show has been further heightened by the offers of the George Ponsor Co. and the Interstate Coin Machine Co. to pay transportation to and from the show of those ops who qualify under the terms of the sales plans they've announced. Those qualifying can choose any mode of travel they wish. Ponsor says he expects to have no less than five planes chartered for the trip. Joe Fishman, Marvin Liebowitz and Al Schlesinger, of Interstern, report that they've arranged for a Rock-Ola Show Special train to take care of the ops whom they expect will qualify under terms of their free transportation offer. Those qualifying will be given private roomette reservations on one of the crack trains running to Chi. All in all, some 250 members of the local coin industry are expected to be on hand in Chi two months from now.



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. 95% 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

GUARANTEED VALUES

Every Machine Thoroughly Reconditioned

PHONOGRAPHS	
2 Beedlow Deluxe	\$27.50
10 Wurlitzer 412s	49.50
2 Wurlitzer 512s	49.50
9 Wurlitzer 916A	95.00
2 Wurlitzer 24A	144.50
NOVELTY	
Peachy	\$12.50
Bambino	15.00
Sonnet	12.50
Reserver	3.50
Stoner's Races	15.00
Cadet	17.50
Blue	12.50
Green Lisa	10.00
CONSOLES	
3 Bally Clubhouse	\$22.50
3 Ray's Tracks	32.50
3 Quizzing Demons (G. H.)	42.50
2 Track Time (R. H.)	47.50
2 Jennings Derby Day	22.50
2 Multiple Races	75.00
1 Multiple Bell	48.50
2 Pace Racer (6x11 Big Pl.)	87.50
1 Rosette	75.00
1 Race Meet (Western)	152.50
4 Kentucky Club	62.50
AUTOMATICS	
1 Heathcote	\$74.50
3 Sonnet	33.50
3 Quinella (Multi)	32.50
1 Caron	10.50
1 Pringo Fish	35.00
1 Fairgrounds	27.50
1 Caron Wheel	12.50
1 Bally Peak	12.50
1 Pit's Entry	10.00

Terms: 1/3 With Order, Balance C. O. D.

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

"BUSIER THAN EVER" is the report coming from the offices of J. Budin, Inc. Budin reports that whether to attribute the spurt to the fact that the boys like to hang around his headquarters or because of the bang-up bargains he offers them. "Guess it must be the bargains," he says.

SWAMPED Sam Sachs, of Acme Sales Co. whose phone remodeling plant is humming with activity these days, reports: "We have been swamped by ops asking for the parts we use. We're more than happy to sell these parts, but take my word for it, the best job will be done by our own experts who really know how."

AROUND THE TOWN Ben Becker, manager of the A. J. A. (Automatic Jobbers' Assn.), was around visiting with the organization's members the other day. It seems the org is all set to announce an important decision that may make a big difference in general sales tactics here. Gil Paria was seen showing his candid-camera photo of "Misty," the pin game champ of 37th street. "If anyone has a better action shot of a true pin game fan in action, I'd like to see it." And Marty Roth, Gil's partner, was around making a deal for more phones. Steve Dalewin and Hymie Rosenberg drove out to Morris Silverstein's Lake Mohogan camp to spend a few days.

"RALLY 'ROUND BALLY FOR '40" That's the battle cry around the offices of John A. Fitzgibbons these days. "Every word of that slogan is true," Jack declares. "Bally will have the games and the merchandisers that every operator has asked for. Regional managers for Bally have been flying into Chicago regularly to give Ray Moloney and the other boys at the factory first-hand reports of what the operators want." Before pushing off for Chicago to make arrangements for faster delivery of Bally games, Fitz reported that ops are swamping his offices with orders for Bally Ails. Bally Busta Eye, Table Model Gold Cup, C. O. D., Grand National and the other Bally hit games.

SERVICE DEPARTMENT Interstate Coin Machine Sales Co. Rock-Ola distrib here, has installed a service department for its ops. A staff of highly trained mechanics, supervised by Dan Sabareky, will be on hand night and day. Dan will send the boys out to the locations if necessary to make adjustments or replacements. Department will carry full supply of parts for the Rock-Ola phone for immediate delivery.

RUSHED Ace Distrib. Newark, reports: "It seems the more machines we ship, the more we are behind in orders. Not only is this due to the fact that we are giving the boys the best secondconditioned equipment and new games, but because we are giving them super-speed service, too."

JERSEY JOTTINGS The Co-Operative Amusement League of New Jersey meets in the Riviera Hotel to discuss some of the new situations arising in town on which they believe some vital decisions rest. Freddie Law, of Hercules, is gradually acquiring the reputation of being the town's super salesman. Charley Hull is going for the new game in a big way. It is reported. Al Clowry moved into his new home in East Orange. Jack Parr, East Orange, is looking forward to some prosperous weeks ahead. Hilda Polon, Hercules secretary, is among the newswomen and prettiest in the business. That new pain job on Sterling Distrib. building is surely spiffy. Irv Ponsor, of the Newark Ponsor, office, had to tear out the front door of his offices to get thru a crated Bang-a-Deer rifle. "The repairs are going to cost us more than we got for the machine," Irv wails. Barney Sugarman and Abe Green, of Newark, are putting out phones just as fast as they can get them. Billy Ehrenberg, the New Jersey sea bum, got caught in a rainstorm while golfing Sunday before last and was so drenched it took a quart of Scotch and three days of sunshine to get the water out of him.

"BLITZKRIEG" Fred Iverson, Seaboard Sales star salesman, was in town planning a "blitzkrieg" push on Genco's new clicker, Punch. According to Bert and Fred, Punch is one of the biggest money-makers operators have ever had. So far only Mr. Chips has surpassed it, they claim.

SLOGAN Nat Cohn, Harry Rosen and Irv Sommer, of Modern Vending Co. report: "Our slogan is catching on rapidly with operators everywhere in this territory. It is 'Look Forward to '40 with Modern' and we mean every word of it."

TOO SMALL The 16,000 square feet of floor space that Mike Munves rented just around the corner from his New York avenue headquarters is already loaded down with equipment, and Mike says he's only moved in half of the arcade equipment from his New Chambers street and Park Row offices. He's now looking for more space. "Incidentally," Mike revealed, "Marc, Joe and I will be on hand at the Hotel New Yorker to greet all arcade ops who attend the Park Show."

ACCIDENT reports: "A letter I received this week from Lowell Walcott, who is on the road with a trailering out of our Penny Photo to Eastern operators, proves conclusively how this machine can take it. Walcott had a slight accident and the jar threw the phone off the stand. When the machine was replaced and tested, it played perfectly. It was unnecessary to touch any part of the machine with the exception of replacing a broken glass."

MEN AND MACHINES Fred Maitland of Exhibit's Vitalizer, was in town to close one of the firm's biggest orders. Fred McClelland, the local Vitalizer man, is all smiles over the deal. Roy McGinnis from down Baltimore way, reports: "We have some of the greatest game buys in all our history now ready for ops." Fred Meyer, of Exhibit, postcards friends here from Palm Springs, Calif., where he is recovering from a sinus attack. All this equipment found in one small town is New York; Pin game, automatic phone, cigaret vender, two-column bulk vender, gum vender, cigar vender and a scale! Willie Blatt is doing a great job with Mills Throne of Music Co. Mills Novelty Co. is giving Eddie Lane and his song a big boost this month. In the meantime, Eddie's Bless You posters are to be seen in jobber and distrib headquarters all over town. Bill Albert is off for Chicago again to get faster delivery on Evans' Ten Strike. "We simply can't get enough of them," says Charley Aronson, Bill's partner. Al Simon, owner of Savoy Vending Co., says his firm will chalk up a real sales record this month.

Machine Gun

To the Editor:
A friend has been telling the writer about a new amusement machine. Friend says he saw the machine in operation at the Wisconsin State Fair, Milwaukee, this fall. The operator's name was Stern and he was from Brooklyn.

He states that the machine consists of a replica of a big gun that shoots at a miniature airplane that moves across the sky, the hits or location of the hits being registered by the machine.

Our idea in writing you is that the writer believes that the Chicago manufacturers of amusement and other machines such as this know what is going on in the machine lines and perhaps your office could find out who makes this machine.

W. P. J. Columbia, S. C.

A HIT "Looks like our new machines are just what the trade wants," says Earl Winthers and Bill Rabkin, of International Microscope Reel. "The way orders are coming in proves that our three new money-makers are grabbing the attention of operators everywhere."

FREE TRIAL Royal Distributors, Inc., is making a 10-day free trial offer on the new Marble-Glo Western Baseball machines. Dave Stern, president, reported from his Elizabeth, N. J., headquarters. "We are making this 10-day offer," Stern stated, "because we believe that once an operator puts this machine on location, he'll soon be convinced that it is one of the greatest legal machines ever operated." Stern also revealed that his firm has been appointed distributor for U. S. Record Co.

CLOSE-OUTS Irv Mitchell is considered one of the finest close-outs men in New York. "When the leading distrib are out of stock on pin games, they call on Mitch," one man revealed. "He gets rid of those games somehow and how he does it is a mystery."

CLICKING "We're going over the top with our free round trip fare offer to Chicago convention," George Ponsor reveals. "Jack Mitnick, Sam Mendelson, John Geel Jr. of Albany; Mac Colien, of Syracuse, and Irv Morris, of Newark, all report that this offer of ours has stirred up interest in Mills Throne of Music to a few pitch."

TOPS

. . . for the kind of co-operation and service you have always dreamed about; for perfectly reconditioned machines of every type; for all the best new machines, and for PRICES THAT ARE RIGHT DOWN YOUR ALLEY —THAT'S . . .

George Ponsor Co.
11 EAST RUNYON ST., NEWARK, N. J.

77 Mills Blue
Fronts \$1
lowest price
history!
Precision rebuilt and
guaranteed
mechanical
perfect
—call in its re-
quirement. If you
are in the market
for any of our
machines phone, wire
or write quick!



FREE PLAY GAMES

Fifth
Features
Controls
\$39.50
Each
Game
Trio
Ea.
Sup & G
\$32.50
Risk
Ea.

1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

Western's
New Deluxe
We've Got 'Em—Time Payment Plan Available
G. N. VENDING COMPANY
867 W. BROAD STREET, COLUMBUS, OHIO

NATIONAL'S BARGAINS!

NOVELTY GAMES—FREE PLAY

Mills 1-2-3	\$85.00	Melons	\$34.50
Buckaroo	32.50	Dolls	32.50
Ball Croquet	47.50	Blue & Gold	31.50
Cowboys	45.00	Bubbles	31.50
Ball Game	39.50	Red & Blue	27.50
Aviators	39.50	Mill Numbers	20.00
Zips	37.50	Red & Blue	20.00
Centaris	37.50	Red & Blue	20.00
Cherries	37.50	Multi-Time	18.00
Top Kick	35.00	Reels	18.00
Bottoms	35.00	Paranorms	15.00
St. Charon	35.00		

NOVELTY GAMES—REGULAR

Circles	\$22.50	Stop & Go	\$18.00
Ball Croquet	22.50	Bubbles	18.00
Old Kicks	19.50	Old Balls	15.00
St. Maurice	19.50	Paranorms	15.00
Crabbe	19.50	Rickets	12.00
Majors	19.50	Zetas	12.00

1-BALL AUTOMATICS

Handicap	\$75.00
Ball Game	22.00
Fair Grounds	22.00
Ball Game	22.00
As-B-B-B (T&L)	20.00
Prize Game	15.00
Derby Day	15.00
College Football	15.00

COUNTER GAMES

Spars	\$15.00	Penny Packs	\$8.00
Swat	15.00	Five Wickets	8.00
Clippers	13.50	Ball	8.00
ABT Targets	12.00	Daily Roader	8.00
ABT Big Game	12.00	Punch-Balls	8.00
Hunters	8.00	Reel Races	4.50
		Reel "21"	4.50

SLOTS

Melons	\$44.50
Mills Blue Front, 5, 10, 250 S.J.	38.50
Mills Blue Front, 10, 250 O.J.	38.50
Amalgam Chalk, 50c	35.00
Amalgam Chalk, 10c	35.00
Paper Cornet, 2-5	20.00
Waltling War Captain, 10c	18.00
Waltling War Captain, 25c	18.00

PHONOGRAPHS

Waltling 616-A	\$89.00
Rock-Ola Empress 10	85.00
Rock-Ola Empress 15	85.00
Rock-Ola Ambass. 10s With Grills	69.00
Rock-Ola Reg. 12s With Grills	39.00

MISCELLANEOUS

Rock-Ola World's Series	\$62.50
Rock-Ola Tom Mix	45.00
Kenny Track Times '37	45.00
Kenny 3311 Times '37	45.00

NATIONAL COIN MACHINE EXCHANGE

1407 Diversy Blvd., CHICAGO

CHUBBIES Perfectly Reconditioned \$14.00

Aviators, I.P.	\$41.00	Chevron	\$28.50
Zeiss	40.00	Contact	22.50
Zeiss	40.00	Fish	22.50
Aviators	37.50	Baiting Champ	19.00
Aviators	37.50	Chief	19.00
Airport	32.50	Majors	19.00
U & I, I.P.	32.00	Sneaky	15.00
Bottoms	29.50	Kick	15.00
Chubbie, I.P.	27.50	Side Kick	12.50
Contact, I.P.	27.50	Stop & Go	15.00
Melons, I.P.	27.50	St. Maurice	11.00
Bottoms	27.50	Fiesta	9.00
Bank	27.50	Salinger	9.00

\$8.00 ODD BALL, SKI, SNAPPY, \$7.00 ACE, FLEET, GREAT GUNS, JUNGLE, \$6.00 RESERVE, ZEPHYR, TOPS, AIRWAY, GARD, HI LO, NAGS, \$6.00 GEM, REGATTA, REVIEW

Send for Catalogue List Free. Price Lists. 1/3 Cash Deposit. Under \$15.00 Full Cash. Export Cables "COINMACHINE", N. Y. 100 W. 4th St., New York, N. Y.

MELON BELLS \$44.50

Like New, Serial 427,000 Up

CHERRY BELLS \$44.50

5c and 10c, Absolutely Perfect

BLUE FRONTS \$27.50

(20c, \$29.50) 5c and 10c

St. Moore, I.P.	\$22.50	Aviator, I.P.	\$47.50
Top Kick, I.P.	22.50	Swat, I.P.	38.50
Bottoms, I.P.	27.50	Contact, I.P.	22.50
Gene, I.P.	15.00	Chevron, I.P.	14.50
Gene, I.P.	22.50	Chief, I.P.	19.00
Top, I.P.	24.50	U & I, I.P.	32.50
Top, I.P.	27.50	Top, I.P.	29.50
Kick	9.00	Dixie Moo	4.75
Line Up	12.00	Red, March	4.75

SILENT SALES

835 D St., N. W. Washington, D. C.

Press Hails End of Racing News...

Chicago, Nov. 18.—Chicago newspapers led the parade of rejoicing that swept thru the newspaper publishing world at the discontinuance of the Annenberg fast racing news enterprise.

It was generally regarded among newspapers that the sports pages would gain tremendously in importance as a medium for racing news, with the discontinuance of Annenberg's monopoly.

Altho unofficial the spirit of rejoicing could be seen in placards on some Chicago Loop news stands which advised passers-by to "Get your racing news direct from the tracks."

Even a pinball crusading newspaper, such as The Omaha World-Herald, used its banner headline on page 1 to tell the story of the end of the Annenberg set-up.

Chicago's leading reform newspaper, the Chicago Daily News, used its lead editorial to say that "A Nation-Wide Racket Ends." The News publishes latest racing odds on the front page of its sports edition, claiming that it does not get into the home and does not influence children.

The Chicago Daily Times says that Chicago has an ordinance which forbids newspapers to publish news of racing odds and bets.

Bally Conference Termed Big Success

CHICAGO, Nov. 18.—"A sensational success" was the verdict of Ray Moloney, Bally president, commenting on the nation-wide sales conference and exhibition of new products which was held at the Bally Mfg. Co. factory November 9 to 14, inclusive.

"We were amazed," Moloney explained. "We issued invitations to key distributors in certain sections—but the news spread that Bally was putting on a show of new numbers and then it began—operators, jobbers and distributors poured in."

"Herb Jones started a roster of those in attendance, but in the excitement many names were missed. Well over a hundred coin machine men arrived to look over the new Bally legal line."

"While the entire line received the careful attention from the visitors, top honors went to Bally Alley and Bull's Eye. The former was hailed as the greatest bowling game and it was impossible to get near the machine—they all wanted to try the realistic three-finger speed-aim control. Bull's Eye was described by those who saw it as the ray-gun, which really solves the problem of getting repeat play from sharpshooters as well as amateurs."

"A tremendous volume of orders resulted. Mass production plans are already well under way to insure quick delivery of Bally Alley and Bull's Eye."

Among those who attended the Bally conference were Joe Abraham, J. & M. Novelly Co., Youngstown, O.; Mr. Albert, Brooklyn Amusement Co., Brooklyn; Roy Bazelon and Al Stern, Monarch Coin Machine Co., Chicago; Lou Berman, L. Berman Co., Evansville, Ind.; Philip J. Bertochar, Bend, Ill.; M. Y. Blum, Star Sales Co., Valdosta, Ga.; Tom Cowell,

Cowell Amusement Co., Erie, Pa.; J. W. Crafton, Asheville, N. C.; Mr. Darter, Kankakee, Ill.; Mr. Dothan, Quebec.

Charles Ewing, Automatic Amusement Co., Evansville, Ind.; Jack Fitzgibbon; John A. Fitzgibbon, Inc., New York; Mr. Furman, Douglas Sales Co., Rockford, Ill.; Ed George, Ed George Novelty Co., Akron, O.; Morris Ginsburg, Philip Moss and Irving Orlitz, Atlas Novelty Co., Chicago; Max Glass and Paul Gerber, Gerber & Glass, Chicago; Snooks Gordon, Peoria, Ill.; Art Haas, Waukegan, Ill.; Dan Hawley, Modern Automatic Exchange Inc., Cleveland; Carl Hoelzel, United Amusement Co., Kansas City, Mo.; Mr. Horn, National Distributors, Chicago; H. G. House, Kentucky Amusement Co., Louisville; Lee S. Jones and Nelson Warner, American Sales Co., Chicago.

B. D. Lassar, B. D. Lassar Co., Pittsburgh; Jack MacDonald, Omaha; Joe Mahoney, Eddie Vogt, and Mr. Nelson, Apex Cigarette Service, Chicago; Fred Mann, Chicago; Meyer Marcus and Joe Ostro, Markepp Co., Cincinnati; Bill Marmer, Sebring, Inc., Cincinnati; O. L. Martin, Sam May, Sam May Co., San Antonio; Roy McGinnis, Roy McGinnis Co., Baltimore; Earl Moloney, Lake City Novelty Co., Cleveland; Jack Moore, Jack Moore Co., Portland, Ore.; Mr. Munson, Indianapolis.

Dan Odum, San Antonio; Jimmy Passanale and Gay Woberslin, J & J Novelty Co., Detroit; C. E. Pettigrew, Pettigrew Supply Co., Springfield, O.; Harry Poff and Mr. Friedman, P & G Dist. Co., Springfield, Ill.; Mr. Salkind, Winner Sales Co., Chicago; Joe Schwartz, National Coin Machine Co., Chicago; Al Sebring, Grand National Sales Co., Chicago; Ted Sneathley, R & S Sales Co., Marisetta, O.; Rollin Stewart, Stewart Radio, Inc., Indianapolis.

W. Strong, Eureka Novelty Co., Saginaw, Mich.; Frank Swartz, D & S Novelty Co., Rockford, Ill.; Sam Taran and Joe Simon, Mayflower Novelty Co., Minneapolis; G. E. Todd, Indianapolis; Carl Trippie, Ideal Novelty Co., St. Louis; Ken E. Wilkinson, United Amusement Co., San Antonio. There were many other coin machine men present whose names were not obtained.



THE INDIAN EXPRESS CO., of Hyderabad Sind, India, is headed by U. V. Shakti, shrotr, and handles a large variety of coin machines as well as subsidiary items. Scales, bells, counter games, vending machines, amusement machines, sales boards, ball gum and candy are a few items distributed by the firm. It also operates a large number of machines. "The Billboard" brings it news of the coin machine industry.

NEW LOW PRICE \$40.00 40.00



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel. O'Connell 2770. Cable address "WATLINGITE", Chicago.

FALL CLEARANCE SALE

1/3 Certified Deposit, Balance C. O. D.	
Mills Danemont	\$45.00
Mills Deluxe Dancometer	19.50
Mills Swing King	25.00
Seaburg Model A	27.50
Seaburg K-15	59.50
Seaburg Rex, 1937	105.00
Seaburg Gen. 1938	155.00
Rock-Ola Imperial 16	85.00
Wurlitzer 4-12	39.50
Seaburg Schlotzhofer	145.00

USED RECORDS, All Usable, \$3.00 per 100

David Gun Club, F.P.	\$29.50
Bally Paramount	14.50
Mills Clocker	25.50
Mills Softball	15.00
Jennings Pedal Pusher	19.50
Bally Reserve	12.50
Stewart-McGinnis 5 & 10 Col.	55.50
Outfield 3-Way Grippers, 6 Bass	19.50

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave., Milwaukee, Wis.

SEIDEN'S HAVE IT!

Immediate Delivery on Latest Hits!

Chico's O'Boy		USED BARGAINS All Free Play
Bally's Roller Derby		Trinkets . . . \$59.20
C. O. D.		Fair Grounds . . . 39.50
Gene's Punch		Up 'n' Up . . . 20.00
Gottlieb's Lite-O-Gard		1-2-3 . . . 22.50
Dave's Follow Up		Stop & Go . . . 39.50
Kenny's Big Six		Regimes . . . 15.00
Exhibit's Rebound		Chief . . . 27.50
Amst Derby		Amst Derby . . . 19.00
Mills Mystery Bell		ONE BALLS
Q.T.A. etc.		Heathcotes . . . \$89.00
Also Delivering		Fair Grounds . . . 22.50
Events' TEN STRIKE		1-2-3 . . . 19.50
Rayo-Lite-Guns		Waltling 616 89.50

Write! Wire! Phone!

SEIDEN DISTRIBUTING CO.

1100 Broadway, ALBANY, N. Y.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



BULL'S EYE

by
BALLY
45 SHOTS!

Quickest
Delivery
From

R & S SALES CO.

Bally Distributors
9 BUTLER ST. MARIETTA, O. TEL. 524



LEADING THE FIELD IN IDEAS!

SCRIMMAGE
80¢, 50¢, 25¢, 15¢, 10¢, 5¢

Takes in 1000 Re @ 5c...\$50.00
Pays Out...\$3.69
Total (Average) Profit...\$36.51
Semi-Thick Board Complete With Escator.

Write for complete literature on other football boards as well as new Fall Catalog.

40-SEVEN NEW BOARDS JUST RELEASED!

SUPERIOR PRODUCTS

14 NO. PEORIA STREET, CHICAGO, ILLINOIS

OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.
The result of 32 years of originating and developing Coin Chutes.



4 Mounting Holes Are Standard.
Micrometer Adjustment.
Stops All Bending.
Slide Support.
The Front Guard Stops Cheating.
Stops Skimming, Stops Bending Up or Down, Stops Driving, Stops Forcing and Rejects all Off Size Checks. Takes money easily.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

Mae Shyvers Steel Centered Checks Work Perfectly.

The Shyvers separator positively works. Thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escator and separator.

SHYVERS MFG. COMPANY
2315 W. HURON ST., CHICAGO.

ALL NATIONAL USED GAMES ARE EXPERTLY RECONDITIONED TO "LOOK AND WORK LIKE NEW—CAREFULLY CHECKED—EVEN REPAIRED WHEN NECESSARY!"

Base - \$34.50	Snooks, equipped with new steel ratchet \$10.75	COUNTER GAMES NOW!!!	5% OFF On All Used Games When Full Cash Sent With Order!
Feature, 25.50	Major - 18.50	Play Ball - \$4.50	
Knobs - 0.50	Trophy - 12.50	Punch Ball - 4.50	
6th In. 19.25	Zip - 28.50	Punch-A-Ball - 4.50	
Liberty - 12.75			

Get on Out Mailing List. It will pay you! Latest Price Bulletin and Illustrated Catalog on request!

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO"
Merrick, N. Y.

Tips From the Latest News...

The variety of machines that may be placed in a small location is shown by a recent report from Newark, N. J. A small lunchroom has a pinball game, phonograph, cigaret vender, two-column bulk vender, gum vender and a scale. Report does not show whether one operator supplies these machines to the spot or whether a number of operators enter into it.

A cafe location report from Louisiana says that the phonograph in the location naturally attracts the most customers, but that when people have placed a coin in the phonograph chute they seem to go on to other games and machines. One chute leads to another or the phonograph boosts the play of other coin machines in the place.

A Pittsburgh phonograph operator reports using a staff of five men to service a route of 500 machines, extending into seven counties.

The tie-up of music by nationally known orchestras with the Philadelphia brass show was a real step in creating public good will.

A boost for cigaret machines in a paper like The Milwaukee Journal is a real boost. That cigaret venders are a decided advantage to many types of locations is being recognized more and more in business circles.

Tip from a Pacific Coast phonograph operator: "Most of my locations are beer parlors; tavern owners are a 'Beer Barrel Polka,' they hear it so much; chicken-dinner places favor hot swing since mostly young folks patronize the places."

FLASH—Confidential report that a coin-operated machine in the nature of a talking motion picture machine is being developed. Gossip columns in newspapers have been mentioning it. Engineers expect to have it ready in six months. Machine is still in private hands.

National Coin Sales Reported Up

CHICAGO, Nov. 18.—"National Coin Machine Exchange, Inc. is setting a record for sales this fall," reports Joe Schwartz, president. "In addition to the regular type of novelty games we have greatly augmented our floor stocks with practically every free-play game that is making history at the present time. I mean history in that it is the player's idea of a swell game.

"We have on hand reconditioned games, proven winners ready for immediate shipment. In addition, we always have the newest releases of the manufacturers available.

"We have a set policy for every buyer—you must be satisfied or it's no sale. Such a broad policy, backed by our large floor stocks and speedy service, is making friends for us everywhere and has necessitated expansion of our office and mechanical staff."

up. Bowling Alley introduced only a few weeks ago has jumped to top place in popularity with the trade and Lite-o-Card is threatening its lead.

"Together they're a pair of the finest hits we've ever produced and are making a sensational showing on locations all over the country. Both games reproduce popular games in the simplest imaginable play. Their revolutionary new ideas draw crowds and keep them playing.

"Operators unanimously endorse these amazing money-makers and the flood of orders with which they swamped us are proof that they're going to town with them," Gottlieb affirmed.

Philly Firm in Fine Shape for '40

PHILADELPHIA, Nov. 18.—Joe Ash, Active Amusement Machines Corp., whose firm has been active in this territory for about a year, reports: "Our business has continued to increase with leaps and bounds and we look forward to next year.

"Our business has shown a continual increase, due mainly, we believe, to the co-operation we have been giving our operator customers in every instance. We have been trying to meet all changing conditions with the type of equipment best suited to the market.

"We believe that our business and the industry generally will enjoy one of the biggest boom years in 1940. We are preparing for this with a bigger and better organization so that we may furnish our customers with the best of service and the finest of games and other equipment."

Gottlieb Games Get Heavy Play

CHICAGO, Nov. 18.—"They've overwhelmed us," reports Dave Gottlieb. "The trade's response and acceptance of Bowling Alley, our new convertible free-play game, is far ahead of anything we ever dreamed of.

"Bowling Alley and Lite-o-Card are rolling off the assembly lines faster than any machine ever before," Gottlieb explained, "and each one is fully tested and rigidly inspected, and not one bit of quality is anywhere sacrificed because of the rush. We're working 24 hours a day at top production capacity to keep



MORRIS HANKIN'S EXHIBIT at the Southeastern Fair held in Atlanta. This fair was one of the outstanding in the South, drawing people from many Southern States. Hankin featured cigaret machines, scales, foot-cure machines, phonographs and automatic photograph machines.

**PACE'S 1940
ROCKET SLUGPROOF BELL**

NEW IMPROVED SLUG RE-JECTOR PROTECTS YOUR PROFITS

Supreme in engineering and design — with every worthwhile feature found in any bell.

Simplified mechanism with carefully machined parts eliminates the need for frequent servicing.

Overhead Reserve Jak-Pot, Full Baked Enamel Finish, Chrome Trim.

1c, 5c, 10c or 25c Play. Red, Blue or Green Color.

PACE MANUFACTURING CO., INC. 2909 INDIANA AVE. CHICAGO, ILL.



OPERATORS AND JOBBERS NOTICE!

Overnight delivery on any of the new games for the Southern Operators available for immediate delivery. P. O. B. Richmond or P. O. B. Charlotte, N. C. Write us and ask us to put you on our mailing list. We will arrange that is coin operated. Operators and Jobbers in Virginia, North and South Carolina, write us for your requirements on anything that is new and coin operated, including Bally's Alley and Bally's Bull's Eye Ray Gun and Evans Ten Stripes. As quick as possible delivery will be made you.

SPECIALS

5-BALL NOVELTY FREE PLAY		5-BALL STRAIGHT NOVELTY	
2 Bally Chevron, F.P.	\$35.00	1 Five Star Reserve	\$ 5.50
3 Bally Rink, F.P.	32.50	1 Major	2.50
1 Bally Fifth Inning, F.P.	37.50	1 Beam Line	3.50
2 Bally Felt, F.P.	27.50	1 Reoust	10.00
1 Bally Spotter, F.P.	34.50	1 Bally Suspense	10.00
1 Bally Double Feature, F.P.	25.00	1 Reouter	10.50
2 Bally Laska, F.P.	47.50	1 Tiger Queen	10.50
2 Contact, F.P.	34.50	1 Sinner Zed	17.50
1 Exhibit Zed, F.P.	35.00	1 Sinner Champ (Coinless)	17.50
1 Toppeg, F.P.	42.50	1 Sinner Hill, Like New	17.50
PACE'S RACES		COUNTER GAMES	
1 Light Cabinet Check Separator, 20-1, No. 9321	\$95.00	3 to 3-Way Grip Testers	\$ 9.00
1 Light Cabinet Check Separator, 30-1, No. 5167-5514	95.00	1 to Single Grip Tester	5.50
1 Light Cabinet Cash Par, 30-1, No. 5555	95.00	1 Punchette	3.50
1 Refinished Cabinet, 30-1, Cash, No. 5330	92.00	1 Penny Pack (Orange)	9.50
AUTOMATIC PAYOUT		3 Mills Vest Pocket	27.50
1 Mills 1-2-3, Cash Pay	\$75.00	PHOTOGRAPHS	
2 Mills 1-2-3, Free Play	89.50	2 Beeburg Selector Phones	\$19.50
1 Mills Hi-Boy	39.50	2 Gable Jr.	15.00
CONSOLES		5 Mills Quack Machine	19.50
1 Hialeah Special	\$ 90.00	4 Rock-Ola Regulars	23.50
1 St. Pace Sarasota Rep.	115.00	15 Wurlitzer 412	44.50
1 Derby Champ	85.00	1 Wurlitzer 618	42.50
2 1937 Dominos, Cash	39.50	1 Lots of 5	22.50
1 Bally Skill Field	45.00	1 Beeburg	22.50
1 1938 Track Time	85.00	SPECIALS—NEW MACHINES	
1 1938 Bang York, X Series	110.00	5 Mills Vest Pockets, F.P., with Lock on Payout Cup	\$37.50
1 Pastime	100.00	5 F.P. New Sealed Winding	15.50
3 Jennings Cigs Roller, Model V	77.50	10 Deluxe Gottlieb Grip Testers, F.P., New	19.00
1 Exhibit Zed, F.P.	35.00		
1 Beeburg Ray-O-Lite (Duck)	89.50		

Moseley Vending Machine Exchange, Inc.

400 BROAD STREET, DAY Phone, 3-4511 — Night Phone, 5-5328 RICHMOND, VA.

NOTICE Order Machines Listed Below From the Charlotte, N. C., Office.

1 Rock-Ola Imperial 20, Like New	\$72.50	10 Collins Winners, Like New	\$11.00
1 Derby Champ, F.P.	\$4.50	1 Chevron, F.P.	35.00
1 Contact, F.P.	24.50	1 Blank Cabinet P. Race	39.50
2 1-2-3, F.P., Like New	39.50		

Moseley Vending Machine Exchange, Inc.

425-427 SOUTH TYRON STREET, CHARLOTTE, N. C.
Day Phone, 3-8403 — Night Phone, Mckenzie Hotel.
Prices effective as of November 25, 1939, one-third cash deposit in the form of Post Office, Express or Telegraph Money Order.

Atlas Tells of Expansion Plans

CHICAGO, Nov. 18.—"The tireless efforts expended by our entire organization during the past five years in building up business methods to a point where we are capable of handling a large volume of business, serving a large number of operators, has been entirely successful," declare Eddie and Morris Ginsburg, managers of the Atlas Novelty Co.

"Personnel has been increased to further insure a maximum of service and efficiency. In the past six months eight employees have been added to the Chicago office alone. Within 30 days additional private and general offices will be completed to accommodate this additional help.

"Plans are already being formulated for the January show, and operators planning to visit Chicago will be surprised at what Atlas has arranged for them." In conclusion and as if to explain the foregoing, Morris and Eddie Ginsburg exclaimed: "Yes, sir—business is swell."

Ten Strike Clue To Future Operation

CHICAGO, Nov. 18.—"The coin machine industry has only scratched the surface of its possibilities," declares Dick Hood, president of H. G. Evans & Co. "Ten Strike is giving us a clue of what operation in the future will be like with a game like this—more pleasant, more profitable, without entanglements

Miami Season

MIAMI, Fla., Nov. 18.—In anticipation of a record tourist season, the city of Miami reports officially that ample preparations have been made to entertain an expected army of 2,000,000 this winter.

A \$30,000,000 building program has been completed, making a 30 per cent increase in available living quarters.

On the entertainment list will be the \$10,000 open golf tournament, also 98 days of racing at Tropical Park, beginning December 21, and then Hialeah will open January 10. Dog races will also be part of the winter program.

with the law, without 'con.' without the profit drain of payouts; in short, without all the headaches that operators have had to take in the past.

"Ten Strike holds infinite possibilities for opening new locations, because it offers a play of the cleanest sport in the world and because it appeals as strongly to women as to men. It's an ideal game to operate as a companion machine to phonographs and perfect for closed territories. It would be hard even to wish for a more perfect solution to the industry's problems."

"When we introduced Ten Strike, more than three months ago, I said I believed this game would lead the industry to a new era of greater prosperity and more stabilized business and put an end to grief. Today we know that day is here. Thanks to a phenomenal machine, operators can once more enjoy prosperity without having to pay a penalty. No wonder they hail it as the life saver of the industry."



MIKE G. HAMBERGREN, general sales manager of the Rudolph Wurlitzer Co., shakes hands with Bob Bleckman (right) "Congratulations on the move to the Big State of Texas," says Hambergren. "Everyone wishes you the best of success." And Bob comes back: "With the present Wurlitzer phonographs, I don't see how anyone could miss. Thanks a million."

**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	

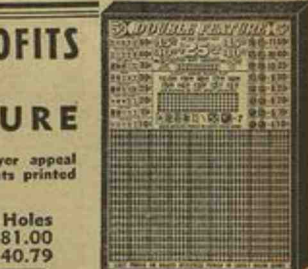
HARLICH MFG. CO.
1413 W. JACKSON BLVD., CHICAGO, ILLINOIS

**Trade's Reaction
Good for O'Boy**

CHICAGO, Nov. 18.—"The first reaction to our latest release, O'Boy, offered to the coin machine trade for the first time last week has been a wildly enthusiastic one," report Sam Wolberg and Sam Genaburg, heads of the Chicago Coin Machine Mfg. Co.

"Coin game distributors are pepped up over O'Boy—more so than on any other game I can remember. Comment is that it is the game which will inject new life into locations all over the country. Naturally, it is too early to tell what the player reaction to O'Boy will be, but the much we know—when distributors are talking so favorably about a game, operators and players alike will certainly like it.

"So far as the game itself is concerned it has been proved beyond a shadow of a doubt that it is a real money-maker. We had them on test locations and all game



PRICE, EACH \$5.72
SEND FOR CATALOG OF OTHER PROFIT-MAKERS.

SEND
FOR OUR NEW CATALOGS OF SALESBOARDS and JAR DEALS
JUST OFF THE PRESS
We Have Most Complete Line at Lowest Prices.
WINNER SALES CO.
3307 Armitage Ave., Chicago, Ill.
"Pick a Winner With Winner"

earnings were far above normal—and one game earned a greater amount than any other game we've ever placed on location. Mechanically the game is as perfect as it is possible to build.

"O'Boy offers players a new kind of appeal, with tantalizing action from start to finish. New pins, new lighted bumpers, new pin knock-out skill lanes make O'Boy completely new in play. New decorative motifs, new coloring, new lighting make O'Boy completely new in appearance. All in all, O'Boy looks like a sure winner."

3 NEW LEGAL YEAR ROUND MONEYMAKERS by MUTOSCOPE



SELECTOR MUTOSCOPE

HAS 5 MOVIES TO SELECT FROM!
SELECTOR MUTOSCOPE brings motion pictures to the doorstep of millions of motorists. Beautiful, streamlined machine offers five different subjects. Over 1000 subjects in Mutoscope library — more coming. Takes only 24" x 18" floor space. No breakable film, so NO REPAIRS! EASY TO BUY—EASY TO OPERATE. A really remarkable long-run money maker!

POST-CARD VENDER



Makes 'em ALL your steady customers! Vends novelty post cards. Funny, exciting, intriguing... many different series such as SPECIAL LICENSES (Traffic Violator's Permit, etc.), CANDID POSES of popular models, sure-fire kid series, etc. BIG REPEAT PROFITS! Counter and floor-models. No Repair Problems. Special Introductory Offer: Enough Cards FREE to bring in original cost of machine!!!

BANG-A-WAY

Cash in on America's "tripper finger itch" with this thrilling two-man target machine. Ducks and Rabbits shot down are recorded on high score. Built's eye hits shown separately. Perfect for individual or competitive play. Improved! Excites many new mechanical and player-appeal advantages. VERY LOW PRICED for a machine of such tremendous earning power and long life!!!

DISTRIBUTORS

GERBER & GLASS DISTRIBUTING CO.

Chicago, Ill.
914 Diversy Blvd.

HANKIN MUSIC COMPANY,
258 Pryor St., S. W.

Atlanta, Ga.

KEMO NOVELTY COMPANY,
115-21 S. 16th St.

Minneapolis, Wis.

MATHEW VENDING CO.,
1001 W. Douglas, Wichita, Kan.

NATIONAL AUTOMATIC EQUIPMENT CO.,
122-124 W. ML Royal Ave.,

Baltimore, Md.

NATIONAL NOVELTY CO.,
183 Merrick Road,

Wheaton, Ill., N. Y.

ROYAL DISTRIBUTORS, Inc.,
405 N. Broad St.

Elizabeth, N. J.

SEIDEN DISTRIBUTING CO.,
3100 Broadway, Albany, N. Y.

SHREVEPORT COIN MA-
CHINE EXCHANGE,
614 Grossett St., Shreveport, La.

RICKING, INC.,
1922 Freeman Ave.,

Cincinnati, O.

SQUARE BUSINESS CO.,
88-80 Main St.,

Passaic, N. J.

STERLING SERVICE,
Rocky Glen Park, Meade, Pa.

THE VENDING MACHINE COMPANY,
205-15 Franklin St.,

West Coast Factory
REPRESENTATIVE,
Fred E. McKee, Glendale Hotel,
Glendale, Calif.

CALL, AIRMAIL OR WIRE FOR COMPLETE DETAILS

Some Distributorships Still Available.

INTERNATIONAL MUTOSCOPE REEL COMPANY, Inc.

44-01 Eleventh St., Mutoscope Bldg.,
LONG ISLAND CITY, N. Y.

Evans Builds 'Em Right, Says Hood

CHICAGO, Nov. 18.—"When Evans builds 'em they're right!" In those words R. W. (Dick) Hood, president of H. C. Evans & Co., explains the secret of the success of Ten Strike. "In the three months that this machine has been on the market," continued Hood, "it has broken every production, sales, earning and performance record. Books could be filled with the enthusiastic approval, endorsement and comments from all branches of the industry. In originating bowling games, Evans has not only produced the biggest thing that ever hit the industry but has created a machine that dumps overboard all the old notions about what a machine can earn and how it can stand up and perform."

Paul Gerber, of Gerber & Glass, Chicago, has this to say about the game: "I've seen Ten Strike take it on the chin day and night for three solid months of almost continuous play without ever needing mechanical servicing. And during that time it has earned a mint of money, drawing amazing crowds entirely by legal play, without any rewards or payoffs, without offering the public anything more than amusement for their money. Think of the headaches it saves for the operator in addition to the money it makes. There never will be a game to compare with Ten Strike because the idea is right and Evans knows how to build 'em right."

"In the 48 years since H. C. Evans & Co. was founded back in 1892 the name Evans has come to stand for stability, reliability and leadership. Evans games are renowned, not only for originality of ideas but also for their mechanical perfection and freedom from bugs. It has always been the policy of the company to engineer each game to precision accuracy, to thoroughly test and perfect all mechanical details before releasing them to the trade—all experiments being done at our expense," as Hood expressed it.

Dan Hawley Visits Chicago

CLEVELAND, O., Nov. 18.—Dan Hawley, head of Modern Automatic Exchange, Inc., has just completed one of his periodic tours of the Chicago factories to inspect new equipment for the purpose of keeping his customers posted on the latest and best money-making coin machines.

Hawley and his associates have always taken great pride in the "excellent condition in which used machines are placed, before shipment to operators." Hawley declares: "I can say with all certainty that our used games are rebuilt and renovated to the highest possible degree of perfection."

"Speaking of the winners on the new game market, I can recommend with complete confidence Exhibit Supply's new game, Conquest. Operators in my territory are well aware of the highly successful operation of Golden Gate, another Exhibit product. I'll be terribly disappointed if Conquest doesn't far outdistance Golden Gate as a money-maker—and I don't think I'll be disappointed."

MERCURY TOKEN PAYOUT



PENNY NICKEL PLAY

MERCURY is the easiest counter game ever built. Such elegance never graced a location before.

M Its side handles, Rabbits Ball releases mechanism on the downstroke. On winning combinations an Award Token is needed automatically.

M MERCURY Discreet Model shows above display Award Token behind window, plunger deposits taken in cash box after award has been made.

M MERCURY will open your territory for you. Its earning power is a sensation!

GROETCHEN TOOL CO., CHICAGO

130 N. UNION,

Face Is Off to Plying '40 Start

CHICAGO, Nov. 18.—The 1940 models of Pace Rocket and Smoker Bells are off to a flying start, according to J. O. Bates, general sales manager of the Pace Mfg. Co. Outstanding feature of all new equipment is the slug-proof retractor head, declares Bates.

"The slug-proof retractor is the answer to operators' prayers for a machine which would eliminate the possible use of any of the various forms of slugs which have been a drag on the earnings of equipment. Ed Pace is again prepared to set the pace in 1940 with some really new coin-operated equipment," Bates continued. "A complete new line of personal weighing scales is now ready for the market."

"Payday, a new nine-coin console, and a new package cigaret vender are outstanding additions to the Pace line. New models, the 1940 Saratoga and Paces Reels which have been an outstanding success in 1939 will complement the new line."

"We're off to a flying start for 1940 and believe that in 1940 the pace-maker will be Pace. Watch Pace for outstanding developments in the coin machine industry," concluded Bates.

FOOTBALL GEMS



1684 HOLES
Tokens In \$87.20
Pays Out 46.04
Profit (Average)..... \$37.16
List Price \$ 4.60

2496 HOLES
Tokens In \$124.80
Pays Out 70.88
Profit (Average)..... \$ 54.12
List Price \$ 8.40

928 HOLES
Tokens 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.

STILL THE BEST

PLACE TO BUY YOUR RECONDITIONED PAYTABLES, CONSOLES, NOVELTY GAMES AND ARCADE EQUIPMENT. WRITE US FOR PRICES.

SLOTS		COUNTER GAMES	
2 Mills Blue Fronts to \$27.80	2 1/2 Mills Romanheads 25.00	Missionary Color 22.50	Ohio Derby, Trio Packs, 6.00
1 Mills Blue Front 25.00	4 1/2 Mills War Eagles 22.50	Smoke Reels 6.00	Baby Tracks, Model 4-44 Draw 6.00
10 Jennings Chiefs 50.00	2 2 1/2 Mills War Eagles 25.00	Model F Targets 10.00	Whirlwind 21 Horses 5.00
1 Late Series 30.00	1 1/2 Little Doodles 12.00	21 Venders, Daily Race 5.00	Jr. Road Dice 5.00
6 Jennings Chiefs 250.00	15 Assorted Promotional 10.00	Shockers 5.00	Electric 7.00
5 Jennings Chiefs 100.00	Mirror Back Electric 5.00	Shocks 5.00	20 Everyday & Column 10 Venders 4.98
1 Late Series 30.00	Hotels 5.00	20 Everyday & Column 10 Venders 4.98	
1 Late Series 45.00	Staircase Mirror Electric 35.00		
1 Late Series 35.00	Hotels with Roof Chutes 35.00		
5 Deluxe Goretta 7 Oct. Cig. Machines with cabinet base, like \$32.50	Flat Top Merchants 25.00		
30 Assorted 4 Column 10 Venders, 8.50	1 Deluxe Stewart-McGuire 5-Col. Cig. Machine with cabinet base 30.00		
50 Assorted 10-12 Column 10 Venders, 10.00	50 Rocks, like new \$32.50		
50 Assorted 10-12 Column 10 Venders, 10.00	30 Everyday & Column 10 Venders 4.98		
	50 Assorted 10-12 Column 10 Venders, 10.00		
	2021-5 Prospect Ave., Cleveland, Ohio		

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



BERT PERKINS, assistant sales manager of Bally Mfg. Co., demonstrates Bally Allie bowling game to a group of distributors. From left to right: Dan Hawley, of Cleveland; H. G. House, of Louisville; Ken Wilkinson, of San Antonio; Meyer Marcus, of Cleveland; Sam May, of San Antonio; Joe Ostro, of Cleveland, and Bert Perkins.

ATLAS VALUE PARADE

WE STOCK All of the Latest Releases in Free Play Games—Write for Prices—Circulars.

RECONDITIONED FREE PLAY GAMES

Box Score	\$32.50	Gun Club	\$23.50	Shanty	\$19.50
Cubicle	37.50	Liberty	29.50	Pot Shot	34.50
Davy Jones	43.50	Magnum	19.50	Pot Shot Multiple	29.50
Fair	31.50	Across the Board	37.50	Number	22.50

RECONDITIONED PHONOGRAPHS

Seiburg Model A	\$ 29.50	Wurlitzer 400	\$ 48.50
Seiburg Model B	32.50	Wurlitzer 619	89.50
Seiburg K15 (15 Records)	70.50	Wurlitzer 24	140.50
Seiburg Rex	119.50	Rock-Ola Imperial 30	79.50
Seiburg Royale	129.50	Rock-Ola Rhythm King	21.50
Seiburg Royal	179.50	(12 Records)	44.50
Seiburg 312	47.50	DeLuxe Dancemaster	21.50
Wurlitzer 412	49.50	Mills Swing King	24.50

Beautiful Illuminated Grill Installed on All Models, \$10.50 Extra.
Write for your copies of our Illustrated Phonograph Catalogue and Our New Price Bulletin.
TERMINAL DEPOT—BALDWIN, 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



ELMER BARTELS, Minnesota operator, pays a visit to St. Paul distributing houses.

respective territories are wild about De Luxe Baseball.
"De Luxe Baseball is now available on a new time-payment plan that has spurred sales to a new high."

Exhibit's Conquest Features New Idea

CHICAGO, Nov. 18.—"Double the biggest week's collection you have ever had from the best money-making five-ball free-play games you have ever operated and you will have an idea of the possible money-making ability of Exhibit's Conquest." That is the claim Exhibit Supply Co.'s sales staff is making for Conquest. The quantity of orders being received indicates that this is no idle boast, firm officials declare.

"The backboard is a beautiful picture of the early conquest of the West and the covered wagons, snow-capped mountains, deerskin-dressed pioneers and all the other things that belong to the Old West stand out in beautiful lights."
"The feature of the game is that new idea that all operators have been waiting for. It is called the Lost Horizon and it keeps the crowd around the game at all times."
The Exhibit Supply Co. states that it has been in production on the game for about three weeks and that from the reception the game has had it appears that the lights of the factory will burn every night until long after the holidays.

C. T. Parsley Dies

FARIBAULT, Minn., Nov. 18.—C. T. Parsley, representative of the Thomas A. Walsh Mfg. Co., died here November 6. Parsley had been suffering for a number of years from an illness which physicians failed to diagnose.

operators who have been handicapped by a prevailing tendency on the part of clubs to own and operate their own machines. Clubs have in some cases been able to operate their own machines because they number in their membership someone who has had experience with bell machines. But the 4 Bells Comolo is an entirely different matter. It is a combination of mechanical and electrical equipment which at first glance might look rather awe-inspiring. Actually it is not complicated at all.
"The machine is simply a grouping of four units, identically the same and each unit individually is far more simple, workable and easily understood than any electrical game I have ever seen," concluded Schlacht.

Western Baseball Demand Continues

CHICAGO, Nov. 18.—"We've had more favorable comment on our De Luxe Baseball than we have ever had on any other machine," declares Don Anderson, sales manager of Western Products, Chicago.
"Comment forthcoming from operators and distributors has been most complimentary. They tell us that players with whom they've come in contact have asked that De Luxe Baseball be kept indefinitely on location and if they would put more Baseballs in the location."
"It is not unusual to see two or three or more Baseballs in one location. Countless operators have told us about having demands for more and more of the games. Orders for De Luxe Baseball are constantly pouring into our office and what is important, they ask for immediate shipment."
"Among the distributors of De Luxe Baseball who praise it again and again are the G. N. Vending Co., Columbus, O., and Royal Distributors, Inc., Elizabeth, N. J. They tell us that operators in their

O O O H!

ali-babi HIGH SCORE

by Stoner

Big Sales on Keeney Big Six

CHICAGO, Nov. 18.—"Our latest coin game release, Big Six, should be called Big Sales," declares Jack Keeney, head of the J. H. Keeney & Co., Chicago. He referred to the success of the game since its release a few weeks ago.
"Orders from column in all sections of the country have proved the wisdom of releasing this game at the time we did. A tremendous response had developed and we are now endeavoring to produce enough games to deliver without delay."
"We have stepped up our production forces and are shipping the games as quickly as possible. However, we are not producing as many games as is humanly possible because we insist that each and every game must pass rigid quality tests before it goes out the shipping doors of the Keeney factory."
"We are taking this care in order that these machines will hold up during the many months they will undoubtedly be in locations. A slight shipping delay may occur, but we know that a day or more of patience will be well rewarded with a Big Six, which will earn high profits for months to come."

Use 4 Bells To Regain Locations

CHICAGO, Nov. 18.—"4 Bells has shown itself admirably suited for operators in any location which would ordinarily accommodate regular bell machines," declares Charlie Schlacht, Western division manager of the Mills Novelty Co.
"As a club machine it is without equal. This our tests have proved conclusively. We believe 4 Bells will prove a boon to



SIGNING THE CONTRACT FOR ROCK-OLA'S RADIO Sport Review Program is Ben Boldt, advertising manager of the Rock-Ola Mfg. Corp. The program is to be a daily feature on Station WIND, Chicago. E. S. Mittendorf, WIND program director, is also seated. Standing, left to right: Fred Kane, WIND sales representative; H. L. Bauer, Rock-Ola assistant advertising manager, and F. T. McCain, account executive.

AMERICA'S BEST BUYS!

Bubbles	\$12.50	Davy Jones, Jr.	\$32.50
Bang	22.50	Major	17.50
Box Score	15.00	Speedy	18.50
Cheerion	28.50	Spotlam	28.50
Chubbie	15.00	Strip & Go	11.00
5th Irving	22.50	Streaks, with new steel gears	27.50
Lois-Fun	25.00	Airport	25.00

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Says:

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Senior Champs . . . \$25.00	Paces Racer 5557, Bwn. Cbk., 20-1, J.P. \$150.00	J. Silv. So. Chiefs . . . \$39.50
Fairgrounds . . . 19.50	Paces King Pin 5700, Bwn. Cbk.-30-10sds 59.50	J. Crnk. Frl. So. Chfs. 35.00
Genl. Multiple . . . 19.50	Millie 250 Sq. Bells 75.00	J. De Blue Chfs., same as So. Silv. Chfs. . . 25.00
FREE PLAYS	Balltimes, 1935, 5c 69.00	J. De Blue Chfs. . . 19.50
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Labo-Fun 39.50	Kentucky Club 59.50	Millie Smoker Bells, new 40.00
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Spotless 29.50	Jenn. Lib. Ball, flat top 29.50	Millie So. Blue Frnt., S.A.P. 22.50
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AMERICA'S FINEST PHONO NEEDLE
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LOTS OF 10—31c LOTS OF 100—25c
2500 PERFECT PLAYS

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EMPIRE 1c PLAY CIGARETTE MACHINE
Equipped with Ball Gum Vender. Rolls have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.

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CHICAGO, Nov. 18.—In reviewing the history of the H. C. Evans & Co. in the coin machine industry, officials of the firm said: "H. C. Evans & Co.'s greatest coin machine trend-makers—and there have been many besides Ten Strike—came as a result of pioneering work in developing brand-new ideas. When introduced these ideas received tremendous acceptance from the trade and from the public. Some of the industry's foremost developments have been contributed by Evans. A few of these are console games and multiple-play console bells which permit five persons to play at one time.



NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 beautiful imported Tapestry Table Covers and 12 Beautiful Board. Every player wins one of the Table Covers at a cost of 1c to 3pc. No Higher. Each Deal takes in \$4.00. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00, 6 or more Deals, \$1.00 Each.

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"Galloping Dominos, Evans' original console game which was introduced in July, 1935, has achieved a phenomenal success and started a wave of console building. Today, three and one-half years later, this Evans original console with refinements is not only still in production, but is still among the largest-selling and most successful games of its class. Lucky Lucie, their original multiple play bell console, has been on the market over a full year and is more popular than ever. Many other brilliant game ideas have come from the Evans' experimental departments which were eminently successful.

"Head of H. C. Evans & Co. is R. W. Hood, known to the trade as 'Dick' Hood. Under his vigorous leadership the Evans company has not only originated some of the greatest coin machine successes but has been identified with many major forward moves in the industry. Many of the foremost ideas and developments of the coin machine business have been evolved under his personal direction.

"Rex Shriner, able personal assistant to Hood, is also well known in coin machine circles for the many contributions he has made for the benefit of the industry. To the brilliant technical staff of the Evans organization credit must be given for working out the ideas under the direction of Dick Hood, that have made Evans' successes so noteworthy."

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Beat John L. Sullivan for the title in 21 rounds in New Orleans.
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Lived a clean, wholesome life. Fought clean—hence the nickname "Gentleman Jim."
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"Kidding and back-patting aside, we really do have a large stock of equipment available and are prepared to ship immediately. Promptness in shipping makes it possible to obtain locations quicker and gets machines into them sooner, consequently making money for the operator that much quicker. All machines have been fully reconditioned and will give uninterrupted service," said Stern.



FRANK SWARTZ, of the D. & S. Novelty Co., Rockford, Ill., enthusiastically indorses Exhibit Supply's conquest after exhaustive location tests for the Exhibit Supply Co.

HOW MUCH DOES IT COST and HOW MUCH WILL IT EARN?

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YOU bet you have! You're making an investment. Paying for something on which you base your confidence and good judgment. You should know how much chance you've got to cash in. We want you to have the full benefit of our experience; to see actual records; to realize that we have sold a large number of the "richest and rarest of phonographs" to operators in Virginia, North Carolina and South Carolina who have been friends, as well as customers, of ours for years. All those operators whom we sold to tell us that Mills Throne of Music is the greatest phonograph buy in history because of the profits it earns from the very first day it is placed on location. Let's do this right! If you operate in Virginia, North Carolina or South Carolina, Write, Wire or Phone us TODAY!! You'll be glad you did!

JOE CALCUTT

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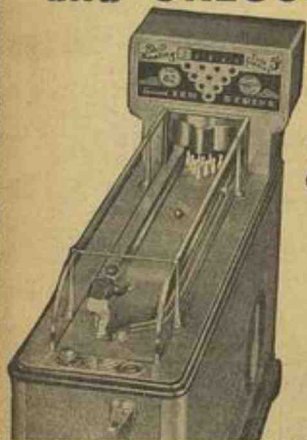
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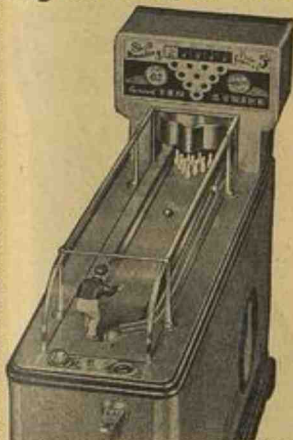
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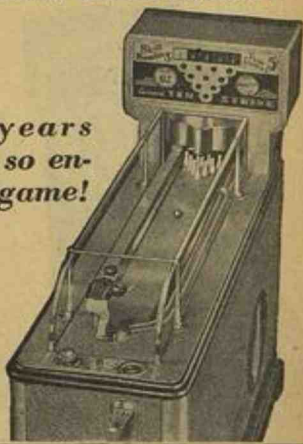


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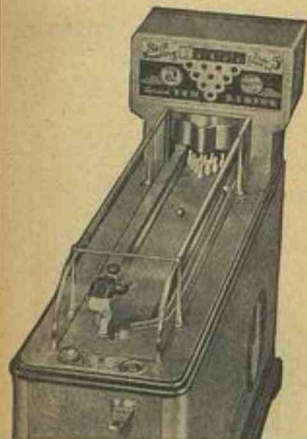


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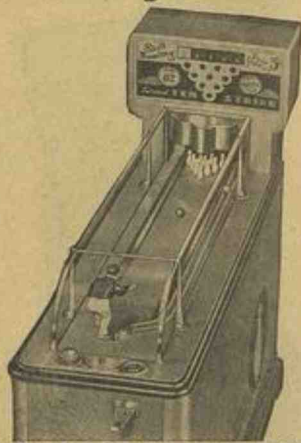


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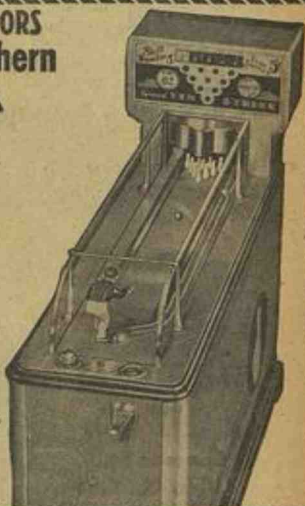


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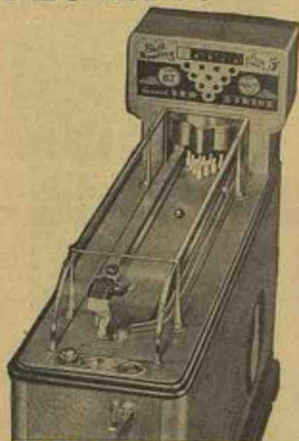


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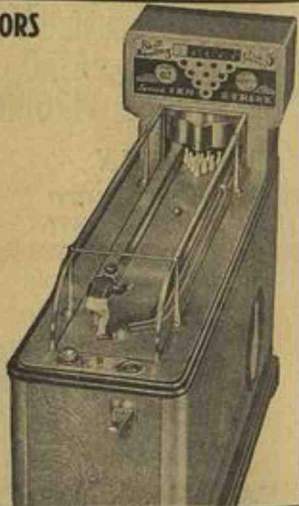


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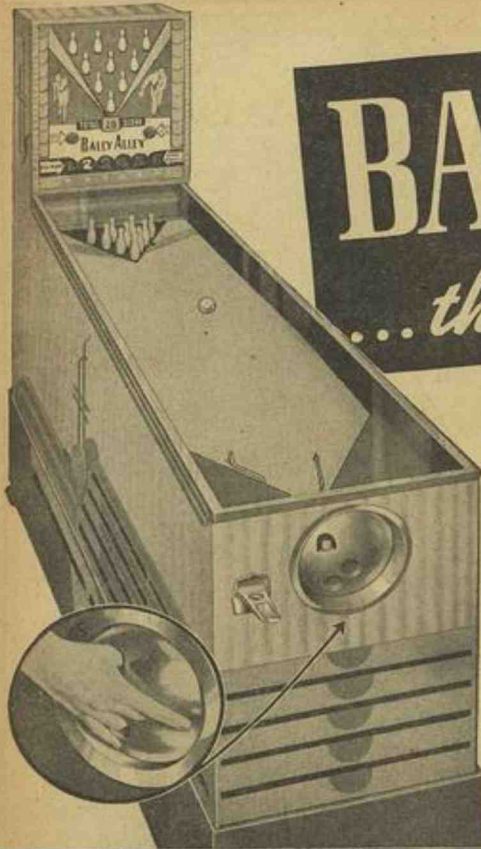
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**SO YOU
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IT'S GREAT!**"

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STRICTLY LEGAL! BIG MONEY-MAKER!
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At last a bowling game that duplicates all the "umph" of bowling . . . not merely the thrill of smacking down the pins . . . but also the satisfaction of a realistic bowler's grip . . . and full player-control over aim, curve AND BALL-SPEED! BALLY ALLEY is based on standard bowling rules . . . with STRIKES, SPARES, HOOK-SHOTS and all the tricks of real bowling. Although plenty of skill and practice is required to build up high scores, BALLY ALLEY is actually so amazingly simple that anyone—man, woman or child—can step up and enjoy the thrill of real bowling. Thus bowlers and non-bowlers flock to BALLY ALLEY for fun, thrills, excitement . . . insuring big steady profits to operators—and freedom from legal worry!

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LOST
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HORIZON

FREE PLAY
COMBINATION

99 50

Change from free
play to Regular in a
Jury Night on Loca-
tion.

INSTRUCTIONS

- * Bumper lights go out when bumpers are hit.
- * When all bumpers are hit, bumpers light up again.
- * Now every hit on any bumper will score 1 FREE PLAY.
- * **LOST HORIZON** window shows number of games played.
- * Numbers shown in window Reset To Zero when any free plays are scored.
- * When number 30 appears in lost horizon window **ALL BUMPERS AUTOMATICALLY BECOME FREE PLAY SCORING BUMPERS.**
- * Score void if machine is tilted. . . . This game for amusement only.

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THE EXHIBIT SUPPLY CO. 4222 W. Lake Street
Mfg. under one or more patents. No. 2,339,410 No. 2,072,132

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

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Says Peter Lukich, Wurlitzer Operator, of Cleveland, Ohio



Peter Lukich, Wurlitzer Operator of Cleveland, Ohio, telling R. P. Edward of the Five Star Amusement Co., Youngstown, Ohio, and Harry Lief of the Lief Automatic Music Co., Cleveland, Ohio, how well Wurlitzer's Step-by-Step Modernization Plan is working for him.

YOU ARE LOSING MONEY EVERY DAY YOU KEEP OLD PHONOGRAPHS ON LOCATION

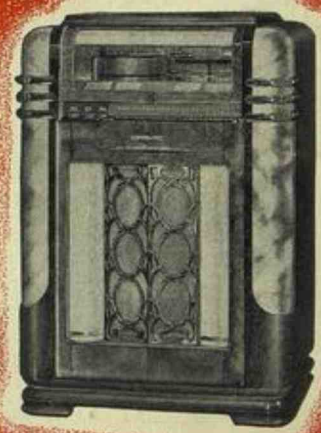
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